

**JAYARAJ ANNAPACKIAM COLLEGE  
FOR WOMEN (AUTONOMOUS)**

**A Unit of the Sisters of St. Anne of Tiruchirappalli  
Accredited with 'A+' Grade (Cycle 4) by NAAC  
DST FIST Supported College  
Affiliated to Mother Teresa Women's University,  
Kodaikanal**

**PERIYAKULAM – 625 601, THENI DT.  
TAMIL NADU.**



**M. COM.  
2020 - 2023**

## DEPARTMENT OF COMMERCE

### P.G.PROGRAMME OUTCOMES

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
1.	Endow with in-depth knowledge, analyze, apply the understanding of their discipline for aspiring <sup>better</sup> life and develop a sense of articulating those ideas in relation to the global context.
2.	Synthesize ideas from various disciplines, enhance the overall personality and extend their knowledge and understanding required for their professional role.
3.	Explore historical, cultural, social, and political concepts that shaped the world in wider perspective.
4.	Achieve idealistic goals to tackle the societal challenges identified in different writings, historical concerns, and modern inventions.
5.	Develop problem solving and computational skills and gain confidence to appear the competitive examination.
6.	Enhance knowledge regarding research by accumulating practical knowledge in specific areas of research.

### P.G.PROGRAMME SPECIFIC OUTCOMES

<b>PSO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
1.	Gain advanced knowledge on all subjects related to business lead to pursue research/write competitive exam in higher cadre.	PO - 1
2.	Crab job opportunities with higher level of knowledge on all subjects related to business.	PO - 2
3.	Take appropriate business decisions by applying managerial decision making process.	PO - 4
4	Take risks in starting a new business with in-depth knowledge in all areas related to business.	PO - 5
5.	Develop a report using research techniques.	PO - 6

**PG COURSE PATTERN (2020 - 2023) (UGC/ TANSCH/ MTU)**

<b>Sem.</b>	<b>Code</b>	<b>Title of the Course</b>	<b>Hours</b>	<b>Credit</b>
I	20PCO1C01	Operations Research	6	5
	20PCO1C02	Advanced Corporate Accounting	6	5
	20PCO1C03	Advertising and Salesmanship	6	5
	20PCO1C04	Business Economics and Environment	6	4
	20PCO1E1A/ 20PCO1E1B/ 20PCO1E1C	Corporate Governance/ Organizational Behaviour/ Strategic Management	6	4
		<b>Total</b>	<b>30</b>	<b>23</b>
II	20PCO2C05	Goods and Service Tax	6	5
	20PCO2C06	Cost and Management Accounting	6	5
	20PCO2C07	Customer Relationship Management	6	5
	20PCO2E2A/ 20PCO2E2B/ 20PCO2E2C	Business Ethics and Corporate Social Responsibility/ International Business/ Consumer Behaviour	6	4
	20PCO2GE1	IDC - Marketing Management	4	3
	20PSE2S01	Soft Skills	2	1
		<b>Total</b>	<b>30</b>	<b>23</b>
III	20PCO3C08	Financial Services	6	5
	20PCO3C09	Business Statistics and Research Methods	6	5
	20PCO3C10	Entrepreneurship and New Venture Planning	6	5
	20PCO3E3A/ 20PCO3E3B/ 20PCO3E3C	Advanced computerized Accounting(Lab) Database Management Internet and E-Commerce	6	4
	20PCO3GE2	IDC - Accounting for Managerial Decisions	4	3
	20PSE3H02	Human Rights & Duties	2	1
	20PCO3IN1	Internship	-	2*
		<b>Total</b>	<b>30</b>	<b>23+2*</b>
IV	20PCO4C11	Total Quality Management	6	5
	20PCO4C12	Supply Chain Management	6	5
	20PCO4C13	Disaster Management	6	5
	20PCO4R01	Project	12	6
	20PCO4SM1	MOOC'S	-	1*
	20PCO4S01	Comprehensive Examination	-	2*
		<b>Total</b>	<b>30</b>	<b>21+3*</b>
		<b>Total for All Semesters</b>	<b>120</b>	<b>90 + 5*</b>

Internship for atleast 10 days after II semester i.e. during the Semester Holidays - Extra credits.

## Continuous Internal Assessment Component (CIA)

### Practical:

Component	Marks	Marks
Internal test I		Converted to 50
Theory	25	
Problems	25	
<b>Total</b>	<b>50</b>	
Internal test II		
Theory	25	
Problems	25	
<b>Total</b>	<b>50</b>	
<b>Total</b>	<b>100</b>	<b>50</b>

## CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)

### THEORY:

Component	Marks	Marks
Internal Test I	40	Converted to 25
Internal Test II	40	
Seminar	10	
Term Paper	5	
Attendance	5	
<b>Total</b>	<b>100</b>	<b>25</b>

### PASSING MINIMUM

Semester Examination	
Theory	50% out of 75 Marks (i.e. 37.5 Marks)
Practical	50% out of 60 Marks (i.e. 30 Marks)

### PROJECT WORK

The ratio of marks for Internal and External Examination is 50:50

### THE INTERNAL COMPONENTS OF PROJECTS

Components	Semester Examination
First Review	10
Second Review	10
Final Review(Internal Viva Voce)	30
<b>Total</b>	<b>50</b>

### **EXTERNAL VALUATION OF PROJECT WORK**

<b>Components</b>	<b>Marks</b>
Project	25
External Viva Voce	25
<b>Total</b>	<b>50</b>

**Internship Component can be decided by the respective Dept.**

### **INTERNAL QUESTION PATTERN**

**(Maximum Marks-40)**

#### **PART - A**

10 Questions × 1Mark = 10 Marks

#### **PART - B**

2 Questions × 5 Marks = 10 Marks

(Internal Choice and One Question from Each Unit)

#### **PART - C**

2 Questions × 10 Marks = 20 Marks

(Open Choice, Two Questions out of Three)

### **EXTERNAL QUESTION PATTERN**

**(Maximum Marks-75)**

#### **PART - A**

10 Questions × 1Mark = 10 Marks

(Two Questions from each Unit)

#### **PART - B**

5 Questions × 5 Marks = 25 Marks

(Internal Choice and one set of Question from each Unit)

#### **PART - C**

5 Questions × 8 Marks = 40 Marks

(Open Choice Five Questions out of Seven

Atleast One Question from each Unit)

## OPERATIONS RESEARCH

Semester: I

Hours: 6

Code : 20PCO1C01

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Apply research techniques in quantitative and qualitative aspects.	PSO-1	K
CO - 2	Complete the project within a span of time.	PSO-2	Ap
CO - 3	Minimize the resource allocation for project.	PSO-3	Sy
CO - 4	Graphically locate the optimum peak point in completing the projects.	PSO-2	Ap
CO - 5	Work on project scheduling and controlling problems using PERT & CPM techniques.	PSO-5	Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		OPERATIONS RESEARCH										Hours: 6
Code : 20PCO1C01												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	2	3	4	4	5	4	3	4	5	5	3.82
CO - 2	3	3	2	3	3	4	3	3	4	5	4	3.36
CO - 3	2	2	2	3	2	4	3	3	4	5	4	3.09
CO - 4	2	2	2	3	2	3	3	3	5	4	4	3.00
CO - 5	4	3	2	3	2	4	3	3	5	5	5	3.55
<b>Overall Mean Score</b>												<b>3.36</b>

**Result:** The score for this course is **3.36** (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:**

$\text{Mean Score of Cos} = \frac{\text{Total of Values}}{\text{Total No. of Pos\& PSOs}}$	$\text{Mean Overall Score for Cos} = \frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I**

Operation research - Origin and development - Role in decision making - Characteristics - Phases - General - General approaches - Linear programming problem - Applications and limitations - Formulation of LPP - Graphical - Solution - Simplex method (maximization and minimization). **(18 Hours)**

### **UNIT II**

Transportation problem - Methods for finding initial solution - NWCM - LCM - VAM - Test for optimality - Stepping stone method - Variations in transportation problem - Unbalanced transportation problem - Assignment problem. **(18 Hours)**

### **UNIT III**

Replacement- Meaning - Reasons for replacement - Types of replacement - Replacement decision- Replacement policy with or without change in money value - Replacement of items that fail completely (individual and group replacement). **(18 Hours)**

### **UNIT IV**

Queuing theory - Decision analysis - Decision tree analysis - EMV criterion. **(18 Hours)**

### **UNIT V**

Network analysis- Scheduling activities - Determining critical path - Calculation of floats - PERT/CPM - Concepts of PERT and CPM techniques and their applications - Construction of network diagram - Simple CPM calculation. **(18 Hours)**

### **COURSE BOOK:**

- V.K. Kapoor, Operation Research, Sultan Chand and Sons, New Delhi, 2014.

### **BOOKS FOR REFERENCE:**

1. S.Kalavathy, Operation Research, Vikas Publishing House Private Ltd, New Delhi, 2013.
2. Dr.N.P.Agarwal, Dr.Sonia Agarwal, Quantitative Techniques for Management, Professional RBD Publications, New Delhi, 2009.
3. C.R.Kothari, Quantitative Techniques, Third Revised Edition, Vikas Publishing House Pvt Ltd., New Delhi, 2009.
4. Kanti Swarup, P.K.Gupta, Manmohan, Operation Research, Sultan Chand and sons, New Delhi, 2009.
5. UK Srivastava, G.V. Shenoy, S.C.Sharma, Quantitative Techniques for Managerial Decisions, New age International Publishers, New Delhi, 2008.

### **Part A ( MCQ ) Only Theory Questions Part B & C Problems**

## ADVANCED CORPORATE ACCOUNTING

Semester: I

Hours: 6

Code : 20PCO1C02

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the advanced issues in accounting for assets, liabilities and owners equity.	PSO-1	K & c
CO - 2	Analyze the strategic and legal issues in merger and acquisition of business.	PSO-2	Ap
CO - 3	Prepare consolidated report for group of companies.	PSO-3	Ap & sy
CO - 4	Assess the financial performance of banking and insurance companies.	PSO-3	Ap & sy
CO - 5	Maintain accounts in the corporate sector.	PSO-5	Ap & sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		ADVANCED CORPORATE ACCOUNTING										Hours: 6
Code : 20PCO1C02												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	2	3	5	3	4	4	4	3	3	3.64
CO - 2	5	4	1	2	4	2	5	4	3	4	3	3.36
CO - 3	4	4	1	1	5	2	4	5	4	4	2	3.27
CO - 4	4	5	2	1	4	3	5	4	4	4	2	3.45
CO - 5	5	4	2	2	4	2	5	5	3	3	1	3.27
<b>Overall Mean Score</b>											<b>3.34</b>	

**Result:** The score for this course is **3.34** (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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## **UNIT I**

Company financial statements- Statutory and accounting standard requirements- Preparation of financial statements -Profit and loss account - Adjustments - Balance sheet. **(18 Hours)**

## **UNIT II**

Amalgamation in the nature of merger and purchase - Absorption -External reconstruction - Accounting aspects of AS14 - Calculation of Purchase consideration under various method-Alternation of share capital-Internal reconstruction. **(18 Hours)**

## **UNIT III**

Consolidated financial statements-Fundamental principles of simple consolidation-Elimination of investment accounts-Minority interest, Un-realized profit, cost of control or capital reserve-Capital and revenue profits, Elimination of intra- group transactions -Consolidated balancesheet. **(18 Hours)**

## **UNIT IV**

Insurance company account- Accounts of life insurance and general insurance business. **(18 Hours)**

## **UNIT V**

Bank accounts-Legal requirements- Preparation of profit and loss account and balancesheet. **(18 Hours)**

## **COURSE BOOK:**

- R. L. Gupta, Advanced Accounting, Sultan Chand Company, New Delhi, 2014.

