



**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE  
(AUTONOMOUS)**

**Reaccredited with A++ (3<sup>rd</sup> Cycle) by NAAC  
College with Potential for Excellence, Linguistic Minority Institution  
Affiliated to University of Madras  
Arumbakkam, Chennai 600 106**

**PG & RESEARCH DEPARTMENT OF  
COMMERCE CHOICE BASED CREDIT SYSTEM  
(CBCS)**

**OUTCOME BASED EDUCATION (OBE)**

**Regulations and Syllabus**

**M.COM**

**ACADEMIC YEAR 2023-2024**

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## **SYLLABUS**

### **4. Syllabus of First Year:**

- |                  |    |
|------------------|----|
| a) ODD Semester  | 11 |
| b) EVEN Semester | 23 |

### **5. Syllabus of Second Year:**

- |                  |    |
|------------------|----|
| a) ODD Semester  | 35 |
| b) EVEN Semester | 48 |

## **INSTITUTION**

### **VISION**

To impart value-based quality academia; to empower students with wisdom and to charge them with rich Indian traditions and culture; to invoke the self, to broaden the same towards nation building, harmony and Universal brotherhood.

### **MISSION**

To ensure sustained progress and development in imparting quality education, to pioneer new avenues of teaching and research and to emerge as an institution with potential for excellence.

## **PG & RESEARCH DEPARTMENT OF COMMERCE**

### **VISION**

To impart value-based quality academia in commerce and to empower students to align with the current business scenario.

### **MISSION**

M1	Smart Learning in digital environment and provide Skill based training to students
M2	Pioneering the students to align their thoughts to reach out to the global business practices
M3	Channelizing e-content and Modules for the commerce curriculum

## PROGRAM EDUCATION OBJECTIVES (PEOs)

<b>PEO1</b>	Strong financial analytical ability to work in Knowledge Process Outsourced and Shared Services. (KPOSS)
<b>PEO2</b>	Holistic professional services such as chartered accountants, management accountants, tax practitioners, Chartered Secretaries, Auditors, Information systems
<b>PEO3</b>	Skilled services in marketing logistics and supply chain management services, customer relationship managers, portfolio managers, Security analyst.
<b>PEO4</b>	Policy makers and administrative services such as ICLS, ICOAS, IRS.
<b>PEO5</b>	Teachers and Academic Administrators

### PEO TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4	PEO5
<b>M1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>M2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>M3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>

**CORRELATION:    3- STRONG                      2- MEDIUM                      1- LOW**

### PROGRAM OUTCOMES FOR POST GRADUATE

<b>PO1</b>	To attain suitable scientific knowledge and technical skills to realize, calibrate and develop innovative processes / skills for creation of inventive products which are beneficial to society.
<b>PO2</b>	To implement discipline, professionalism, team spirit, communication skills, social and ethical commitment in the post graduates in order to embellish leadership roles expediting perfection in different sector with a categorical professional distinctiveness, business savvy, international recognition and imperishable expansion
<b>PO3</b>	To be habituated with the emerging expanses of erudition and their applications in several domains of biological sciences and to enlighten the students of its relevance in forthcoming studies
<b>PO4</b>	To enhance the insight of research-oriented knowledge in conjunction with literature survey, design of experimental methodology, analysis and interpretation of results and draw valid conclusions.
<b>PO5</b>	To provoke entrepreneurship among the students along with strong ethics and communication Skills

### Mapping of POs TO PEOs

PEO/PO	PO 1	PO 2	PO 3	PO 4	PO 5
PEO 1	3	3	3	3	3
PEO 2	3	3	2	3	3
PEO 3	3	3	2	3	3
PEO 4	3	3	3	3	2
PEO 5	3	3	3	3	3

### PROGRAM SPECIFIC OUTCOMES

<b>PSO-1</b>	To enable the students to undertake teaching as a career after completion of the course
<b>PSO-2</b>	To cater to the industry expectations in the field of Accounting, Auditing, Legal Compliance, Marketing, Banking and Financial Services, Taxation, Logistics & Supply Chain Management, Services Marketing, Security Analysis and Portfolio Management at Managerial Level
<b>PSO-3</b>	To inculcate Research Skills and pursue Ph.D. in commerce and/ or to engage in the field of Research Analyst, Investment Manager and Portfolio Analyst

### ELIGIBILITY FOR ADMISSION

Candidates who have passed B.Com (General or with any specialization) degree of this University or its equivalent course recognized by the University of Madras are eligible to apply for M.Com in Commerce.

## EVALUATION MECHANISM

<b>Weightage for Assessment</b>		<b>Total Marks</b>								
<b>Continuous Internal Assessment</b>		<b>50 (CIA1+CIA2+ CIA3+Regularity) (15+15+15+5)</b>								
<b>INTERNAL ASSESSMENT COMPONENTS</b>										
1.	<b>CIA 1 &amp; 2: Written test for 50 Marks</b> (To be converted for 30 Marks) <ul style="list-style-type: none"> <li>✓ Section A – 10 Marks</li> <li>✓ Section B – 20 Marks</li> <li>✓ Section C – 20 Marks</li> </ul>									
2.	<b>CIA3-Generic Skills Assessment for 50 Marks</b> (To be converted for 10 Marks) The following assessment methods are suggested and the Course (Subject) Teacher to decide on the method of assessment of each student taking into account her/his capabilities. <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="text-align: center;">Preparation of Short Videos</td> <td style="text-align: center;">Quiz</td> <td style="text-align: center;">Debate</td> <td style="text-align: center;">Role Play</td> <td style="text-align: center;">Poster Designing</td> <td style="text-align: center;">Class Seminar</td> <td style="text-align: center;">Case Study</td> <td style="text-align: center;">Assignment*</td> </tr> </table> *Assignments are suggested to be used as the last resort only under exceptional cases.		Preparation of Short Videos	Quiz	Debate	Role Play	Poster Designing	Class Seminar	Case Study	Assignment*
Preparation of Short Videos	Quiz		Debate	Role Play	Poster Designing	Class Seminar	Case Study	Assignment*		
3.	<b>Regularity and Punctuality-5 Marks</b>									
<b>End Semester- Term End Examination for 100 Marks</b> (To be converted for 50 Marks)		<b>50</b>								
<b>END SEMESTER EXAMINATION QUESTION PAPER PATTERN</b>										
<ul style="list-style-type: none"> <li>✓ Section A - Answer All Questions (10*2 = 20 Marks)</li> <li>✓ Section B – Answer All Questions (5*7=35 Marks) (Either or Type) eg.11 (a) or (b), 12(a) or (b)</li> <li>✓ Section C – Answer All Questions (3*15 = 45 Marks) <ul style="list-style-type: none"> <li>• One Compulsory Question 16<sup>th</sup> Question, and</li> <li>• the remaining Either-or type 17 (a) or (b) &amp; 18 (a) or (b)</li> </ul> </li> </ul>										
<b>Total</b>		<b>100</b>								
<b>**The number of Theory Questions in Accounting Papers shall be 4 in Section A, 2 in Section B and 1 in Section C.</b>										