## **BOOKS FOR REFERENCE:**

1. M.C. Shukla & T.S.Grewal, Advanced Accounts, Vol. II, S.Chand Publications & Co Ltd , New Delhi, 2016.
2. Ambrish Gupta, Financial Accounting for Management, Vol. II Pearson India Education Services PVT Ltd, New Delhi, 2016.
3. Dr. M.A. Arulanandam & Dr. K.S. Raman, Advanced Accountancy, Vol. II Himalaya Publishing House, Bombay, 2019.
4. S.P. Jain & K. L. Narang, Advanced Accounting, Kalyani Publishers, Vol. II New Delhi, 2014.
5. S.N. Maheswari & S.K. Maheswari, Advanced Accountancy, Vol. II Vikas Publishing House Private Ltd., New Delhi, 2009.

## **Part A ( MCQ) Only Theory Questions Part B & C Problems**

## ADVERTISING AND SALESMANSHIP

Semester: I

Hours: 6

Code : 20PCO1C03

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Explain advertising functions classification and social economy and ethical issues.	PSO-1	K & C
CO - 2	Discuss the advertising process, buying behavior, advertising plan and advertising copy.	PSO-2	AP
CO - 3	Outline the advertising media selection decision for advertisement and evaluating advertising effectiveness.	PSO-3	AP & Sy
CO - 4	Developing knowledge on sales promotion techniques, its importance and effective selling strategies.	PSO-3	AP & Sy
CO - 5	Analyze the importance of salesmanship their recruitment, motivation and rewarding of sales personnel.	PSO-5	AP & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		ADVERTISING AND SALESMANSHIP										Hours: 6
Code: 20PCO1C03												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	2	3	2	3	4	4	1	3	5	3	3.09
CO - 2	3	3	4	3	3	2	5	3	2	4	3	3.18
CO - 3	5	3	3	4	4	1	3	2	4	3	3	3.18
CO - 4	5	3	2	3	3	4	4	3	3	3	3	3.27
CO - 5	4	4	3	3	2	3	3	4	3	3	4	3.27
<b>Overall Mean Score</b>											<b>3.19</b>	

**Result:** The score for this course is **3.19** (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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## **UNIT I**

Advertising - Its purpose, Scope - Primary and secondary function - Classification of advertising on the basis of prospects - On the basis of types of products -On the basis of geographical area - Social and economic aspects of advertising, ethical issues in advertising. **(18 Hours)**

## **UNIT II**

Advertising process - Advertising agency - Role of advertising agencies - Types of advertising agencies- Selection of advertising agencies - Advertising copy- Elements of advertising copy - Classification of advertising copy. **(18 Hours)**

## **UNIT III**

Advertising media - Role of media - Print media - Radio and television- Media selection - Advertising budget - Preparation of advertising budget - Factors influencing advertising budget - Evaluation and effectiveness of advertising. **(18 Hours)**

## **UNIT IV**

Sales Promotions - Scope - Function and importance - Sales promotion methods - Fundamental of successful selling - Case studies -Retailmarketing. **(18 Hours)**

## **UNIT V**

Salesmanship - Salesmen Recruitment and Training - Skills for goodsalesmanship - Training of sales personnel - Motivating and evaluating sales personnel - Sales records - Rewarding good salesmanship -Casestudies. **(18 Hours)**

## **COURSE BOOK:**

- Mahendra Mohan, Advertising Management, Tata McGrew Hill Publishing Co., Ltd., New Delhi.2008.

## **BOOKS FORREFERENCE:**

1. R.S.N. Pillai&Bhagavathi, Salesmanship, S.Chand& Co Ltd New Delhi,Reprint 2013.
2. Philip Kotler, Marketing Management ,Preticen Hall of India (P) Ltd., New Delhi, 2016.
3. Rathore, Advertising Management, Himalaya Publishing House New Delhi, 2016.
4. Daver, Salesmanship & Advertising, Progressive Publishers Bombay,1980.
5. Rustom S. Davar, Salesmanship and Publicity, Vikas Publishing House Private Limited, Bombay,1996.
6. Chunawalla, Kumar, Sethia, Subramanian, Suchak, Advertising Theory and Practice, Himalaya Publishing House, New Delhi, 2018.

## BUSINESS ECONOMICS AND ENVIRONMENT

Semester: I

Hours: 6

Code : 20PCO1C04

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the factors influencing business and economic policies of the country	PSO-1	K
CO-2	Analyze the optimum utilization of factors of production	PSO-1	Ap
CO-3	Analyze various types of costs of production and frame effective cost policy for business.	PSO-4	Ap
CO-4	Acquire knowledge on the sources of finance in international trade	PSO-5	An
CO-5	Acquire knowledge on the significance of economic integration and sustainable business	PSO-1	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		BUSINESS ECONOMICS AND ENVIRONMENT										Hours: 6
Code : 20PCO1C04												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	2	3	2	3	4	4	1	3	5	3	3.09
CO - 2	3	3	4	3	3	2	5	3	2	4	3	3.18
CO - 3	4	3	3	4	4	2	3	2	4	3	3	3.18
CO - 4	5	3	2	3	3	4	4	3	3	3	3	3.27
CO - 5	4	4	3	3	2	3	3	4	3	3	4	3.27
<b>Overall Mean Score</b>											<b>3.19</b>	

**Result:** The score for this course is **3.19** (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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## **UNIT I: INTRODUCTION**

Business economics-Meaning and objectives-Business environment - Meaning and elements - Economic environment - Components of economic environment - Economic Policies-Monetary and fiscal policies- Definitions and objectives only - Economic Planning and its objectives - Legal environment-Political environment- Technological environment - Consumer protection - Environmentalprotection.  
**(18 Hours)**

## **UNIT II: PRODUCTION ANALYSIS**

Production function-Use of production function in decision making- Laws of returns - Increasing, constant and decreasing returns- Returns to scale- Difference between laws of returns and returns to scale - Three phases of returns to scale- Law of variable proportions.  
**(18 Hours)**

## **UNIT III: COST AND REVENUE ANALYSIS**

Meaning- Types of cost-Money cost-Real cost-Opportunity cost- Explicit and implicit cost- Short and long run costs- L and U shaped cost curves- Revenue - Meaning-Total revenue- Average revenue-Marginal revenue-Relationship between total and marginal revenue.  
**(18 Hours)**

## **UNIT IV: INTERNATIONAL BUSINESS AND INTERNATIONAL ECONOMIC INSTITUTIONS**

International business: Meaning - Objectives - Scope - Globalization- Meaning Causes and types - World Trade Organization - (WTO) Functions and objectives of WTO - Balance of payments-Importance and components of balance of payment - International economic institutions-International Monetary Fund-Meaning and objectives - Changing nature of lending operations- World Bank - Objectives and functions - Lending operations of the world bank- Asian Development Bank (ADB) - Policies and strategies.  
**(18 Hours)**

## **UNIT V: ECONOMIC AND REGIONAL TRADE INTEGRATION**

Economic integration and regional trade: Definitions - Need for economic integration - Regional Vs international trade-Meaning and benefits - Kinds of economic integration-Regional economic agreements-South Asian Association Regional Countries (SAARC)- Association of South East Asian Nations(ASEAN)- North American Free Trade Agreement( NAFTA).  
**(18 Hours)**

**COURSE BOOK:**

**UNITS I, IV & V**

1. S. Sankaran, Business Environment, Margham Publications, Chennai, 2017.

**UNIT II & III**

2. S. Sankaran, Business Economics Margham Publications, Chennai, 2014.

**BOOKS FOR REFERENCE:**

1. R.L Varshney & K.L. Maheswari, Managerial Economics, Sultan Chand & Sons, New Delhi, 2014.
2. P.N. Chopra, Managerial Economics, Kalyani Publishers, New Delhi, 2009.
3. S.K. Misra & R.K. Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2015.
4. H.L. Ahuja, Modern Economics, S. Chand and Company Ltd, New Delhi, 2009.
5. R. Cauvery, Dr. M. Girija, Dr. R. Meenakshi, Managerial Economics, S. Chand & Company Ltd, New Delhi, 2013.

## CORPORATE GOVERNANCE

Semester: I

Hours: 6

Code : 20PCO1E1A

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the problems resulting from the separation of ownership and control	PSO-1	K
CO - 2	Analyze the shareholders rights and responsibilities	PSO-3	Ap
CO - 3	Apply best practices in corporate sector	PSO-4	An
CO - 4	Evaluate corporate reform in India	PSO-1	K
CO - 5	Organize meeting in department, college, company and public	PSO-1	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		CORPORATE GOVERNANCE										Hours: 6
Code : 20PCO1E1A												Credits: 4
Course Outcomes	Programme Outcome (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	2	4	3	3	4	5	3	1	4	5	3.36
CO - 2	4	5	3	4	3	3	3	4	2	3	1	3.18
CO - 3	4	3	4	3	2	4	3	4	4	3	3	3.36
CO - 4	3	1	3	4	4	3	5	4	3	2	4	3.27
CO - 5	3	4	3	4	3	4	3	2	3	4	5	3.45
<b>Overall Mean Score</b>											<b>3.32</b>	

**Result:** The score for this course is **3.32** (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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## **UNIT I**

Corporate governance - Meaning and scope - Structures and processes of corporate governance - Principles of good governance - Environmental issues and corporate Governance - OECD principles on corporate governance - Corporate governance in India. **(18 Hours)**

## **UNIT II**

Company administration - Hierarchy - Shareholders, Directors, Secretary - Qualifications and disqualifications - Powers and duties - Appointments and dismissals. **(18 Hours)**

## **UNIT III**

Meetings and resolutions - Kinds of meetings - Board of directors meetings - Statutory meetings - Annual general meeting - Extra - Ordinary general meetings - Requisites of valid Meeting - Resolution - Methods of voting. **(18 Hours)**

## **UNIT IV**

Corporate reforms in India - Recommendations of national committees on corporate governance - Role of SEBI in promoting responsible corporate governance - Select summary of recommendation of committees on corporate governance - SEBI and CII. **(18 Hours)**

## **UNIT V**

Indian Companies Act 2013 - One person company(OPC) - Major E-Governance provision under Companies Act 2013 - NCLT and NCLAT - Orders, powers, procedures, president and members - Benches of NCLT - Appeal to supreme court. **(18 Hours)**

## **COURSE BOOKS:**

- Subash Chandra Das, Corporate Governance, PHII Learning Private Ltd., New Delhi 2012.
- P.P.S.Gogna Company Law(Corporate Law), S.Chand & Company Ltd, Ram Nagar, New Delhi, Ninth Revised Edition, 2013.

## **BOOKS FOR REFERENCE:**

1. Swami Parthasarathy, Corporate Governance, Principles, Mechanisms and Practice, Dreamtech, New Delhi, 2007.
2. Vinod Kothari, The Companies Act 2013, Lexis Nexis Publication, Haryana, 2013.
3. Autar Singh, 'Company Law', Eastern Book Co., Lucknow, 2000.
4. Mallin, A.Christine, Corporate Governance (Indian Edition), Oxford University Press, New Delhi, 2000.
5. JayatiSarkar & Subrata Sarkar, Corporate Governance in India Sage Publication, New Delhi, 2012.



## ORGANISATIONAL BEHAVIOUR

Semester: I

Code : 20PCO1E1B

COURSE OUTCOMES:

Hours: 6

Credits: 4

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the fundamental concept of organisational behaviour.	PSO-1	K
CO - 2	Discuss the concept of organisation and know about the organisation relation to the work environment.	PSO-2	Ap
CO - 3	Acquire Knowledge about the Behaviour determinants such as individual and group behaviour	PSO-4	K
CO - 4	Analyse the organizational culture of an organization in the present scenario.	PSO-1	An
CO - 5	Understand the organizational change and development.	PSO-1	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		ORGANISATIONAL BEHAVIOUR										Hours: 6
Code : 20PCO1E1B												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	3	4	3	3	4	4	2	3	2	3	3.18
CO - 2	5	4	3	3	2	4	5	3	3	2	2	3.27
CO - 3	5	4	4	4	2	3	3	4	3	4	2	3.45
CO - 4	4	3	5	3	3	4	2	4	5	4	3	3.64
CO - 5	4	3	4	3	2	3	2	4	4	5	3	3.36
<b>Overall Mean Score</b>											<b>3.38</b>	

**Result:** The score for this course is **3.38** (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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## **UNIT I: ORGANISATIONAL BEHAVIOUR**

Meaning - Definition and scope of organisational behaviour - Features of organisational behaviour- Importance of organizational behaviour, Recent trends of organizational behaviour. **(18 Hours)**

## **UNIT II: BEHAVIOUR DETERMINANTS**

Individual Behaviour and Group Behaviour, Personality: Concept, Meaning, Determinants perception; Meaning and Importance - Factors influencing Perception - Perception in individual decision making - Meaning and techniques of group decision making. **(18 Hours)**

## **UNIT III: ORGANISATION CONCEPT**

Organisation rules power, authority and status, the organisation relation to its environment - Meaning and types of conflict - Negotiation process. Stress and behaviour-Sources of stress - General stress syndrome - Individual and organisational strategies in managing stress. **(18 Hours)**

## **UNIT IV: ORGANISATIONAL CULTURE**

Organisational culture: creation and reinforcement of organisational culture- Organisational culture vs national culture - Functions of culture - Models of culture - Assessment of organisational Culture. **(18 Hours)**

## **UNIT V: ORGANISATIONAL CHANGE AND DEVELOPMENT**

Meaning - Need and significance - External and internal forces - Resistance to change - Steps in managing change - Organisation health - Organisation development - Objectives of OD program - Basic OD assumption - OD interventions - Development and effectiveness - Management of culture cross cultural management. **(18 Hours)**

## **COURSE BOOK**

- Arun Kumar and N.Meenakshi, Organisation Behaviour and a Modern Approach; Vikas Publishing House Private Ltd; 2015.

## **BOOKS FOR REFERENCE:**

1. Prasad L.M., Organisational Behaviour, Sultan Chand & Sons, New Delhi, 2000
2. Davis & Newstorm, Organisational Behaviour, McGraw Hill Publishers New Delhi, 1985.
3. Jerald Green Berg and Robert; Behaviour in Organisation's, Indian Edition, HH Learning Private Ltd. New Delhi, 2012
4. Robbins S. P. and Timothy A. J., Organizational Behaviour, Prentice -Hall, New Delhi, 2000.
5. UmaSekaran, Organisational Behaviour, Tata Mr. Graw Hill, New Delhi, 2012.
6. S.Fayyaz Ahamed and Nelson and Quick; Organisationl Behaviour, Vikas India Edition, New Delhi, 2012.

## STRATEGIC MANAGEMENT

Semester: I

Hours: 6

Code : 20PCO1E1C

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire in-depth knowledge in mission and objectives of strategic management.	PSO-1	K
CO - 2	Acquire the skill of analyzing business plans.	PSO-2	Ap
CO - 3	Assess the competitive forces including threats of new entrants and substitutes.	PSO-2	An
CO - 4	Grab the opportunity of becoming strategic planning associate in corporates.	PSO-3	C
CO - 5	Find alternative solution for business problems.	PSO-2	U

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		STRATEGIC MANAGEMENT										Hours:6
Code : 20PCO1E1C												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	2	3	2	3	3	3	3	3	4	3	4	3.00
CO - 2	3	3	2	2	3	3	3	4	4	2	4	3.00
CO - 3	3	2	3	2	4	2	5	3	5	3	4	3.27
CO - 4	2	3	3	3	3	3	3	2	4	2	4	2.91
CO - 5	2	3	2	3	3	3	3	3	2	3	5	2.91
<b>Overall Mean Score</b>											<b>3.02</b>	

**Result:** The score for this course is (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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## **UNIT I**

Strategy - strategy management - Definition - Strategic management process - Mission and objectives: Elements and communication of mission - Importance and hierarchy of objectives - Benefits and limitations of strategic management.

**(18 Hours)**

## **UNIT II**

Business Environment: Internal Environment; External Environment; Micro Environment and Macro Environment. SWOT analysis - Techniques for environmental analysis relating to SWOT.

**(18 Hours)**

## **UNIT III**

Portfolio strategy: Business portfolio analysis - Models of portfolio strategy - Trends in portfolio strategy - Factors influencing portfolio strategy.

**(18 Hours)**

## **UNIT IV**

Competitive analysis and strategies - Competitive forces: Rivalry among existing firms, threats of new entrants, threats of substitutes, bargaining power of suppliers, bargaining power of buyers. Competitors analysis - Generic competitive strategies - Strategic positioning - Four routes to strategic advantage.

**(18 Hours)**

## **UNIT V**

Corporate level Generic Strategies: Stability Strategy, Growth Strategy, Retrenchment Strategies, Combination Strategy. Business Growth: Reasons- Indicators - Risks of growth - Growth Strategies: Intensive, Integrative, diversification and External growth Strategy.

**(18 Hours)**

## **COURSE BOOK:**

- Francis Cherunilam, Strategic Management, Sultan & Chand Sons, New Delhi, 2009.

## **BOOKS FOR REFERENCE:**

1. L.M. Prasad, Strategic Management, Sultan & Chand Sons, New Delhi, 2009.
2. G. Sudarsana Reddy, K. Aswathappa, Strategic Management - Concepts & Cases, Himalaya Publishing House, Mumbai, 2008.
3. Dr. AnandPrakash, Strategic Management, Sonali Publications, New Delhi, 2012.
4. Michael, A.Hitt, R.Duane Ireland & Robert E., Strategic Management Competitiveness & Globalization - Concepts & Cases, Thomson Asia Pvt., Ltd., Singapore, 2011.

## GOODS AND SERVICE TAX

Semester: II

Hours: 6

Code : 20PCO2C05

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Distinguish the earlier Indirect Tax and present Indirect Tax system.	PSO-1	Ap & Sy
CO - 2	Acquire knowledge on provisions of levy of GST.	PSO-1	K
CO - 3	Comprehend the place of supply.	PSO-3	Ap
CO - 4	Understand how to determine time of supply	PSO-4	Sy
CO - 5	Familiarise with Tax Invoice, credit notes and debit notes.	PSO-2	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		GOODS AND SERVICE TAX										Hours: 6
Code : 20PCO2C05												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	3	5	2	1	2	5	2	4	4	3	3.18
CO - 2	4	5	5	2	3	3	3	2	5	5	3	3.64
CO - 3	5	2	3	4	2	1	5	4	4	4	3	3.36
CO - 4	3	5	4	4	3	2	3	4	3	5	2	3.45
CO - 5	3	4	4	5	2	2	3	3	2	5	3	3.27
<b>Overall Mean Score</b>											<b>3.38</b>	

**Result:** The score for this course is **3.38** (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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**UNIT I: INTRODUCTION**

Background of taxation - Difference between direct tax and indirect tax -Pre GST indirect tax structure in India - GST council - Framework of GST as introduced in India. **(18 Hours)**

**UNIT II: LEVY OF GST**

Basis of charge of GST - GST in inter state supply - GST in intra state - Supply-GST rates notified for supply of various goods. **(18 Hours)**

**UNIT III: PLACE OF SUPPLY**

Exempted goods - Exempted services - Location of supplier and place of supply. **(18 Hours)**

**UNIT IV: TIME OF SUPPLY**

Taxable Event - Supply - Consideration - Types of supply - Time of supply- Significance - Rules for determination of time of supply of goods. **(18 Hours)**

**UNIT V: TAX INVOICE**

Tax invoice - Different assessment under GST - Electronic liability ledger - Electronic cash ledger - Electronic credit ledger. **(18 Hours)**

**COURSE BOOK:**

- Vinod . K.Singhania, Direct Taxes Law and Practice, Taxmann Publications Pvt. Ltd., New Delhi (Latest Edition).

**BOOKS FOR REFERENCE:**

1. V.P Gaur, and Narang, Income Tax Law and Practice, Kalyani Publishers, New Delhi, (Latest Edition).
2. Bagavathi Prasad, Income Tax Law and Practice, Wishwa Prakashan, New Delhi (Latest Edition).
3. H.C. Mehrothra, Income Tax Law and Practice, Sahitya Bhavan Publications, Agra, (Latest Edition).
4. B.B. Lal., Direct Taxes Practice and Planning, Sultan Chand & Sons, New Delhi, (Latest Edition).

**Part A and Part C only Theory. Part B only Problems.**

## COST AND MANAGEMENT ACCOUNTING

**Semester: II**

**Hours: 6**

**Code : 20PCO2C06**

**Credits: 5**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify the costing methods for different type of industries.	PSO-1	K
CO - 2	Summarize process cost accounting and prepare a process cost statement	PSO-1	Ap
CO - 3	Provide information to management for various managerial decisions.	PSO-3	An
CO - 4	Prepare income statements using variable costing and absorption costing	PSO-5	C
CO - 5	Prepare periodical report in organization.	PSO-5	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		COST AND MANAGEMENT ACCOUNTING										Hours: 6
Code : 20PCO2C06												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	2	3	4	3	4	4	5	5	3	3.91
CO - 2	2	3	2	2	2	3	4	4	4	4	4	3.45
CO - 3	2	3	3	2	2	3	3	5	4	5	3	3.45
CO - 4	4	3	3	3	2	2	3	5	4	4	3	3.55
CO - 5	2	4	2	2	3	2	3	4	5	4	4	3.55
<b>Overall Mean Score</b>											<b>3.58</b>	

**Result:** The score for this course is **3.58** (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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## **UNIT I**

Cost accounting information system - Need - Designing cost accounting information system - Steps - Objectives - Characteristics of an ideal costing system - Installation of costing system - Steps for installation - Practical difficulties in installing a costing system - Costsheet - Preparation of cost sheet - Tenders. **(18 Hours)**

## **UNIT II**

Process costing - Its application - Process losses - Normal and abnormal loss and abnormal gain - Inter process profits - Equivalent production - (with opening , closing work in progress and process losses) - Valuation of work in progress under FIFO method and average cost method - Joint and by products costing. **(18 Hours)**

## **UNIT III**

Marginal costing - Basic concepts - Marginal and absorption costing - BEP analysis- CVP analysis - Differential cost analysis - Application for management decision making. **(18 Hours)**

## **UNIT IV**

Management Accounting - Financial statement analysis - Preparation of comparative statements - Common size statements - Trend analysis - Ratio analysis - Preparation of balance sheet. **(18 Hours)**

## **UNIT V**

Cash flow analysis - Schedule of changes in working capital - Preparation of cash flow statements - Partnership firm - Without sale of fixed assets - With sale of fixed assets. **(18 Hours)**

### **COURSE BOOKS:**

- Prof. T.S. Reddy & Dr. Y. Hariprasad, Cost and Management Accounting, Margham Publications, Chennai, 2011.

### **BOOKS FOR REFERENCE:**

1. Dr. S.N. Maheswari, Advanced Management Accounting, Sultan Chand, New Delhi, 2008.
2. Dutta, Cost Accounting: Principles and Practice, Pearson Education, Delhi, 2008.
3. B.M. Lall Nigam, Cost Accounting Principles and Practices, Himalaya Publishing House, New Delhi, 2012.
4. J. Made Gowda, Advanced Cost Accounting, Himalaya Publishing House, New Delhi, 2005.
5. B.S. Khanna, I.M. Pandey, Practical Costing, S. Chand Co., Ltd., New Delhi, 2005.