**Internal Assessment Exam  
M.Com(General)-Shift-I & II**

**Subject: Advanced Corporate Accounting  
Duration: 1 ½ Hours**

**Class: I M.Com  
Max.Marks: 50**

**SECTION- A (10 x 1= 10 Marks)**

**Answer all the Questions**

Q.No.	Revised Bloom's Taxonomy	k-Level	Course Module
1	Remember	k-1	<b>I &amp; II for CIA1 III &amp; IV for CIA2</b>
2	Remember	k-1	
3	Remember	k-1	
4	Remember	k-1	
5	Remember	k-1	
6	Understand	k-2	
7	Understand	k-2	
8	Understand	k-2	
9	Understand	k-2	
10	Understand	k-2	

**SECTION- B (4 x 5= 20 Marks)**

**Answer all the Questions(Either or Pattern\*\*\*)**

Q.No.	Revised Bloom's Taxonomy	k-Level	Course Module
11.a	Apply	K3	<b>I &amp; II for CIA1 III &amp; IV for CIA2</b>
11.b.	Apply	K-3	
12.a.	Apply	k-3	
12.b.	Apply	k-3	
13.a.	Analyse	k-4	
13.b.	Analyse	k-4	
14.a.	Analyse	k-4	
14.b.	Analyse	k-4	

**SECTION- C (2 x 10= 20 Marks)**

**Answer all the Questions(15<sup>th</sup> Question is Compulsory**

Q.No.	Revised Bloom's Taxonomy	k-Level	Course Module
15	Evaluate/ Create	K5/k6	<b>I &amp; II for CIA1 III &amp; IV for CIA2</b>
16.a	Evaluate/ Create	K5/k6	
16.b.	Evaluate/ Create	K5/k6	

**End Semester Exam**  
**M.Com (General)-Shift-I & II**

**Subject: Advanced Corporate Accounting**

**Class: I M. Com**

**Duration: 3 Hours**

**Max. Marks: 100**

**SECTION- A (10 x 2= 20 Marks) Answer all the Questions**

Q.No.	Revised Bloom's Taxonomy	k-Level	Course Module
1	Remember	k-1	<b>Two Questions per Module</b>
2			
3			
4			
5			
6	Understand	k-2	
7			
8			
9			
10			

**SECTION- B (5x7= 35 Marks)**

**Answer all the Questions**

Q.No.	Revised Bloom's Taxonomy	k-Level	Course Module
11.a.	<b>Apply / Analyse</b>	<b>K3 &amp;K4</b>	<b>From all the Five Units</b>
11.b.			
12.a.			
12.b.			
13.a.			
13.b.			
14.a.			
14.b.			
15.a.			
15.b.			

**SECTION- C ( 3x 15= 45 Marks)**

**Answer all the Questions(16<sup>th</sup> Question is Compulsory**

Q.No.	Revised Bloom's Taxonomy	k-Level	Course Module
16	<b>Evaluate/ Create</b>	<b>K5&amp;K6</b>	<b>From all the Five Units</b>
17.a.			
17.b.			
18.a.			
18.b.			



### FIRST SEMESTER

Sl. NO	Course Category	Course Code	Course	Credit Distribution				Over all Credits	Total Contact Hours/Week	Marks		
				L	T	P	S			CIA	ESE	Total
1	Core Paper I		Advanced Corporate Accounting – I	4	0	0	0	4	6	50	50	100
2	Core Paper II		Financial Management	4	0	0	0	4	6	50	50	100
3	Core Paper III		Consumer Behaviour	4	0	0	0	4	6	50	50	100
4	Core Paper-IV		Logistics and Supply Chain Management	4	0	0	0	4	6	50	50	100
5	Elective -I		Advanced Statistics	3	0	0	0	3	6	50	50	100
6	Soft Skill		Soft Skill-I	2	0	0	0	2	-	50	50	100
<b>Total</b>								<b>21</b>	<b>30</b>	300	300	600

### SECOND SEMESTER

Sl. NO	Course Category	Course Code	Course	Credit Distribution				Over all Credits	Total Contact Hours/Week	Marks		
				L	T	P	S			CIA	ESE	Total
1	Core Paper V		Advanced Corporate Accounting-II	4	0	0	0	4	6	50	50	100
2	Core Paper VI		Services Marketing	4	0	0	0	4	6	50	50	100
3	Core Paper VII		Corporate Laws	4	0	0	0	4	6	50	50	100
4	Specialized Course-I		Corporate Governance, Ethics and Responsibility	3	0	0	0	3	6	50	50	100
5	Elective- II		Resource Management Techniques	3	0	0	0	3	6	50	50	100
6	Soft Skill		Soft Skill-II	2	0	0	0	2	-	50	50	100
<b>Total</b>								<b>20</b>	<b>30</b>	300	300	600

### THIRD SEMESTER

Sl. NO	Course Category	Course Code	Course	Credit Distribution				Over all Credits	Total Contact Hours/Week	Marks		
				L	T	P	S			CIA	ESE	Total
1	Core Paper VIII		Accounting for Managers – I	4	0	0	0	4	5	50	50	100
2	Core Paper IX		Research Methodology	4	0	0	0	4	5	50	50	100
3	Core Paper X		Fundamentals of Information Technology <b>(Practical Paper; No Theory Exam)</b>	4	0	0	0	4	5	50	50	100
4	Specialized Course-III		India's Foreign Trade and Investment	3	0	0	0	3	5	50	50	100
5	Elective Paper III		Direct Tax Laws and International Taxation	3	0	0	0	3	5	50	50	100
6	Elective Paper IV		Managerial Economics	3	0	0	0	3	5	50	50	100
7	Soft Skill		Soft Skill III	2	0	0	0	2	-	50	50	100
8		Internship (4 Weeks) Summer Vacation (Students Undergo 4 Weeks of Training During Summer Holidays of first year)		2				2	Evaluation by the Internal. Marks will be entered in the Third Semester		100	
<b>Total</b>								<b>25</b>	<b>30</b>	350	350	800