### **Part A ( MCQ) Only Theory Questions Part B & C Problems**



## CUSTOMER RELATIONSHIP MANAGEMENT

Semester: II

Hours: 6

Code : 20PCO2C07

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Realize the importance of enterprise Marketing Automation.	PSO-1	K
CO - 2	Understand the concept of call centers.	PSO-1	Ap
CO - 3	Comprehend customer satisfaction.	PSO-4	An
CO - 4	Develop scale to measure customer satisfaction.	PSO-5	C
CO - 5	Appreciate the role of employees in CRM.	PSO-5	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		CUSTOMER RELATIONSHIP MANAGEMENT										Hours: 6
Code : 20PCO2C07												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	4	2	3	4	3	4	4	4	5	3	3.91
CO -2	2	5	2	2	2	3	4	4	4	4	3	3.55
CO -3	2	3	3	3	3	3	3	5	3	2	2	3.18
CO-4	3	3	3	3	2	3	3	2	4	4	3	3.27
CO -5	2	3	2	2	3	2	3	4	4	4	4	3.36
<b>Overall Mean Score</b>											<b>3.45</b>	

**Result:** The score for this course is **3.45** (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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## **UNIT I: INTRODUCTION TO CRM**

Customer - CRM - CRM technology - Component - Customer life style - customer interaction. Difference between CRM and E-CRM - Features of E - CRM - 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. **(18 Hours)**

## **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. **(18 Hours)**

## **UNIT III: CALL CENTERS**

Call centers - Types of call center - 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. **(18 Hours)**

## **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. **(18 Hours)**

## **UNIT V: EMPLOYEES IN CRM**

CRM & Employees - Customer linkage - Factors effecting employees' customers oriented behaviors - Service failure - Service recovery management - Customer recall management - Customer experience management. **(18 Hours)**

### **COURSE BOOK:**

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

### **BOOKS FOR REFERENCES:**

1. Alok Kumar Rai, Customer Relationship Management - Concepts and cases, PHI Learning Pvt Ltd., J Reinartz, WILRY India Edition, New Delhi, (2013).
2. Kristin Anderson and Carol Kerr TM, Customer Relationship Management, Tata McGraw - Hill Publishing Company Ltd, New Delhi, 2008.
3. Jagdish N Sheth, AtulParvatiya, G.Shainesh, Customer Relationship Management - Emeging Concepts, Tools and Applications , Tata McGraw - Hill Publishing Company Ltd, New Delhi, 2008.
4. Kaushik Mukerjee, Customer Relationship Management - A Strategic Approach to Marketing, PHI Learning PVT Ltd, New Delhi, 2009.

## BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

Semester: II

Hours: 6

Code : 20PCO2E2A

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire the capability of making decisions at professional level.	PSO-3	K
CO - 2	Understand regulatory obligations imposed on corporations.	PSO-5	Ap
CO - 3	Understand the companies need to protect the interests of shareholders, employees, customers and society.	PSO-4	An
CO - 4	Reflect on and critically examine their own values and the importance in business and work place decision making.	PSO-4	C
CO - 5	Understand the scope and complexity of Corporate Social responsibility in the global and Indian context.	PSO-1	U

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY										Hours:6
Code : 20PCO2E2A												Credits:4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	3	2	4	4	5	4	3	2	3	3.55
CO - 2	4	5	3	2	4	4	5	4	3	2	3	3.55
CO - 3	4	5	2	3	4	3	4	5	3	2	3	3.45
CO - 4	4	4	2	5	2	3	2	3	5	2	4	3.27
CO - 5	4	5	4	4	3	3	2	4	5	4	2	3.64
<b>Overall Mean Score</b>											<b>3.49</b>	

**Result:** The score for this course is **3.49** (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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## **UNIT I**

Ethics - Objectives-Business ethics - Different views of ethics - Need for businessethics - Ethical Theories - Ethical corporateCode - Characteristics of an ethical organization. **(18 Hours)**

## **UNIT II**

Ethical issues in marketing management - Ethical issues in marketing strategy - Ethical issues in marketing mix - Ethical issues and consumerism - Ethical issues in operation management . **(18 Hours)**

## **UNIT III**

Ethical issues in purchase management - Role of purchase manager - Code of ethics for purchases - Ethical issues in human resource management - Principle of ethical hiring - Ethics and remuneration and retrenchment. **(18 Hours)**

## **UNIT IV**

Ethical issues in Finance - Ethical issues in Mergers and Acquisitions - Transparency in Disclosures - Money laundering - Role of Accountants - Professional Conduct of Accountants - Ethical Audit. **(18 Hours)**

## **UNIT V**

Corporate social responsibility - Internal and external stakeholders- Ethics and social responsibility of business - Ethical issues in global business - Environmental ethics- Environmental issues in India - Social responsibility tools . **(18 Hours)**

## **COURSE BOOK:**

- A.C. Fernando, Business Ethics & Corporate Governance, Second Edition, Dorling Kindersley (India) Pvt., Ltd, New Delhi, 2015.

## **BOOKS FOR REFERENCE:**

1. Francis Cherunilam, Business Environment, Text and Cases, Himalaya Publishing House, New Delhi, 2008.
2. Fr. Cyriac K. Managerial Ethics and Social Issues, XLRI, Jamshedpur, 1989.
3. Mr. Fernando (LIBA), Business Ethics, Dorling Kindersley (India) Pvt. Ltd., licensees of Pearson Education in South Asia, New Delhi, 2010.
4. C.V.S Murthy, Business Ethics, Himalaya Publishing House, New Delhi, 2007.
5. V. Balachandran and V. Chndrasekaran , “Corporate Governance, Ethics and Social Responsibility” 2<sup>nd</sup> Edition, PHI, New Delhi, 2007.
6. John R Boartright, Ethics and the conduct of business, Pearson Education (Singapore) Pvt Ltd., Indian Branch, Delhi, (2009).
7. Cyriac K, “Managerial Ethics and Social Issues- Regarding andCases”, Reading Materials for Business Ethics, XLRI Jamshedpur, 2000.

## INTERNATIONAL BUSINESS

Semester: II

Hours: 6

Code : 20PCO2E2B

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concepts of international business.	PSO - 1	K
CO - 2	Identify the environmental factors affecting domestic and international business.	PSO - 1	K
CO - 3	Analyze the strategies and legal issues in merger and acquisitions of International business	PSO - 2	An
CO - 4	Identify factors affecting the final choice of starting of International business.	PSO - 2	An
CO - 5	Evaluate social and ethical issues of globalization.	PSO - 3	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		INTERNATIONAL BUSINESS										Hours:6
Code : 20PCO2E2B												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	4	1	3	3	3	4	3	2	4	3.09
CO - 2	4	3	4	3	3	3	4	3	4	3	4	3.45
CO - 3	4	4	3	2	3	4	3	4	3	3	4	3.36
CO - 4	3	3	4	4	4	3	4	3	2	4	3	3.36
CO - 5	4	4	3	3	4	4	5	4	4	3	4	3.82
<b>Overall Mean Score</b>												<b>3.41</b>

**Result:** The score for this course is **3.41** (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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## **UNIT I**

International business - Meaning - scope - Need - Importance of international business - Problems and challenges- Domestic Vs international business.

**(18 Hours)**

## **UNIT II**

Environment analysis - Cultural environment - Definition - Scope - Elements of cultures - Cultural knowledge - Global economic environment - Meaning - Economic systems - Meaning - Elements of economic system - Foreign investment - Political environment - Nature - Types of government political systems - Meaning of intellectual property rights (IRRs).

**(18 Hours)**

## **UNIT III**

Market Entry Strategies - Licensing - Exporting -Contract- Manufacturing - Management contracting - Turnkey contracts - Fully owned manufacturing facilities - Assembly operations - Merger and acquisitions - Strategic alliance - Counter trade.

**(18 Hours)**

## **UNIT IV**

Organization of international business -Types - Nature of organizational structure centralization and decentralization - Corporate headquarters - Regional headquarter: Halfway house - Types of organizational structures - Factors affecting the final choice of organization of international business.

**(18 Hours)**

## **UNIT V**

Globalisation - Meaning - Features - Globalisation of business - Essential conditions for globalization - Effect of globalization - Socio ethical issues of globalization - Strategic options for India.

**(18 Hours)**

## **COURSE BOOK**

- Dr. P.C. Jain, International Business, Ramesh Book Depot Publications, New Delhi, 2010.

## **BOOKS FOR REFERENCE:**

1. Francis Cherunilam, Business Environment, Himalaya Publishing House, Mumbai, 2009.
2. J.N. Jain & P.P. Singh Modern International Business, Regal. Publications, New Delhi, 2007.
3. Dr. S. Sankaran, International Trade, Margham Publications T. Nagar, Chennai, 2013.
4. SvendHollensenand Madhumita Banerjee, Global Marketing, Dorling Kindersley (India) Private Ltd, New Delhi, 2010.

## CONSUMER BEHAVIOUR

Semester: II

Hours: 6

Code : 20PCO2E2C

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand consumer behavior and its relationship with marketing concepts	PSO-1	K
CO - 2	Analyse the process of consumer decision making	PSO-2	An
CO - 3	Describe the underlying variables resulting into differences in consumer decision making.	PSO-3	Sy
CO - 4	Know the socio cultural factors affecting consumer decision making.	PSO-2	Ap
CO - 5	Recognize social and ethical implications of marketing actions on consumer behaviour.	PSO-3	Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		CONSUMER BEHAVIOUR										Hours: 6
Code : 20PCO2E2C												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	3	2	4	4	5	4	3	2	3	3.55
CO - 2	4	5	3	2	4	4	5	4	3	2	3	3.45
CO - 3	4	5	2	3	4	3	4	5	3	2	3	2.63
CO - 4	4	4	2	5	2	3	2	3	5	2	4	3.27
CO - 5	4	5	3	4	3	3	2	5	3	3	4	3.55
<b>Overall Mean Score</b>											<b>3.29</b>	

**Result:** The score for this course is **3.29** (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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### **UNIT I: CONSUMER BEHAVIOUR**

Concepts - Significance - Dimensions of consumer behaviour - Consumer involvement - Decision making process. **(18 Hours)**

### **UNIT II: SCOPE AND APPLICATION**

Applications for consumer behaviour - Principles - Profit marketing - Not for profit marketing - Strategic marketing. **(18 Hours)**

### **UNIT III: FACTORS AFFECTING CONSUMER BEHAVIOUR**

Consumer buying behaviour - Marketing implications - Consumer perceptions- Learning and attitudes - Motivation and personality - Values and lifestyles. **(18 Hours)**

### **UNIT IV: SOCIO CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR**

Socio cultural influence - Environmental influences - Cross culture - Family group - Reference group. Marketing implications of the above group. **(18 Hours)**

### **UNITV: CONSUMER BEHAVIOUR HABITS AND PERCEPTIONS**

Pre purchase and post purchase behaviour - Online buying behaviour - Consumer buying habits - Perceptions - Store choice shopping behavior - Issues of privacy and ethics. **(18 Hours)**

### **COURSE BOOK:**

- Bennet and Kassarian, Consumer Behaviour, Prentice Hall of India, New Delhi, 2010.

### **BOOKS FOR REFERENCE:**

1. Sangeetha Sahney, Consumer Behaviour, Oxford University Press, New Delhi, 2017
2. Suja R. Nair, Consumer Behaviour in Indian Perspective, Himalaya Publishing House, New Delhi, Latest Edition.
3. Ramanuj Majumdar, Consumer Behaviour - Insights from Indian Market, PHI Learning Pvt Ltd., New Delhi, 2010.
4. S. Ramesh Kumar, Consumer Behaviour - The Indian Context (Concepts & Cases), Second Edition, Pearson India Education Services Pvt Ltd, New Delhi, 2017.
5. P.C.Jain, Monika Bhatt, Consumer Behaviour - In Indian Context, S.Chand& Company Ltd, New Delhi, 2010.



## MARKETING MANAGEMENT

Semester: II

Hours: 4

Code : 20PCO2GE1

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concept of marketing.	PSO - 1	K
CO - 2	To Identify the costs and benefits of marketing products.	PSO - 2	An
CO - 3	To identify appropriate product mix for an industry.	PSO - 3	Ap
CO - 4	Develop marketing skills to enhance personal and professional effectiveness.	PSO - 3	C
CO - 5	Identify the roles of advertisement in marketing and apply the knowledge in the preparation of advertisement copy	PSO - 2	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		MARKETING MANAGEMENT										Hours: 4
Code : 20PCO2GE1												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	4	4	4	3	3	4	2	5	4	3.64
CO - 2	4	5	3	4	2	4	3	5	4	3	4	3.73
CO - 3	3	5	2	4	3	4	5	4	3	4	4	3.73
CO - 4	5	4	2	4	3	4	5	3	4	4	4	3.82
CO - 5	4	2	3	4	5	4	3	4	3	4	3	3.55
<b>Overall Mean Score</b>											<b>3.69</b>	

**Result:** The score for this course is **3.69** (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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## **UNIT I**

Nature and scope of marketing- Definitions - Classification of markets - Objectives importance - Features - Basic approaches to marketing - Modern marketing concept. **(12 Hours)**

## **UNIT II**

Marketing Mix - Meaning - Definition - Elements - Problems - Marketing System-meaning - Marketing process - Concentration - Dispersion - Equalization - Marketing function - Classification - Function of exchange - Functions of physical supply- Facilitating function. **(12 Hours)**

## **UNIT III**

Product Planning -Important features of product- Classification of products - Product planning and development- Product levels- product line- Product line decision- Product mix- Product line and product mix- Goals of product mix- Factors influencing product mix - Major product mix- Strategies- Expansion of product mix. **(12 Hours)**

## **UNIT IV**

Pricing- Price strategy -importance of price- Pricing objectives- Factors affecting pricing decision- Procedure for price determination- Kinds of pricing- Price leader- Factors affecting changes in price- Price as an indicator of quality- One price Vs. variable price- Resale price maintenance. **(12 Hours)**

## **UNIT V**

Advertising - Definition -Advertising and advertisement - Advertising objectives - Classification of advertising - Types of advertising copy - Types of advertising - Qualities of a good copy - Element of advertising copy - Salesmanship - Definition - Qualities of successful salesman - Duties of salesman - Types of salesman. **(12 Hours)**

### **COURSE BOOK:**

- R.S.N. Pillai & Bagavathi. Modern Marketing. S. Chand & Company Ltd, New Delhi, 2011.

### **BOOKS FOR REFERENCE:**

1. Dr.C.B.Gupta & Dr. RajanNair, Marketing Management, Sultan Chand & Sons, New Delhi, 2007.
2. B.V.H.Kameswara Sastry, Marketing Management, J.V.Publishing House, New Delhi, 2009
3. C.B. Memoria Joshi, Principles and Practices of Marketing, Pearson Education, 11<sup>th</sup>Edition New Delhi, 2003.
4. S.P. Bansal, Marketing Management, Kalyani Publishers, New Delhi, 2010.

## SOFT SKILLS

Semester: II

Hours: 2

Code : 20PSE2S01

Credit: 1

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Develop their social, interpersonal, cognitive, ethical, professional, reading and communication skills	PSO-1	K
CO - 2	Increase their self-esteem and confidence.	PSO-2, 4	Ap
CO - 3	Achieve their short and long term goals.	PSO-3	Sy
CO - 4	Prepare and formulate their resumes wisely.	PSO-4	Ap
CO - 5	Face the mock group discussions and interviews with a challenge and choose their right career.	PSO-5	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		SOFT SKILLS										Hours: 2
Code : 20PSE2S01												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO1	4	4	4	4	4	5	4	4	4	4	5	4.18
CO2	4	4	4	4	4	5	4	4	4	4	5	4.18
CO3	4	4	4	4	4	5	4	4	4	4	5	4.18
CO4	4	4	4	4	4	5	4	4	4	4	5	4.18
CO5	4	4	4	4	4	5	4	4	4	4	5	4.18
<b>Overall Mean Score</b>												<b>4.18</b>

**Result:** The Score for this Course is **4.18** (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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## **UNIT I: SOFT SKILLS**

Introduction - Soft skills - Importance of soft skills - Selling your soft skills - Attributes regarded as soft skills - Soft skills - Social - Soft skills - Thinking - Soft skills - Negotiating - Exhibiting your soft skills - Identifying your soft skills - Improving your soft skills - will formal training enhance your soft skills - Soft Skills training - Train yourself - Top 60 soft skills - Practicing soft skills - Measuring attitude. (6 Hours)

## **UNIT II: CAREER PLANNING**

Benefits of career planning - Guidelines for choosing a career - Myths about choosing a career - Tips for successful career planning - Developing career goals - Final thoughts on career planning - Things one should know while starting career and during his/her career. (6 Hours)

## **UNIT III: ART OF LISTENING AND SPEAKING**

Two ears, one mouth - Active listening - Kinds of Listening, Common - poor listening habits - Advantages of listening - Listening Tips. Special features of Communication - Process - Channels of Communication - Net Work - Barriers - Tips for effective communication and Powerful presentation - Art of public speaking - Public Speaking tips - Over coming fear of public speaking. (6 Hours)

## **UNIT IV: ART OF READING AND WRITING**

Good readers - Benefits - Types - Tips - The SQ3R Technique - Different stages of reading - Rates of Reading - Determining a student's reading rate - Increasing reading rate - Problems with reading - Effective reader - Importance of writing - Creative writing - Writing tips - Drawbacks of written communication. (6 Hours)

## **UNIT V: PREPARING CV / RESUME**

Meaning - Difference among Bio-data, CV and Resume - The terms - The purpose of CV writing - Types of resumes - Interesting facts about resume - CV writing tips - CV/Resume preparation - the dos - CV/Resume preparation - the don'ts - Resume check up - Design of a CV - Entry level resume - The content of the resume - Electronic resume tips - References - Power words - Common resume blunders - Key skills that can be mentioned in the resume - Cover letters - Cover letter tips. (6 Hours)

## **COURSE BOOK:**

- ❖ Dr. K. Alex, Soft Skills, Chand & Company Pvt. Ltd., New Delhi.

**BOOKS REFERENCE:**

1. Dr. T. Jeya Sudha & Mr. M.R. Wajida Begum : Soft Skills/Communication Skills, New Century Book House (P) Ltd., Chennai.
2. S. Hariharen, N. Sundararajan & S.P. Shanmuga Priya : Soft Skills, MJP Publishers, Chennai.

**CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)****THEORY:**

<b>COMPONENT</b>	<b>MARKS</b>
Internal test I	40
Internal test II	40
Seminar	10
Term Paper	5
Attendance	5
<b>Total</b>	<b>100</b>

**CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)****Passing Minimum: 50% out of 100****INTERNAL QUESTION PATTERN****(Maximum Marks-40)****Part - A**

10 Questions × 1Mark = 10 Marks

**Part - B**

2 Questions × 5 Marks = 10 Marks

(Internal Choice and One Question from Each Unit)

**Part - C**

2 Questions × 10 Marks = 20 Marks

(Open Choice, Two Questions out of Three)

## FINANCIAL SERVICES

Semester: III

Hours: 6

Code : 20PCO3C08

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Familiarise with the nature of financial services and non-banking finance company	PSO - 1	K
CO - 2	Acquire on basic knowledge with lease financing and hire purchase financing	PSO - 2	AP
CO - 3	Acquire exposure to insurance services and products	PSO - 2	An
CO - 4	Recognize the significance of venture capital financing	PSO - 1	C
CO - 5	Appreciate the services of financial service institutions.	PSO - 2	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		FINANCIAL SERVICES										Hours: 6
Code : 20PCO3C08												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	2	3	4	3	5	4	3	2	3	3.45
CO - 2	3	5	3	2	3	4	4	5	3	2	3	3.36
CO - 3	4	5	2	4	4	4	4	5	4	4	4	4
CO - 4	5	4	2	3	4	3	5	4	4	2	3	3.55
CO - 5	3	5	2	4	2	4	4	5	3	4	3	3.55
<b>Overall Mean Score</b>											<b>3.588</b>	

**Result:** The score for this course is **3.588** (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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## **UNIT I**

Financial services - Nature - Non banking finance company - Classification - Registration - RBI directions to regulate acceptance of deposits by NBFCs - Factoring - Types of factoring - Advantages - Forfeiting - Kalyanasundaram committee report. **(18 Hours)**

## **UNIT II**

Lease financing - Classification - Significance and limitations - Hire purchase financing, Sale Vs Hire purchase, Lease financing Vs Hire purchase - Consumer credit. **(18 Hours)**

## **UNIT III**

Housing finance -Acceptance of public deposits, Prudential norms & auditors reports of the NHB's directions relating to housing finance companies - Insurance services and products - Functions and powers of Insurance Regularity andDevelopment Authority. **(18 Hours)**

## **UNIT IV**

Venture capital financing - Six elements - SEBI venture capital fund regulations - Corporate restructuring - Merger- Types - Amalgamation - Acquisition - Takeovers. **(18 Hours)**

## **UNIT V**

Financial service institutions - Clearing Corporation of India Limited (CCIL) - Credit Rating and Information Services of India Ltd (CRSIL) - Credit Information Bureau of India Ltd. (CIBIL) - Investment Information and Credit Rating Agency of India (ICRA) - Moody's Investors Service - Over-the-Counter Exchange of India Ltd(OTCEI) - National Securities Depository Ltd(NSDL). **(18 Hours)**

## **COURSE BOOKS:**

1. M.Y. Khan, Financial Services, Tata McGraw-Well Publishing Company, 2015 6<sup>th</sup>edition.(Units I -IV)
2. S. Gurusamy, Financial Markets and Institutions, Vijay Nicole Imprints Private Ltd, 2015. (UnitV)

## **BOOKS FOR REFERENCE:**

1. E. Gordon, K. Natarajan, Financial Markets and Services, Himalaya Publishing House, Mumbai, 2017.
2. Nalini Praya Tripathy, Financial Services, Hall of India, New Delhi, 2007.
3. Shri Ram Khanna, Financial Markets in India and Protection of Investors, New Century Publications, 2013.
4. Fraderic S. Mishkin, Stanley G.Eakins , Financial Markets and Institutions, The Prentice Hall Series, 2012.