### FOURTH SEMESTER

Sl. NO	Course Category	Course Code	Course	Credit Distribution				Over all Credits	Total Contact Hours/Week	Marks		
				L	T	P	S			CIA	ESE	Total
1	Core Paper XI		Accounting for Managers – II	4	0	0	0	4	6	50	50	100
2	Core Paper XII		Advertising and Salesmanship	4	0	0	0	4	6	50	50	100
3	Core Paper XIII		Organizational Behaviour	4	0	0	0	4	6	50	50	100
4	Core Paper XIV & XV		Project Report and Viva Voce	8	0	0	0	8	6	50	50	100
5	Elective -V		Goods and Services Tax and Customs Law	3	0	0	0	3	6	50	50	100
6	Soft Skill		Soft Skill IV	2	0	0	0	2	-	50	50	100
<b>Total</b>								<b>25</b>	<b>30</b>	300	300	600

**SEMESTER I**  
**CORE – I - ADVANCED CORPORATE ACCOUNTING – I**

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>Acquire Knowledge in Understanding Problems relating to issue of Bonus share, Employee Stock Option Plan and Stock Purchase Scheme and Underwriting of shares and debentures in situations of capital issue to public at premium, at discount and buy back of securities and equity shares.</li> </ul>	K1, K2, K3, K4 &K5
<b>CO2</b>	<ul style="list-style-type: none"> <li>Analyze company's redemption of debentures, purchase and cancellation of own debentures, conversion of debentures and redemption of preference shares.</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>Employ company final accounts as per schedule III, computation of managerial remuneration and depreciation.</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>Evaluate critical skills in preparing problems of Amalgamation, Absorption and Reduction of Share Capital.</li> </ul>	K1, K2, K3, K4,K5 & K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>Develop the skill of recording financial transactions and preparation of reports in accordance with IFRS, convergence to Ind AS.</li> <li>Knowledge on Social responsibility, Human Resources and Mechanized accounting.</li> </ul>	K1, K2, K3 &K4

**Mapping of Course Outcomes to Program Outcome:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	2	2	1	3	3	3
<b>CO2</b>	3	3	2	3	1	3	3	3
<b>CO3</b>	3	3	3	2	1	2	3	3
<b>CO4</b>	3	3	3	2	2	3	3	3
<b>CO5</b>	3	3	3	2	3	3	3	3
<b>Average</b>	<b>3.00</b>	<b>2.80</b>	<b>2.60</b>	<b>2.20</b>	<b>1.60</b>	<b>2.80</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

UNIT NO	CONTENTS OF MODULE	Hrs
1	<b>ISSUE OF SHARES</b> Issue of shares (IPO/ Lump Sum Method) – Accounting for Bonus Issue – Accounting for Right Issue - Employee Stock Option Plan and Stock Purchase Scheme – Buy back of Securities and equity shares with differential rights - Underwriting of shares and debentures – Underwriting commission – Types of underwriting – Complete Underwriting – Partial Underwriting – (Comprehensive Problems)	12
2	<b>REDEMPTION OF DEBENTURES AND PREFERENCE SHARES</b> Redemption of Debentures – Sinking fund – Purchase and cancellation of own debentures – Cum Interest and Ex Interest – Conversion of debentures - Preference Shares – Redemption of Preference Shares – Provision of Companies Act (Section 55)	12
3	<b>COMPANY FINANCIAL STATEMENTS</b> Preparation of company final accounts as per Schedule III Companies Act 2013– Computation of managerial remuneration – Depreciation as per Schedule II of Companies Act 2013, Computation of deferred tax – Valuation of Intangibles (AS 26)	12
4	<b>AMALGAMATION, ABSORPTION, EXTERNAL AND INTERNAL RECONSTRUCTION</b> Acquisition, Amalgamation, Absorption and External Reconstruction- Applicability of AS 14 - Lump sum method, Net Asset Method, Net Payment Method, Intrinsic Value Method – Purchase Consideration Alteration of Share Capital and Internal Reconstruction – Reduction of Share Capital– Procedure	12
5	<b>INTERNATIONAL ACCOUNTING STANDARDS</b> Accounting standards setting up Process - List of Accounting Standards – International Financial Reporting Standards – Convergence to IFRS to Ind AS – Concept of Ind AS – List of Ind AS - Social Responsibility Accounting – Human Resources Accounting –Mechanized Accounting	12

### **TEXT BOOKS:**

1. Gupta R. L., & Radhaswamy M. (2018). Advanced Accountancy, Vol. I. 13th Ed. Sultan Chand & Sons, New Delhi, India. (ISBN: 978-81-8054-699-0)
2. Shukla, S. M., & Gupta, K. L. (2021) Corporate Accounting. Sahitya Bhawan Publications, India. (ISBN: 978-93-5173-889-3)
3. Jain, S. P., & Narang, K. L. (2015) Corporate Accounting. Kalyani Publishers, New Delhi, India. (ISBN: 978-93-2725-071-8)
4. Hanif, M., & Mukherjee, A. (2020) Corporate Accounting. McGraw-Hill Education, New Delhi, India. (ISBN: 978-93-5260-556-9)

### **REFERENCE BOOKS:**

1. Tulsian P. C. & Tulsian Bharat (2020). Tulsian's Principles and Practice of Accounting with Quick Revision Book. 5th Ed. CA Examination Series, MCGrawHill Education, New Delhi, India. (ISBN: 978-93-8981-169-8)
2. Mukherjee, Soumya., & Mukherjee, Kr. Abhik. (2019) Corporate Accounting. Oxford University Press, India. (ISBN: 978-01-9012-405-2)
3. Radhika, P., & Raman, Anita. (2018) Advanced Corporate Accounting. McGraw-Hill Publication, New Delhi, India. (ISBN: 978-93-5316-493-5)
4. IBBI (2020) Guidelines on Use of Caveats, Limitations and Disclaimers by the Registered Valuers in Valuation Reports. Insolvency and Bankruptcy Board of India, India. (Retrieved from URL: <https://ibbi.gov.in/>)

## CORE II - FINANCIAL MANAGEMENT

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>Explain the functions and role of a finance manager in an organisations</li> <li>Categorize various sources of raising fund</li> <li>Analyse the Corporate Financial needs by understanding the Components of the Financial Markets and Manage funds effectively</li> </ul>	K1, K2, K3, K4, & K5
<b>CO2</b>	<ul style="list-style-type: none"> <li>Demonstrate understanding of capital structure, its source and leverage concepts.</li> <li>Explain the concept of dividend policy, its relevance and various models associated with dividend policy.</li> </ul>	K1, K2, K3, K4, K5 & K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>Compute cost of individual source of capital and also their overall averages based on specific information.</li> <li>Compare various Long term sources of raising funds and compute the WACC.</li> </ul>	K1, K2, K3, K4, K5 & K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>Solve the given problems on capital budgeting and investment decision</li> <li>Evaluate investment proposals by using capital budgeting techniques</li> </ul>	K1, K2, K3, K4, K5 & K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>Determine factors affecting working capital</li> <li>Prepare an estimate of working capital requirements</li> </ul>	K1, K2, K3, K4, K5 & K6