## BUSINESS STATISTICS AND RESEARCH METHODS

Semester: III

Code : 20PCO3C09

COURSE OUTCOMES:

Hours: 6

Credits: 5

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the concepts of statistical methods and statistical packages.	PSO - 1	K
CO - 2	Achieve proficiency in statistical software application.	PSO - 2	Ap
CO - 3	Demonstrate knowledge of parametric, non parametric of test procedures.	PSO - 5	An
CO - 4	Collect data and apply appropriate statistical methods to present reports.	PSO - 2	An
CO - 5	Frame required sample design for analysis. Identify research problems and determine the research objectives	PSO - 1	An

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		BUSINESS STATISTICS AND RESEARCH METHODS										Hours: 6
Code : 20PCO3C09												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	3	5	2	1	2	5	2	4	4	3	3.18
CO - 2	4	5	5	2	3	3	3	2	5	5	3	3.64
CO - 3	5	2	3	4	2	1	5	4	4	4	3	3.36
CO - 4	3	5	4	4	3	2	3	4	3	5	2	3.45
CO - 5	3	4	4	5	2	2	3	3	2	5	3	3.27
<b>Overall Mean Score</b>											<b>3.38</b>	

**Result:** The score for this course is **3.38** (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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## **UNIT I**

Research - Meaning - Objectives - Types of research - Research process - Criteria of good research - Review of literature - Research planning - Selection of a research problem - Formulation of the selected problem - Objectives - Scope, concept, period, hypotheses - Research design - Essential and nature of good research design. **(18 Hours)**

## **UNIT II**

Sampling techniques - Methods - Sample design - Different types of sample design - characteristics of good sample - Criteria for selecting sampling techniques - Primary and secondary data - Methods of collection of data. **(18 Hours)**

## **UNIT III**

Statistical inference - Procedure of testing hypothesis - Standard error and sampling distribution - Procedure of testing hypothesis - Tests of significance for larger samples - Tests of significance for smaller samples - "t" test distribution- F Test and analysis of variance (ANOVA) in one way classification and two way classification. **(18 Hours)**

## **UNIT IV**

Non - Parametric test -  $\chi^2$  test - The chi - Square distribution -  $\chi^2$  as a test of goodness of fit - Sign test - The paired sample sign test - The Mann - Whitney U test - H test - Spearman's rank correlation - Statistical package. **(18 Hours)**

## **UNIT V**

Report writing - Types of reports - Planning report writing - Format of the report - Documentation - Bibliography - Foot notes. **(18 Hours)**

### **COURSE BOOKS:**

1. Kothari, C.R., Research Methodology, Methods & Techniques, New Age International Publishers, New Delhi, 2010
2. S.P. Gupta, Statistical Methods, 43<sup>rd</sup> Edition Sultan Chand & Sons, New Delhi, 2010 .

### **BOOKS FOR REFERENCES:**

1. Krishnaswami, O.R, Methodology of Research in Social Sciences, Himalaya Publishing House, New Delhi, 2010.
2. Sanchetti Kapoor, Advanced Statistical Methods, Sultan Chand & Sons, New Delhi, 2011.
3. Kazmier, Business Statistics, Schman Series, McGraw Hill, New Delhi, 2010.
4. Croxton, Cowden & Klein, Applied General Statistics, Prentice Hall, New Delhi 2010.
5. John E. Freund's, Mathematical Statistics with Applications, Pearson Education, New Delhi, 2008.

**Part A ( MCQ) Only Theory Questions Part B & C Problems**

## ENTREPRENEURSHIP AND NEW VENTURE PLANNING

Semester: III

Hours: 6

Code : 20PCO3C10

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concepts and theories of entrepreneurship	PSO - 1	K
CO - 2	Acquire business ideas and convert them into business projects	PSO - 3	AP
CO - 3	Acquire knowledge on the incentives and subsidies provided to new entrepreneurs.	PSO - 3	K & AN
CO - 4	Become familiar with institutions offering various forms of assistances	PSO - 4	AN
CO - 5	Become successful entrepreneur	PSO - 3	AP

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		ENTREPRENEURSHIP AND NEW VENTURE PLANNING										Hours: 6
Code : 20PCO3C10												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	3	5	2	1	2	5	4	2	4	3	3.18
CO - 2	4	5	5	2	3	3	3	2	5	5	3	3.64
CO - 3	5	2	3	4	2	1	5	4	4	4	3	3.36
CO - 4	3	5	4	4	3	2	3	4	3	5	2	3.45
CO - 5	3	4	4	5	2	2	3	3	2	5	3	3.27
<b>Overall Mean Score</b>											<b>3.38</b>	

**Result:** The score for this course is **3.38** (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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## **UNIT I**

Introduction to entrepreneurship: Concepts: Entrepreneurship: Definition - Characteristics of entrepreneurship - Entrepreneur: Definition and meaning - Entrepreneur Vs enterprise, Entrepreneur Vs Manager - Behavioural pattern of Entrepreneurs- Traits of a successful entrepreneur - Functions of Entrepreneur - Motivating factors: Entrepreneurial ambitions - Compelling factors - Facilitating factors - Recent trends in entrepreneurship. **(18 Hours)**

## **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. **(18 Hours)**

## **UNIT III**

Incentives and Subsidies: Incentives and subsidies available for development of industries in backward areas- Meaning of incentives and subsidy - Need for incentives -Problems of incentives - Schemes of incentives in operation - Incentives and subsidies for Entrepreneurial Development Programmes in Tamil Nadu- State Capital Investment Subsidy Scheme. **(18 Hours)**

## **UNIT IV**

Supporting institutions: Institutions assisting entrepreneurs: DIC - SIDO - NSIC - SSIC - SIDCO - SISIs -TIDCOs - SIPCOT - THIC - ITCOT - SIDCs. **(18 Hours)**

## **UNIT V**

Special Support systems: Industrial Estates - Special Economic Zones - Foreign Direct Investments - Green Field Investment. **(18 Hours)**

## **COURSE BOOK:**

- C.B. Gupta., N.P .Srinivasan, Entrepreneurial Development, Sultan Chand & Sons, New Delhi. (2013)

## **BOOKS FOR REFERENCE:**

1. V. Sujatha & Co. Entrepreneurial Development, Cauvery Publications, Tiruchirappalli, 2000.
2. Saravanavel, P.Entrepreneurial Development, Principles, Policies and Programmes, Ess Pee Kay Publishing House, Tanjore, 2005
3. Dr. Satish Taneja, Entrepreneur Development, Himalaya Publishing House, New Delhi, 2011.
4. Jayshree Suresh, Entrepreneurial Development, Margham Publishers, Chennai, 2013.

## ADVANCED COMPUTERIZED ACCOUNTING

Semester: III

Hours: 6

Code : 20PCO3E3A

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Automate accounts using accounting software.	PSO - 1	K & Ap
CO - 2	Automate inventory records using accounting software.	PSO - 1	K & Ap
CO - 3	Retrieve various accounting/inventory reports using software.	PSO - 2	An & Sy
CO - 4	Manage accounts of any small and medium size business.	PSO - 1	An & Sy
CO - 5	Make them to be a tax consultant in preparing tax planning, tax management and filing of tax returns.	PSO - 1	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		ADVANCED COMPUTERIZED ACCOUNTING										Hours: 6
Code : 20PCO3E3A												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	3	2	3	5	4	5	3	4	2	2	3.45
CO - 2	3	2	2	4	4	4	3	4	5	4	2	3.36
CO - 3	4	4	3	2	3	3	3	3	4	4	3	3.27
CO - 4	3	5	3	3	4	3	2	3	4	3	4	3.36
CO - 5	3	3	2	5	4	3	3	2	3	4	3	3.18
<b>Overall Mean Score</b>											<b>3.33</b>	

**Result:** The score for this course is **3.33**(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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## **UNIT I**

Preparation of trial balance, profit & loss account and balance sheet. Interest - Simple, compound interest calculation - Setting up ledger master - Interest report - Voucher classes and ledger for interest entry - Bill wise interest calculations. **(5 Hours)**

## **UNIT II**

Receivables and payable management - Meaning - Activating bill wise details - Sales entries, purchase entries. Purchases returns, sales returns - Receipt, payment entries. Display and printing of outstanding - Printing reminder letters - Printing confirmation - GST tax computation. **(5 Hours)**

## **UNIT III**

Cost, cost centre, cost categories - Meaning - Creation, display, alteration of cost categories and cost centers - Allocation of transactions to cost centers - Voucher entry using voucher class and cost centre class. Budget - Budgetary control - Meaning - Creation of budgets - Group budgets - Budget ledgers - Alteration of budgets - Deletion of budgets. **(5 Hours)**

## **UNIT IV**

Human resource department, pay roll application in tally - Payroll masters in tally - Recording payroll vouchers - Payroll reports - Compliance with ESI and EPF. **(5 Hours)**

## **UNIT V**

Introduction to GST - Concept of GST - Rate of GST - Categories of GST - Other concepts **(5 Hours)**

### **COURSE BOOK:**

- Namrata Agarwal, Tally 9, Dreamtech Press, New Delhi, 2009.

### **BOOKS FOR REFERENCE:**

- ❖ A.K. Nandhani & K.K. Nandhani, BPB Implementing Tally, BPB Publications, New Delhi, 2010.

## **LAB EXERCISES**

**65Hours)**

### **Accounting Masters in Tally**

- F11; Features
- F12: Configurations
- Setting up Account Heads

### **Inventory Entry in Tally**

- Stock Group
- Stock Categories
- Godowns/ Locations
- Units of Measure
- Stock Items
- Creating Inventory Masters for National Trade

### **Voucher Entry in Tally**

- Accounting Vouchers
- Inventory vouchers
- Invoicing

### **Advanced Accounting in Tally**

- Bill- wise Details
- Cost Centers and Cost Categories
- Voucher class and cost Centre Class
- Multiple Currencies
- Bank Reconciliation
- Interest Calculations
- Budgets& Controls

### **Advanced Inventory in Tally**

- Order Processing
- Recorder Levels
- Tracking Numbers
- Batch wise Details

### **GST**

- Create company GST
- Rate of GST
- Categories of GST (CGST, SGST, GST)
- Printout Management

<b>Component</b>	<b>Marks</b>	<b>Marks</b>
Internal test I		Converted to 50
Theory	25	
Problems	25	
<b>Total</b>	<b>50</b>	
Internal test II		
Theory	25	
Problems	25	
<b>Total</b>	<b>50</b>	
<b>Total</b>	<b>100</b>	<b>50</b>

\* There will be external examination for practical only.

## DATABASE MANAGEMENT

Semester: III

Hours: 6

Code : 20PCO3E3B

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the working knowledge in DBMS for various departments of the organization.	PSO - 1	K & Ap
CO - 2	Design and implement a database schema for a given problem domain.	PSO - 1	K & Ap
CO - 3	Create a database query using SQL DML/DDL/DCL commands.	PSO - 2	An & Sy
CO - 4	Programming PL/SQL including stored procedures, character function, control structures, date and time functions.	PSO - 1	An & Sy
CO - 5	Use a desktop package to create, populate and maintain and query a database.	PSO - 1	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		DATABASE MANAGEMENT										Hours: 6
Code : 20PCO3E3B												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	3	2	3	5	4	5	3	4	2	2	3.45
CO - 2	3	2	2	4	4	4	3	4	5	4	2	3.36
CO - 3	4	4	3	1	3	3	3	3	4	4	2	3.09
CO - 4	3	5	3	3	4	3	2	1	4	3	4	3.18
CO - 5	3	3	2	5	4	3	3	1	3	4	3	3.09
<b>Overall Mean Score</b>											<b>3.23</b>	

**Result:** The score for this course is **3.23** (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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## **UNIT I**

Data management system - Applications - Purpose - Advantages and disadvantages - data base language - Relational data base management system - Structure - Data manipulation language(DML) - Data definition language (DDL) - Data transaction language(DTL) - Data retrieval language - Interactive SQL - Interactive SQL \*plus - Data manipulation in data management systems - Two dimension matrix creation - Insertion of data into tables - Updating - Deletion - Select command - Modifying the structure of tables - Removing deleting and dropping tables - Data constrains - Primary key - Logical operators - Arithmetic operators - Range searching - Pattern matching. **(6 Hours)**

## **UNIT II**

Oracle functions - Grouping data from tables in SQL - Manipulating dates - Joins - Sub queries - Union, intersect and minus clause - Indexes - Views - Sequences - Granting permissions - Creating of reports in SQL \*plus - Programming Language(PL) - Structured Query Language(SQL) - Elements - Variables - Constants - Control structure - Loop structure - Writing blocks. **(6 Hours)**

## **UNIT III**

Exception handling in PL/SQL - Procedure - Function - Built-In functions - Packages - Triggers - Cursors- Attributes. **(6 Hours)**

## **UNIT IV**

Forms - 15 module objects - Menu - Library reports - Data definition objects (6 types) - Passing parameters - Reports to report - Forms of report - Graphics - Types, drill down graph, passing parameters between form and graph. **(6 Hours)**

## **UNIT V: (LAB ASSIGNMENTS)**

**(60 Hours)**

1. Table creation and manipulation (DDL, DML,DCL)
2. Working with logical, comparison, and arithmetic operation
3. Retrieving rows with characters, aggregate and data function
4. Retrieving rows with group function and having
5. Retrieving rows with subqueries
6. Queries using join function
7. PL/SQL programs with control structure
8. Sequence, Index and Views: working with sequence and index, working with index andviews

9. Cursor: a) PL/SQL program with cursor b) Employee details using cursor  
c) Student details using cursor d) deleting employee information using cursor
10. Trigger: a) PL/SQL program with trigger b) Raising error using trigger  
c) Raising error for employee details using trigger
11. Exception Handling: a) PL/SQL program with exception handling b) pre - defined exception handling
12. Creating and Calling procedure
13. Function: a) Factorial number using function b) Fibonacci series using function  
c) Sequence of number using function
14. Creating and Calling Package
15. Report: a) Report creation, using column format b) Ticket information using report.