**Mapping of Course Outcomes to Program Outcomes:**

PO/ PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	2	2	1	3	3	3
<b>CO2</b>	3	3	2	1	2	3	3	3
<b>CO3</b>	3	3	2	2	3	2	3	3
<b>CO4</b>	3	3	2	1	2	3	3	3
<b>CO5</b>	3	3	2	2	1	3	3	3
<b>Average</b>	<b>3.00</b>	<b>2.80</b>	<b>2.00</b>	<b>1.60</b>	<b>1.80</b>	<b>2.80</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>			<b>3= Strong 2= Medium 1= Low</b>					

UNIT NO	CONTENTS OF MODULE	Hrs	Cos
1	<p><b>THEORETICAL ASPECTS OF FINANCIAL MANAGEMENT</b>            Functions of manager – Methods and sources of raising finance – sources of short term and long term finance – critical appraisal of different securities and bonds as source of finance – equity shares – convertible and non– convertible debentures – preferred stock. Objectives / goals of finance – function – financing decisions – investment decision – importance of financial planning – problems in financial forecasting (Theory only)</p>	12	CO1
2	<p><b>CAPITAL STRUCTURE</b>            Capital Structure decisions –Traditional, NI, NOI and MM approaches – current views – determinants – capital structure – overtrading – under capitalization– leverage analysis EBIT –EPS analysis. (Theory &amp; Simple Problems only)</p>	12	CO2
3	<p><b>COST OF CAPITAL</b>            Cost of capital measurement WACC– MCC and value of the firm – factors influencing dividend policy of firm – dividend relevancy – company law provisions on dividend – Tax implication on Dividend (Theory &amp; Problems)</p>	12	CO3
4	<p><b>INVESTMENT DECISION</b>            Investment decisions – risk – required rate of return – estimating cash flows – present value of cash flows – evaluation of alternative investment proposals – sensitivity analysis – simulation – decision making under conditions of risk and uncertainty – inflation and investment decisions. (Theory &amp; Simple Problems)</p>	12	CO4
5	<p><b>WORKING CAPITAL MANAGEMENT</b>            Working capital management– working capital cycle– forecasting of working capital requirement– factors influencing working capital– different components– inventory – cash – receivables – credit policies – collection policies. (Theory &amp; Problems)</p>	12	CO5

**TEXT BOOKS:**

1. Pandey, I. M. (2021) Financial Management. 25th Ed. Pearson Education, New Delhi, India. (ISBN: 978-93-9057-725-5)
2. Berk, Jonthan., & Demarzo, Peter. (2016) Financial Management. Pearson Education, New Delhi, India. (ISBN: 978-93-3257-650-6)
3. Rustagi, R. P. (2020) Taxmann's Fundamentals of Financial Management. Taxmann's Publication, New Delhi, India. (ISBN: 978-93-9012-836-5)
4. Chandra, Prasanna. (2019) Financial Management, Theory and Practice. McGraw-Hill Education, New Delhi, India. (ISBN: 978-93-5316-652-6)
5. Chandra, Prasanna. (2020) Fundamentals of Financial Management. McGraw-Hill Education, New Delhi, India. (ISBN: 978-93-8981-126-1)

**REFERENCE BOOKS:**

1. Maheswari, S. N. (2018) Financial Management. Sultan Chand & Sons Publishers, New Delhi, India.
2. Khan, M. Y., & Jain, P. K. (2018) Financial Management: Text, Problems and Cases. McGraw-Hill Education, New Delhi, India. (ISBN: 978-93-5316-218-4)
3. Kishore, Ravi M. (2020) Taxmann's Financial Management-Theory/Problems/Cases. Taxmann's Publication, New Delhi, India. (ISBN: 978-93-8992-174-8)



### CORE III - CONSUMER BEHAVIOUR

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>• Understand the definition of consumer behaviour; factors influencing it; its evolution; economic model; learning model; psychoanalytical model; stages in the field of consumer behaviour; consumer research process; theories of buyer behaviour</li> </ul>	K1,K2, K3,K4, K5 & K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Explain the importance of understanding consumer behaviour; consumer decision making process; levels of consumer decision making models</li> </ul>	K1, K2, K3, K4,
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Identify psychological influence on consumer behavior, motivation, personality, consumer learning, concept and self-image, perception, attitude, beliefs, consumer Communication</li> </ul>	K1, K2, K3& K4,
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Identify consumer group, reference group, social class, lifestyle analysis, culture, subculture, cross culture, interpersonal communication, opinion leadership</li> <li>• Recognize social and ethical implication of marketing actions on Consumer behavior. Use most appropriate techniques to apply market</li> </ul>	K1, K2, K3 & K4
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Define consumer orientation, diffusion process, adoption decision-its stages, barriers to adoption, innovators</li> <li>• Prepare profile of consumer innovators; multiplicative innovation adoption(MIA)model</li> </ul>	K1,K2, K3,K4, K5 & K6

**Mapping of Course Outcomes to Program Outcomes:**

PO/ PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	3	3	2	3	3	3
<b>CO2</b>	3	3	3	3	2	3	3	3
<b>CO3</b>	3	3	3	3	2	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	3	3	2	3	3	3
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>2.20</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>			<b>3= Strong 2= Medium 1= Low</b>					

<b>UNIT NO</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>Cos</b>
1	<b>INTRODUCTION</b> Definition, Scope and Application of the consumer behaviour – Evolution of Consumer Behaviour as a field of study and its relationship and Marketing; Behavioural Dimension– Interdisciplinary nature of Consumer Behaviour Studies – Digital marketing	12	CO1
2	<b>THE CONSUMER DECISION MAKING PROCESS</b> Buying Motives – Buying roles, Consumer Decision Making Process, Levels of Consumer Decision Making, Perspectives – Models	12	CO2
3	<b>PSYCHOLOGICAL INFLUENCES ON CONSUMER DECISION MAKING:</b> Consumer’s Needs & Motivation, emotions and Mood, Consumer Involvement; Consumer Learning, Personality, Self – Concept and Self – Image; Consumer Perception, risk and Imagery; Consumer Attitude: Belief; Attitude and Intention, formation – Change – Consumer Communication	12	CO3
4	<b>SOCIOLOGICAL INFLUENCES:</b> Consumer groups – Consumer reference groups, Family and Life cycle, social class and mobility, lifestyle analysis – Culture, Sub – culture, cross culture – Interpersonal Communication and influence, Opinion Leadership	12	CO4
5	<b>DIFFUSION OF INNOVATION</b> Consumer Orientation – Diffusion Process, Adoption Process, Consumer Innovators, Multiplicative Innovation Adoption (MIA)Model	12	CO5