**COURSE BOOKS:**

1. Ivan Bayross, Commercial Application Development Using ORACLE Developer 2000, BPB Publications, New Delhi, 2009.
2. Course material prepared by department of commerce for introductory chapter (Unit)

**BOOK FOR REFERENCE:**

1. Abraham Silberschatz, Henry F. Korth, S. Sudarshan, Data Base System Concepts, McGraw - Hill international edition - 5<sup>th</sup> edition - 2006.

Component	Marks	Marks
Internal test I		Converted to 50
Theory	25	
Problems	25	
<b>Total</b>	<b>50</b>	
Internal test II		
Theory	25	
Problems	25	
<b>Total</b>	<b>50</b>	
<b>Total</b>	<b>100</b>	<b>50</b>

\*\*\* There will be external examination only for practical and **no** external examination for theory.

## INTERNET AND E-COMMERCE

Semester: III

Hours: 6

Code : 20PCO3E3C

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Communicate effectively and ethically using electronic media.	PSO - 1	K
CO - 2	Demonstrate knowledge and understanding of the concepts of internet technology, emails etc.	PSO - 2	Ap
CO - 3	Develop an understanding about different payment system in e-commerce.	PSO - 1	An
CO - 4	Analyze the importance of e-commerce on business models and strategy.	PSO - 1	Sy
CO - 5	Recognize and discuss global e-commerce issues.	PSO - 2	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		INTERNET AND E-COMMERCE										Hours: 6
Code : 20PCO3E3C												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	2	4	3	3	4	5	3	1	4	5	3.36
CO -2	4	5	3	4	3	3	3	4	2	3	1	3.18
CO -3	4	3	4	3	2	4	3	4	4	3	3	3.36
CO-4	3	1	3	4	4	3	5	4	3	2	4	3.27
CO -5	3	4	3	4	3	4	3	2	3	4	5	3.45
<b>Overall Mean Score</b>												<b>3.32</b>

**Result:** The score for this course is **3.32** (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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## **UNIT I**

Early business information interchange efforts - Emergence of internet - Commercial use of internet - Emergence of worldwide web - Advantages and disadvantages of E-Commerce **(18Hours)**

## **UNIT II**

Business models for E-Commerce - Business-to -Consumer (B2C) , Business- to-Business (B2B), Business-to-Consumer (B2C), Consumer- to-Business (C2B) - Brokerage model - Aggregator model. **(18 Hours)**

## **UNIT III**

Enabling technologies of the World Wide Web - Internet Client Server Applications - File Transfer Protocol (FTP), Multipurpose Internet Mail Extension (MIME) - Networks - Search Engines - Software agents **(18 Hours)**

## **UNIT IV**

E-marketing - Online marketing - Advantages - E-Advertising - E-Branding - Elements of branding - Spiral branding - E-Security - Network and Website security risks - Firewall concept. **(18 Hours)**

## **UNIT V**

E-payment systems - Main concerns in internet banking - Digital payment requirements - Credit cards - Smart cards- E-Cash - Properties of E-Cash - E-Cheque - Digital Signature - Secure E-Payment Process method. **(18 Hours)**

## **COURSE BOOK:**

- P.T. Joseph, E-Commerce - An Indian Perspective, 6<sup>th</sup> Edition, PHI Learning Private Ltd, New Delhi, July 2009.

## **BOOKS FOR REFERENCE:**

1. Addigm Welsey, Frontiers of E - Commerce, Pearson Publication, 2004.
2. David Whitely, E - Commerce Strategy, Technology and Application, Tata Mcgraw Hill Publication, 2004.
3. S. Jaiswal, E-Commerce (Electronic Communication for Business), Galgotia Publications Private Ltd., New Delhi, 2001.
4. Dr.K. Abirami & Dr.M.Alagammai, E- Commerce, 1<sup>st</sup> Edition, Margham Publications, Chennai, 2009.

## ACCOUNTING FOR MANAGERIAL DECISIONS

Semester: III

Hours: 4

Code : 20PCO3GE2

Credits: 3

### COURSE OUTCMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire basic skills in financial, management and cost accounting.	PSO - 1	K & C
CO -2	Analyze the relationship between cost, volume and profit.	PSO - 2	An
CO -3	Apply management accounting concepts and techniques for business decisions.	PSO - 3	K & AP
CO-4	Manage their own business by proper planning, organizing and control.	PSO - 2	An & Sy
CO -5	Prepare financial statements for small and medium enterprises.	PSO - 2	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		ACCOUNTING FOR MANAGERIAL DECISIONS										Hours: 4
Code : 20PCO3GE2												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	2	1	4	2	5	4	5	4	3	3.64
CO -2	5	4	2	2	4	2	5	4	4	4	3	3.55
CO -3	4	4	2	2	4	3	5	3	4	4	3	3.45
CO-4	4	3	1	2	3	4	4	4	4	3	2	3.09
CO -5	4	4	2	1	4	4	4	3	4	3	4	3.36
<b>Overall Mean Score</b>											<b>3.41</b>	

**Result:** The score for this course is **3.41** (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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## **UNIT I**

Introduction to Accounting: Objectives, nature, concepts and conventions and scope of financial accounting, cost accounting and management accounting; Management accounting and managerial decisions; Management accountant's position, role and responsibilities. **(12 Hours)**

## **UNIT II**

Journal - Meaning - Recording of transaction in journal - Ledger -Meaning- Posting into the ledger-Balancing the accounts-Preparation of trial balance. **(12 Hours)**

## **UNIT III**

Financial statements - Meaning - Definition - Preparation of trading, profit and loss account and balance sheet (Problems with simple adjustments). **(12 Hours)**

## **UNIT IV**

Costs - Meaning - Definition - Types - Cost accounting - Elements of cost - Preparation of cost sheet. **(12 Hours)**

## **UNIT V**

Cash flow analysis - Meaning - Sources and applications - Managerial uses (Simple problems). **(12 Hours)**

### **COURSE BOOKS:**

1. Jain and Narang, Financial Accounting, Kalyani Publishers, New Delhi, 2015.
2. S.N. Maheswari, Management Accounting, Sultan Chand Sons, New Delhi, 2013.

### **BOOKS FOR REFERENCE:**

1. R.S.N. Pillai and Bagavathi, Management Accounting S. Chand Company Ltd., New Delhi, 2010.
2. Khan and Jain, Financial Management, Tata McGraw Hill, 10<sup>th</sup> Edition New Delhi, 2010.
3. M.C. Shukla, and T.S. Grewal, Advanced Accounting, S. Chand & Company (Pvt) Ltd., New Delhi, 2010.
4. S.N. Maheswari & S. K. Maheswari, Introduction to Accountancy, Vikas Publishing House Pvt. Ltd., New Delhi, 2005.

### **Part A ( MCQ ) Only Theory Questions Part B & C Problems**

## HUMAN RIGHTS AND DUTIES

Semester: III

Hours: 2

Code : 20PSE3H02

Credit: 1

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Discuss the Meaning and Definitions of Human Rights and Historical Evolution of Human Rights.	PSO - 5	K, A, E
CO - 2	Explain the Human Rights Education and Constitutional Provision for protection of Human Rights in India.	PSO - 5	K, A, E
CO - 3	Assess the Human Rights Activities in India	PSO - 5	K, A, E
CO - 4	Analyse the Welfare Acts of Women in India.	PSO - 5	K, A, E
CO - 5	Evaluate the need of Welfare Acts for the protection of Human Rights in India.	PSO - 5	K, A, E

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		HUMAN RIGHTS AND DUTIES										Hours: 2
Code : 20PSE3H02												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	5	5	5	5	3	2	3	3	2	5	3.90
CO-2	5	5	5	5	5	3	2	3	3	2	5	3.90
CO-3	5	5	5	5	5	3	2	3	3	2	5	3.90
CO-4	5	5	5	5	5	3	2	3	3	2	5	3.90
CO-5	5	5	5	5	5	3	2	3	3	2	5	3.90
<b>Overall Mean Score</b>											<b>3.90</b>	

**Result:** The score for this course is **3.90** (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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## **UNIT I**

Introduction - Meaning and Definitions of Human Rights - Historical Evolution of Human Rights - Universal Declaration of Human Rights 1948-Human Rights Day.

**(6 Hours)**

## **UNIT II**

Human Rights Education - Constitutional Provision for protection of Human Rights in India - Fundamental Rights and Directive principles of State Policy - Fundamental Duties - Protection of Human Rights Act of 1993.

**(6 Hours)**

## **UNIT III**

Human Rights Activities in India - National Human Rights Commission - State Human Rights Commission - Structure - functions - Human Rights courts - Role of NGOs - Amnesty - People's Watch.

**(6 Hours)**

## **UNIT IV**

The Child Marriage Restraint Act, 1929 - Amended in 1978 - The Special Marriage Act, 1954 - The Hindu Marriage Act, 1955 - The Hindu Adoption and Maintenance Act, 1956 - The Hindu Succession Act, 1956 - The Hindu Minority and Guardianship Act, 1956 - Suppression of Immoral Traffic in Women and Girls Act, 1956 - Devadasis Abolition Act, 1958 - The Hindu Widow Remarriage Act, 1959 - The Dowry Prohibition Act, 1961 - The Maternity Benefit Act, 1961.

**(6 Hours)**

## **UNIT V**

The Medical Termination of Pregnancy Act, 1971 - Criminal Law (Amendment) Act, 1983 - The Family Courts Act, 1984. Indecent Representation of Women Prohibition Act, 1986 - Dissolution of Muslim Marriage Act, 1939 and Muslim Women's (Protection of Rights in Divorce) Act, 1986 - Prohibition of Sati Act and Sati Prevention Act, 1987 - Abolition of Female Infanticide - Self Respect Marriage Act - Hindu Women's Property Act - The Tamil Nadu Prohibition of Harassment of Women Act, 1998 - (Protection of Children from Sexual Offences) POCSO Act 2012.

**(6 Hours)**

## **COURSE BOOK:**

- Human Rights and Duties - Dr. P. Floras Mary & Dr. V. Santhi, Pandiyanadu Cultural Foundation, 3/26, Nellaiyappa Puram, 1<sup>st</sup> Street, Thirunagar, Madurai, 2021.
- Website: [pandiyanadu.in](http://pandiyanadu.in).