#### **TEXT BOOKS:**

1. Schiffman, Leon G. (2010). Consumer behavior. Upper Saddle River, N.J. :Pearson Education/Prentice Hall,
2. East, Robert, Vanhuele, Marc, and Wright, Malcolm. 2008. Consumer Behaviour. London: SAGE
3. Peter Paul J and Olson Jerry C Consumer Behaviour and Marketing Strategy, Irwin/ McGraw Hill Higher Education

#### **REFERENCE BOOKS:**

1. Gupta S.L.& Pal Sumitra, Consumer Behaviour: An Indian Perspective Text and cases; Sultan Chand.
2. Solomon, M.R Consumer Behaviour: Buying, Having and Being, PHI Learning
3. Loudon, David, Bitta Albert Della, Consumer Behaviour: Concepts and Applications; Tata McGraw Hill Education Private Limited

## CORE-IV - LOGISTICS AND SUPPLY CHAIN MANAGEMENT

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>• Define various concepts in Logistics management; it gives the wider idea about the logistics.</li> </ul>	K1, K2, K3, K4, K5, K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Discuss the inventory control, demand forecasting, distribution management, and logistics in 21<sup>st</sup> century.</li> </ul>	K1, K2, K3, K4,
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Analyse supply chain management and its global applications</li> </ul>	K1, K2, K3, K4, K5, K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Explain the role of manager, drivers, and key enablers in supply chain management.</li> </ul>	K1, K2, K3, K4,
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Generate ideas about aligning the supply chain with business strategy and compare and contrast about SCOR Model, 3PLS, Fourth Party Logistics.</li> <li>• Develop and apply analytical techniques to design and operate integrated supply chains. Analyse and improve supply chain processers.</li> </ul>	K1, K2, K3, K4, K5, K6

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	2	2	3	3	3
<b>CO2</b>	3	3	3	2	2	3	3	3
<b>CO3</b>	3	3	3	3	2	3	3	3
<b>CO4</b>	3	3	3	3	2	3	3	3
<b>CO5</b>	3	3	3	3	2	3	3	3
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>2.60</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

<b>UNIT NO</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>Cos</b>
1	<b>LOGISTICS MANAGEMENT</b> Origin– Definition– Types of Logistics– Logistics Management– Warehouse Management– Automation and Outsourcing– Customer Service and Logistics Management– Perspective– Concepts in Logistics	12	CO1
2	<b>INVENTORY CONTROL</b> Types of Inventory Control– Demand Forecasting– Warehousing and Stores Management– Routing– Transportation Management– Some Commercial Aspects in Distribution Management– Codification– Distribution Channel Management – Distribution Resource Planning (DRP) – Logistics in 21 <sup>st</sup> Century	12	CO2
3	<b>SUPPLY CHAIN MANAGEMENT</b> Introduction and Development – Nature and Concept– Importance of Supply Chain – Value Chain – Components of Supply Chain – The Need for Supply Chain – Understanding the Supply Chain – Management – Participants in Supply Chain – Global Applications	12	CO3
4	<b>SUPPLY CHAIN</b> Role of a Manager in Supply Chain – Supply Chain Performance Drivers – Key Enablers in Supply Chain Improvement – Inter Relation between Enablers and Levels of Supply Chain Improvement – Systems and Values of Supply Chain	12	CO4
5	<b>BUSINESS STRATEGIES</b> Aligning the Supply Chain with Business Strategy – SCOR Model – Outsourcing 3 PLs– Fourth Party Logistics – Bull Whip Effect and Supply Chain – Supply Chain Relationships – Conflict Resolution Strategies – Certifications	12	CO5

#### **TEXT BOOKS:**

1. G. Raghuram & N Rangaraj: Logistics and Supply Chain Management – Cases and Concepts – Macmillan
2. Martin Christopher: Logistics of Supply Chain Management: Creating Value adding Networks – FT Press
3. Christopher, M. (2016) Logistics and Supply Chain Management. 5th Edition, Pearson, London.

#### **REFERENCE BOOKS:**

1. Waters Donald, Logistics: Introduction to Supply Chain Management, Palgrave Macmillan
2. D.K.Agrawal: Textbooks of Logistics and Supply Chain Management, Mac Millan
3. Dalmina Sanjay, Financial Supply Chain Management, MC Graw Hill Publishing Co. Pvt., Ltd.,

## Elective I– ADVANCED STATISTICS

<b>Course Code:</b>	<b>Credits : 03</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>• Illustrate and describe sample spaces and events for random experiments</li> <li>• Calculate probabilities of events in discrete sample spaces and conditional Probabilities of events using Baye's theorem.</li> <li>• Sketch the concept of probability distribution to real world problems involving various distributions like Binomial, Poisson and Normal distributions.</li> </ul>	<b>K1, K2, K3, K4, K5, K6</b>
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Describe the testing hypothesis for large samples</li> <li>• Produce a significant test of hypothesis concerning the value of population means and proportion based on Normal distribution</li> </ul>	<b>K1, K2, K3, K4, K5, K6</b>
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Describe the testing hypothesis for small samples</li> <li>• Produce a significant test of hypothesis concerning the value of population mean based on t-distribution, F-test, <math>\chi^2</math>-test.</li> <li>• Discuss goodness of fit</li> </ul>	<b>K1, K2, K3, K4, K5, K6</b>
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Explain the concept of analysis of variance and use them to investigate factorial dependence</li> <li>• Demonstrate pay-off table, Maximin and Minimax principle and Baye's principle</li> <li>• Explore how problem solving and decision tree making interrelate.</li> </ul>	<b>K1, K2, K3, K4, K5, K6</b>
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Measure and analyse the strength of the relationship between two or three variables using a correlation analysis.</li> <li>• Predict the value of any independent variable to the value of dependent variable using linear regression analysis</li> </ul>	<b>K1, K2, K3, K4, K5, K6</b>

UNIT NO	CONTENTS OF MODULE	Hrs	Cos
1	<b><u>PROBABILITY AND THEORETICAL DISTRIBUTIONS</u></b> Probability –Definition – addition theorem – Multiplication theorem– conditional probability – Baye's theorem – simple problems Theoretical Distributions–Binomial ,Poisson and Normal distributions– simple problems	12	CO1
2	<b><u>STATISTICAL INFERENCE– TESTING OF HYPOTHESIS FOR LARGE SAMPLES</u></b> Testing of hypothesis– procedure– two types of error– one and two tailed tests – standard error – large sample – test for specified proportion –test for difference between proportions– test for specified mean –test for difference of mean of two samples	12	CO2
3	<b><u>TESTING OF HYPOTHESIS FOR SMALL SAMPLES</u></b> Small samples: t– test: specified mean, equality of two means– paired t– test, F– test – equality of variances– Chi square test – independence of attributes and goodness of fit.	12	CO3
4	<b><u>ANALYSIS OF VARIANCE AND DECISION THEORY</u></b> Analysis of variance– one way and two– way classification– Pay off table– Maximin principle – Minimax principle – Baye’s Principle– Decision tree Analysis	12	CO4
5	<b><u>CORRELATION AND REGRESSION</u></b> Correlation– types of Correlation– Karl Pearson’s Coefficient of correlation – Rank correlation Coefficient– Regression – Regression equations– partial and multiple correlation (up to three variables) – partial and multiple regressions (up to three variables)	12	CO5

NOTE: No mathematical derivations to be asked.

**TEXT BOOKS:**

1. P.R. Vittal, quantitative Techniques, Margham Publication.

**REFERENCE BOOKS:**

2. Business Statistics and O.R., Dr.S.P. Rajagopalan & Dr.R.Sattanathan, Tata McGraw Hill Publications
3. S.P. Gupta, Statistical Methods, Sultan Chand

**SEMESTER II**  
**CORE V - ADVANCED CORPORATE ACCOUNTING II**

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>Define and understand the concepts relating to Preparation of consolidated financial statement, treatment of dividend. Calculation of goodwill.</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>Analyse the Final Accounts of Banking Companies and have efficiency in preparation of schedules and accounting Statements.</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>Knowledge on IRDA and its regulations regarding Fire, Marine and Life Insurance Companies.</li> </ul>	K1, K2, K3& K4
<b>CO4</b>	<ul style="list-style-type: none"> <li>Equip with knowledge in Preparing problems relating to Profits before Incorporation and understand its various legal issues.</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>Identifying the Liquidation Problems of the company and the Legal issues inhibiting its Preparation.</li> <li>Acquire the techniques of restructuring and liquidating the Corporate entities.</li> </ul>	K1, K2, K3& K4

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	2	3	3	3	3
<b>CO2</b>	3	3	2	2	2	3	3	3
<b>CO3</b>	3	3	2	2	2	3	3	3
<b>CO4</b>	3	3	1	1	1	3	3	3
<b>CO5</b>	3	2	3	2	2	3	3	3
<b>Average</b>	<b>3.00</b>	<b>2.80</b>	<b>2.20</b>	<b>1.60</b>	<b>2.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

UNIT NO	CONTENTS OF MODULE	Hrs	Cos
1	<b>CONSOLIDATED FINANCIAL STATEMENTS</b> Consolidated financial Statement (AS 21) – Calculation of Goodwill/Capital Reserve – Minority Interest – Profit and Loss of Subsidiary Company- treatment of dividend – (Inter- company owing included) – Preparation of Consolidated Balance Sheet – Consolidated Profit and Loss	12	CO1
2	<b>ACCOUNTING OF BANKING COMPANIES</b> Classification of Assets and provisioning [Basel III Norms] – Accounting for Rebate on Bills discounted – Preparation of Profit and Loss Account and Balance Sheet [as per 3 <sup>rd</sup> Schedule of the Banking Regulation Act, 1949] – Capital Adequacy Norms - Capital Funds – Tier I and Tier II Capital – Rebate on Bills Discounted	12	CO2
3	<b>FINAL STATEMENT OF INSURANCE COMPANIES</b> Insurance companies (As per New provisions) – Regulation of Insurance Business in India – Duties, Powers and Functions of IRDA – IRDA Regulations 2002 – Fire Insurance – Life Insurance – Marine Insurance with schedules – Insurance new provisions.	12	CO3
4	<b>PROFIT PRIOR TO INCORPORATION</b> Relevance of date of incorporation and commencement of business – methods of ascertaining profits prior to incorporation – basis of apportionment of expenses – preparation of profit and loss account bases on pre & post incorporation.	12	CO4
5	<b>LIQUIDATION OF COMPANIES</b> Liquidation – Methods of Winding up – Winding up by Tribunal – Petition for Winding up– Voluntary Winding up — Liquidators Final Statement of Account – Order of Payment- Basics of Insolvency and Bankruptcy Code- Corporate insolvency resolution process [CIRP]	12	CO5



**TEXT BOOKS:**

1. Gupta R. L., & Radhaswamy M. (2018). Advanced Accountancy, Vol. I. 13th Ed. Sultan Chand & Sons, New Delhi, India. (ISBN: 978-81-8054-699-0)
2. Shukla, S. M., & Gupta, K. L. (2021) Corporate Accounting. Sahitya Bhawan Publications, India. (ISBN: 978-93-5173-889-3)
3. Jain, S. P., & Narang, K. L. (2015) Corporate Accounting. Kalyani Publishers, New Delhi, India. (ISBN: 978-93-2725-071-8)
4. Hanif, M., & Mukherjee, A. (2020) Corporate Accounting. McGraw-Hill Education, New Delhi, India. (ISBN: 978-93-5260-556-9)

**REFERENCE BOOKS:**

1. Tulsian P. C. & Tulsian Bharat (2020). Tulsian's Principles and Practice of Accounting with Quick Revision Book. 5th Ed. CA Examination Series, MCGrawHill Education, New Delhi, India. (ISBN: 978-93-8981-169-8)
2. Mukherjee, Soumya., & Mukherjee, Kr. Abhik. (2019) Corporate Accounting. Oxford University Press, India. (ISBN: 978-01-9012-405-2)
3. Radhika, P., & Raman, Anita. (2018) Advanced Corporate Accounting. McGraw-Hill Publication, New Delhi, India. (ISBN: 978-93-5316-493-5)
4. IBBI (2020) Guidelines on Use of Caveats, Limitations and Disclaimers by the Registered Valuers in Valuation Reports. Insolvency and Bankruptcy Board of India, India. (Retrieved from URL: <https://ibbi.gov.in/>)

## CORE VI - SERVICES MARKETING

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>• Understand the concepts of service marketing.</li> <li>• Analyse the reasons for the growth of service sector.</li> <li>• Acquire knowledge about the various classifications of services.</li> </ul>	K1, K2, K3, K4, K5 &K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Identify employee's role in service delivery.</li> <li>• Acquire the knowledge of Product Decisions, Pricing strategies and tactics</li> <li>• Understand the various Dimensions in Service Marketing.</li> </ul>	K1, K2, K3, K4, K5 &K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Acquire the skill of Strategic Marketing Management for services.</li> <li>• Understand the concept of pricing of services.</li> </ul>	K1, K2, K3, K4, K5 &K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Analyse how to deliver quality services.</li> <li>• Understand the concept of Service quality gaps.</li> </ul>	K1, K2, K3& K4
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Acquire knowledge of Customer Relationship Management.</li> <li>• Understand the concept of Customer Satisfaction and Marketing of services.</li> <li>• Understand the Unique requirements of each class of customers and offer value oriented state of the art service</li> <li>• Create Service Marketing Plan with special reference to Financial Services, Health Services, Hospitality Services including Travel, Hotels, Tourism , Professional Services, Public Utility Services, Communication Services, Educational Services</li> </ul>	K1, K2, K3& K4,K5&K6