## BOOKS FOR REFERENCE

1. Justice Iyer, Dr. Ambedkar and The Dalit Future, B.R. Publishing Co, New Delhi. 1990
2. Bajwa, G.S, Human Rights in India, Anmol Publications Pvt. Ltd., New Delhi, 1995.
3. Paramasivam Sivagami, Human Rights - A Study, Sriram Computer Printer & offset, Salem, Tamilnadu, 1998.
4. Rajendar Mangari The Protection Of Human Rights Act and Relating Laws, Book Agency, Hyderabad - 1., 1999.
5. Jayapalan, N, Women and Human Rights, Atlantic Publishers and Distributors, New Delhi. , 2001.

### CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)

#### THEORY:

COMPONENT	MARKS
Internal test I	40
Internal test II	40
Seminar	10
Term Paper	5
Attendance	5
<b>Total</b>	<b>100</b>

### CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)

**Passing Minimum: 50% out of 100**

#### INTERNAL QUESTION PATTERN

**(Maximum Marks-40)**

##### Part - A

10 Questions × 1Mark = 10 Marks

##### Part - B

2 Questions × 5 Marks = 10 Marks

(Internal Choice and One Question from Each Unit)

##### Part - C

2 Questions × 10 Marks = 20 Marks

(Open Choice, Two Questions out of Three)

## TOTAL QUALITY MANAGEMENT

Semester: IV

Hours: 6

Code : 20PCO4C11

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concepts of total quality Management	PSO -1	K
CO - 2	Identify the requirements of quality improvement programs	PSO -1	An
CO - 3	Analyse the quality function deployment for management	PSO - 2	Ap&sy
CO - 4	Apply the various statistical tools to measure the quality and customer satisfaction.	PSO - 3	Ap&sy
CO - 5	Understand the application and processes of various quality awards and quality certification	PSO - 5	Ap&sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		TOTAL QUALITY MANAGEMENT										Hours: 6
Code : 20PCO4C11												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	2	3	5	3	4	4	4	3	3	3.64
CO - 2	5	4	1	2	4	2	5	4	3	4	3	3.36
CO - 3	4	4	1	1	5	2	4	5	4	4	2	3.27
CO - 4	4	5	2	1	4	3	5	4	4	4	2	3.45
CO - 5	5	4	2	2	4	2	5	5	3	3	1	3.27
<b>Overall Mean Score</b>											<b>3.34</b>	

**Result:** The score for this course is **3.34** (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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## **UNIT I**

Definitions - Quality - TQM framework - Benefits and awareness and obstacles - Characteristic of quality leaders - 7 Habits of highly effective people - Ethics - Deming philosophy - Quality council - Statement- Strategic planning - Communication customer focus - Customer perception of quality - Feedback - Customer complaints - Service quality - Translating needs into requirements - Customer retention. **(18 Hours)**

## **UNIT II**

Continuous process improvement- process- The juran trilogy - Improvement strategies - Types of problems - Problem solving method - Six sigma - Performance measures - Cost of quality - Analysis - Limitation of quality cost - National quality awards - Balanced score cards. **(18 Hours)**

## **UNIT III**

Quality function deployment - QFD Team - QFD benefits - Voice of customer - House of quality - QFD process - Quality by design - Rationale for implementation - Quality by design tools - Design FMEA - Process FMEA document. **(18 Hours)**

## **UNIT IV**

Meaning and significance of statistical process control (SPC) - Diagram - Check sheet - Histogram - Statistical fundamentals - Control charts - Variable control charts - State of control - Control process - Process performance - Control charts for attributes - Measurement system analysis - Scatter diagram. **(18 Hours)**

## **UNIT V**

Introduction to ISO 9004:2000 - Quality management systems - Requirement - Implementation - Documentation - Internal audit - Registration - Guidelines for performance improvements - ISO 14000 series standards - Concepts and requirements of ISO 140012 - Benefits of EMS - Integrating - Relationship to health and safety. **(18 Hours)**

## **COURSE BOOK:**

- Dale H.Besterfield, Carol B.Michna, Glen H. Besterfield, Mary B.Sacre, Hemant Urdhwareshe and Rashmi Urdhwareshe, - Total Quality Management, Pearson Education Asia, Revised 3<sup>rd</sup> Edition, Indian Reprint, Sixth Impression, 2013.

**BOOKS FOR REFERENCE:**

1. James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.
2. Naagarazan, RS, Arivalagar, AA, "Total Quality Management (As per Anna University Syllabus)" 3rd Edition, New Age International (P) Ltd Publishers, 2015
3. Suganthi.L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2011.
4. D.R. Kiran, "Total Quality Management: Key Concepts and Case Studies", BS Publication books Pvt. Ltd., 2013.

## SUPPLY CHAIN MANAGEMENT

Semester: IV

Hours: 6

Code : 20PCO4C12

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the concepts of supply chain and logistics management.	PSO - 3	U
CO - 2	Acquire knowledge on supply channel relationship	PSO - 1	K
CO - 3	Apply warehouse management systems and manage warehouse operations.	PSO - 2	An
CO - 4	Understand the various modes of transportation and the selection decisions.	PSO - 3	U
CO - 5	Acquire knowledge on different modes of packaging	PSO - 4	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		SUPPLY CHAIN MANAGEMENT										Hours: 6
Code : 20PCO4C12												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
	CO - 1	3	4	3	2	4	4	4	3	4	5	
CO - 2	3	3	2	2	2	3	4	4	4	4	5	3.27
CO - 3	4	3	4	3	2	2	3	5	4	5	3	3.45
CO - 4	3	3	2	2	3	3	3	4	4	4	3	3.09
CO - 5	3	4	3	2	3	2	3	3	3	4	3	3
<b>Overall Mean Score</b>												<b>3.27</b>

**Result:** The score for this course is **3.27** (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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## **UNIT I: INTRODUCTION TO LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

Introduction - Definition of logistics - Definition of supply chain - Importance of logistics and supply chain - Objectives of business logistics - Logistics and supply chain management - Functions of logistics management - Supply chain macro processes in a firm. **(18 Hours)**

## **UNIT II: SUPPLY CHAIN RELATIONSHIPS**

Channel structure - Relationship management - Channel relationships - Leadership - Leadership service alliances - Factors stimulating service based alliances - Various approaches to study channels - Description institutional approach - Classification of Graphic approach - Channel arrangement classification - Conditions for successful supply chain relationships. **(18 Hours)**

## **UNIT III: WAREHOUSE MANAGEMENT**

Storage functionality and principles - Strategic storage - Warehouse benefits - Service benefits of warehousing - Types of warehouses - Material handling considerations - Load unitization - Space layout - Types of layout for order picking - Area system - Storage equipment choice - Movement equipment choice - Fully mechanized equipment. **(18 Hours)**

## **UNIT IV: TRANSPORTATION**

Importance of effective transportation system - Modes of transportation - Air - Package carriers - Trucks - Truck Vs Rail - Water /transport - Pipeline - Intermodal/ transportation - Trailer on flatcar (TOFC) or piggyback container on flat car (COFC) - Coordinated air truck - Concor. **(18 Hours)**

## **UNIT V: PACKAGING**

Perspectives - Consumer packaging - Industrial packaging - Functions - Packaging requirements - Physical and Element environment - Material handling efficiency - Product characteristics - Rigid and Non rigid containers - Unit loads - Load securing - Unit load performs - Material carton stacking - Importance of communication in logistical packaging - Content identification - Tracking - Handling instructions -Packaging materials - Emerging trends. **(18 Hours)**

## **COURSE BOOK:**

- Dr. L. Natrajan, Logistics and Supply chain Management, Margham Publications, Chennai, 2014.

**BOOKS FOR REFERENCE:**

1. Donald E.Fischer& Ronald J.Jordan, Security Analysis & Portfolio Management, PHI Learning, New Delhi, 8th edition, 2011.
2. Prasanna Chandra, P., Investment Analysis and Portfolio Management, 4th Edition, Tata McGraw-Hill Education, 2012.
3. Khatri, D.K., Security Analysis and Portfolio Management, Macmillan Publishers India, 2010.
4. Ranganathan, M. and Madhumathi,R., Security Analysis and Portfolio management, 2<sup>nd</sup>Edition, Pearson, 2012.
5. Reilly, F. and Brown, K. C., Analysis of Investments and Portfolio Management, 10th Edition, Cengage Learning, 2012.

## DISASTER MANAGEMENT

Semester: IV

Hours: 6

Code : 20PCO4C13

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand disaster, hazards and vulnerability.	PSO - 1	K
CO - 2	Become familiar with the phases of disaster management system and risk management concepts.	PSO - 3	U
CO - 3	Acquire knowledge on counter disaster resources	PSO - 4	An
CO - 4	Demonstrate the strategies of coping with disaster.	PSO - 3	Ap
CO - 5	Acquire knowledge on the legislation of disaster management system.	PSO - 4	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		DISASTER MANAGEMENT										Hours: 6
Code : 20PCO4C13												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	5	4	5	3	4	4	3	3	2	3	3.64
CO - 2	4	5	3	4	4	4	4	3	4	3	2	3.64
CO - 3	4	5	3	4	3	4	5	3	3	2	3	3.55
CO - 4	4	5	4	5	4	4	4	3	4	3	2	3.80
CO - 5	4	5	3	4	4	3	5	3	3	2	3	3.55
<b>Overall Mean Score</b>												<b>3.64</b>

**Result:** The score for this course is **3.64** (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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## **UNIT I: UNDERSTANDING DISASTER, HAZARDS AND VULNERABILITY**

Concept of disaster- Different approaches- Concept of risk- Levels of disasters- Disaster phenomena and events (Global, national and regional) - Natural and man-made hazards; response time, frequency and forewarning levels of different hazard- Characteristics and damage potential of natural hazards; hazard assessment- Dimensions of vulnerability factors; vulnerability assessment- Vulnerability and disaster risk - Vulnerabilities to flood and earthquake hazards.

**(18 Hours)**

## **UNIT II: DISASTER MANAGEMENT MECHANISM**

Concepts of risk management and crisis management- Disaster management cycle- Response and recovery-Development, Prevention, Mitigation and preparedness- Planning for relief.

**(18 Hours)**

## **UNIT III: CAPACITY BUILDING**

Concept- Structural and nonstructural measure- Capacity assessment - strengthening capacity for reducing risk - Counter-disaster resources and their utility in disaster management- Legislative support at the state and national levels Unit.

**(18 Hours)**

## **UNIT IV: COPING WITH DISASTER**

Coping strategies; alternative adjustment processes- Changing concepts of disaster management- Industrial safety plan; safety norms and survival kits- Mass media and disaster management.

**(18 Hours)**

## **UNIT V: PLANNING FOR DISASTER MANAGEMENT**

Strategies for disaster management planning - Steps for formulating a disaster risk reduction plan- Disaster management Act and Policy in India-Organisational structure for disaster management in India- Preparation of state and district disaster management plans.

**(18 Hours)**

### **COURSE BOOK:**

- Chakrabarty, U. K, Industrial Disaster Management and Emergency Response, , Asian Books Pvt. Ltd., New Delhi. 2011.

### **BOOKS FOR REFERENCE:**

1. Gupta A.K., Niar S.S and Chatterjee S. Disaster management and Risk Reduction, Role of Environmental Knowledge, Narosa Publishing House, Delhi. 2013.
2. Murthy D.B.N. Disaster Management, Deep and Deep Publication PVT. Ltd., New Delhi, 2012
3. Ranjana Ferrao, Disaster management, Alagun publications, New Delhi, 2012.
4. R.Subramanian, Disaster management, vikas publishing house, 2018.
5. Raisai Dangi, pointer publication New Delhi, 2012.