**Mapping of Course Outcomes to Program Outcomes:**

PO/ PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
<b>CO1</b>	3	2	3	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3
<b>CO3</b>	2	3	3	3	3	3	3	3
<b>CO4</b>	3	2	3	2	3	3	3	3
<b>CO5</b>	3	3	3	2	2	3	3	3
<b>Average</b>	<b>2.80</b>	<b>2.60</b>	<b>3.00</b>	<b>2.60</b>	<b>2.33</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

<b>UNIT NO</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>Cos</b>
1	<b>MARKETING OF SERVICES</b> Introduction–Growth of the Service Sector–The Concept of Service– Characteristics of Services – Classification of Services – Designing the Service of Blueprinting, Using Technology and Developing Human Resources, Building Service Aspirations – Employees Role in service delivery – Importance of employees, boundary spanning roles, Service Culture	12	CO1
2	<b>MARKETING MIX IN SERVICES MARKETING</b> The Seven Ps–Product Decisions, pricing strategies and tactics, Promotion of Services and Placing or Distribution Methods for Services – Additional dimensions in Services Marketing – People, Physical Evidence and Process	12	CO2
3	<b>STRATEGIC MARKETING MANAGEMENT FOR SERVICES</b> Matching Demand and Supply through Capacity Planning and Segmentation – Internal Marketing of a Service – External Vs Internal Orientation of Service Strategy – Pricing of Services – Price Perception – Innovation in Services	12	CO3
4	<b>DELIVERING QUALITY SERVICES</b> Causes of Service – Quality Gaps: The Customer Expectation Vs Perceived Service Gap, Factors and Techniques to resolved this Gap – Gaps in Service – Quality Standards, Factors and Solution – The Service Performance Gap – Key Factors and Strategies for closing the Gap – External communication to the Customer: The Promise Vs Delivery Gap – Developing Appropriate and Effective Communication about Service Quality	12	CO4
5	<b>CUSTOMER RELATIONSHIP MANAGEMENT (CRM)</b> Relationship Marketing – Customer Satisfaction –Marketing of Services with Special Reference to (a) Financial Services (b) Health Services (c) Hospitality Services including Travel, Hotels, Tourism (d) Professional Services (e) Public Utility Services (f) Communication Services (g) Educational Services	12	CO5

#### **TEXT BOOKS:**

1. Philip Kotler and Paul N Bloom, Marketing Professional Services, Prentice Hall, New Jersey
2. Christopher Lovelock, Services Marketing, 4th Ed, Pearson Education
3. EG Bateson, Mallagillg Services Marketing – Text and Readings, Dryden Press, Hinsdale

#### **REFERENCE BOOKS:**

1. Payne, The Essence of Services Marketing, New Delhi, Prentice Hall.
2. Helen Wood Ruffe, Services Marketing, Macmillan India, New Delhi.
3. Mary Ann Pezzallo, Marketing Financial Services, Macmillan

## CORE VII– CORPORATE LAWS

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>• Acquire knowledge on SEBI guidelines on Capital Market operations &amp; Identify its powers and functions.</li> <li>• Elaborate the Foreign Exchange Management Act, 1999 contraventions and penalties.</li> <li>• Apply appropriate Economic and Corporate Laws to meet the corporate governance and Ethics</li> </ul>	K1, K2, K3, K4, K5 &K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Discuss the provisions relating to the Competition Act 2002 in correspondence with the duties, powers and functions of the competition commission.</li> </ul>	K1, K2, K3, K4, K5 &K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Identify the role played by Information Technology Act, 2000 and critically appraise the importance of e-Governance.</li> </ul>	K1, K2, K3, K4, K5 &K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Critically appraise and make use of Intellectual Property Rights Act.</li> <li>• Compare and contrast the formulation of Environment Protection Act, 1986.</li> </ul>	K1, K2, K3, K4, K5 &K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Understand the procedures of Right to Information Act 2005</li> <li>• Deliberate the Forums for grievance redressal mechanism</li> <li>• Demonstrate the purpose of Consumer Protection Act, 1986.</li> </ul>	K1, K2, K3, K4, K5 &K6

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	2	3	2	3	3	3
<b>CO2</b>	2	3	3	2	2	3	3	3
<b>CO3</b>	3	3	3	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	2	2	3	3	3	3
<b>Average</b>	<b>2.80</b>	<b>3.00</b>	<b>2.60</b>	<b>2.60</b>	<b>2.60</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

UNIT NO	CONTENTS OF MODULE	Hrs	Cos
1	<b>SEBI Act 1992</b> (As amended by the Securities Laws Amendment Act, 2014) – (Finance Act 2015) - (Notifications under Finance Act – Merger of FMC with SEBI)-Definitions – Establishment of the Securities and Exchange Board of India – Transfer of Assets and Liabilities etc., – Powers and functions of the Board – Registration – Prohibition- Audit Penalties and Adjudication- Appellate Tribunal. <b>Foreign Exchange Management Act 1999</b> – Definition – Regulation and Management of Foreign Exchange – Authorised Person – Contravention and Penalties – Adjudication and Appeal–Directorate of Enforcement–Miscellaneous.	12	CO1
2	<b>The Competition Act 2002</b> – The Competition (Amendment) Act, 2007- The Competition (Amendment) Act 2023 –Prohibition of certain agreements– abuse of dominant position- Competition Commission of India – Duties, powers and functions of Commission – Miscellaneous. Insolvency and Bankruptcy code 2016- Corporate Insolvency resolution process. – Liquidation process – Offences and Penalties – the Insolvency and Bankruptcy board of India – Powers and functions of the board.	12	CO2
3	<b>Information Technology Act 2000</b> – Definition – Authentication of Electronic Records – Electronic Governance – Securing Electronic Records and Secure Digital Signature – Regulation of Certifying Authorities – Penalties – Adjudication. Prevention of Money laundering act 2002 – Definition – Offence of Money laundering – Attachment – Adjudication and Confiscation – Summons, searches and seizures etc., - Appellant Tribunal.	12	CO3
4	<b>Intellectual Property Rights</b> – Copyright Act 1957 – Meaning – Copyright Authorities – Infringement of Copyright – The Trade and Merchandise Marks Act 1958 – Uses of Trademarks and Registered Users – The Patents Act 1970 –Rights of Investor- The Designs Act 1911- Miscellaneous. <b>The Environment (Protection) Act 1986</b> – Rules and Notifications – Constitutional Obligation –Environment (protection) Amendment Rules, 2022– Judicial Activism in India – Water (Prevention and control of Pollution) Act 1974 – Air (Prevention and control of Pollution) Act 1981–Land Pollution –Law relating to Management of Wastes – Noise Pollution – Legal Control.	12	CO4
5	<b>Right to Information Act 2005</b> – Application – Mode of payment – Appeal to the commission <b>Consumer Protection Act 2020</b> – Definition – Consumer Protection Councils - Consumer	12	CO5

#### TEXT BOOKS:

1. Corporate Laws, Taxman,
2. G. K. Kapoor, Dhamija Sanjay, Corporate Laws, Sultan Chand & Sons,
3. Dr. S. N. Maheswari and Dr. S. K. Mahewari, Elements of Corporate Laws, Himalaya Publishing House

#### REFERENCE BOOKS:

1. Dr. J. Jayasankar, Corporate Laws Margham Publications, Chennai.
2. N. D. Kapoor, Corporate Laws, Sultan Chand
3. Naveen Kumar Shelar, Corporate Laws, Kindle Edition
4. S. Santhakumar's – Introduction to Environmental Law, – Lexis Nexis

**SPECIALISED COURSE I**  
**CORPORATE GOVERNANCE, ETHICS AND RESPONSIBILITY**

<b>Course Code:</b>	<b>Credits : 03</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>Deliberate the details of the concept of ethics and related terms or connotations, business values, business ethics and its various approaches, theories, Social responsibilities and corporate ethics.</li> </ul>	K1, K2, K3 & K4
<b>CO2</b>	<ul style="list-style-type: none"> <li>Learn the frame work of corporate governance: Evolution and development in India, Regulatory frame work of corporate governance in India. SEBI guidelines and Clause 49.</li> </ul>	K1, K2, K3 & K4
<b>CO3</b>	<ul style="list-style-type: none"> <li>Understand in details about Management vs. Governance; Internal constitutes of the corporate governance; key managerial personnel; chairman, chief executive officer, company secretary.</li> <li>Demonstrate an enhanced application for the relevance and practical</li> </ul>	K1, K2, K3, K4, K5 & K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>Identify the concept of Whistle Blowing; whistle blower policy in India.</li> </ul>	K1, K2, K3, K4, K5 & K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>Explain Corporate social responsibilities; Corporate stainability, Reporting, CSR and Business ethics; Corporate Governance; environmental aspects of CSR, Models, drivers of CSR; CSR initiatives in India.</li> </ul>	K1, K2, K3, K4, K5 & K6

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	3	2	3	3	3	3
<b>CO2</b>	3	2	3	1	3	3	3	3
<b>CO3</b>	3	2	3	2	3	2	3	3
<b>CO4</b>	3	3	3	2	3	3	3	3
<b>CO5</b>	3	3	3	2	2	3	3	3
<b>Average</b>	<b>2.83</b>	<b>2.40</b>	<b>3.00</b>	1.80	<b>2.80</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

<b>UNIT NO</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>Cos</b>
1	<b>BUSINESS ETHICS</b> The concept of ethics; ethics and related connotations; business values and ethics; concept of business ethics; various approaches to business ethics; ethical theories; Western and Indian approaches; ethical governance; social responsibility – an extension of business ethics; the concept of corporate ethics; benefits of adopting ethics in business; ethics programme; code of ethics; ethics committee	12	CO1
2	<b>CONCEPTUAL FRAMEWORK OF CORPORATE GOVERNANCE</b> Evolution of corporate governance; developments in India; regulatory Frame work of corporate governance in India; SEBI guidelines and clause 49; reforms in the Companies Act; secretarial audit; class action; insider trading; rating agencies; green governance / e-governance; shareholders' activism; corporate governance in PSUs and banks; legislative framework of corporate governance – an international perspective	12	CO2
3	<b>CORPORATE MANAGEMENT</b> Management vs. governance; internal constitutes of the corporate governance; key managerial personnel (KMP); chairman – qualities of a chairman, powers, responsibilities and duties of a chairman; chief executive officer (CEO), role and responsibilities of the CEO; separation of roles of chairman and CEO; CFO; manager; company secretary; auditor.	12	CO3
4	<b>WHISTLE– BLOWING AND CORPORATE GOVERNANCE</b> The Concept of Whistle –Blowing; types of whistle – blowers; Whistle blower policy; the whistle – Blower Legislation across counties; Developments in India	12	CO4
5	<b>CORPORATE SOCIAL RESPONSIBILITY (CSR)</b> Meaning; Corporate Philanthropy; CSR – an overlapping concept; corporate sustainability reporting, CSR through triple bottom line; CSR and business ethics; CSR and corporate governance, environmental aspects of CSR, CSR models; drivers of CSR; global reporting initiatives; major codes on CSR, initiatives in India	12	CO5

#### **TEXT BOOKS:**

1. Sharma, J.P., Corporate Governance, Business Ethics and CSR, Anne Books Pvt. Ltd, New Delhi.
2. Sharma, J.P Corporate Governance and Social Responsibility of Business, Anne Books Pvt. Ltd., New Delhi.
3. Cornelis A. de Kluyver, Corporate Governance, Saylor Foundation, ISBN 13: 9781453343630

#### **REFERENCE BOOKS:**

1. Mallian, Christine A, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
2. Blowfield, Michael and Alam Morray, Corporate Responsibility, Oxford University Press, New Delhi
3. Francesco perrimi, Stefano, and Antonio Tencati, Developing Corporate Social Responsibility – An European Perspective, Edward Elgar.

## Elective Paper II – RESOURCE MANAGEMENT TECHNIQUES

<b>Course Code:</b>	<b>Credits : 03</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>• Summarize the transportation model</li> <li>• Distinguish initial basic feasible solution under the methods of northwest corner rule, row minima, column minima, least cost method and Vogel's approximation method.</li> <li>• Solve the transportation model using Modi method.</li> </ul>	K1, K2, K3, K4, K5 & K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Distinguish the assignment problem of types balanced and unbalanced problem and also minimization and maximization problems.</li> <li>• Solve restricted assignment problem and travelling salesman problem</li> <li>• Summarize the sequencing problem of processing of n jobs through m=2 or 3 machines.</li> </ul>	K1, K2, K3, K4, K5 &K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Define the game theory problems.</li> <li>• Solve the problems based on pure and mixed strategies, dominance method and graphical method.</li> </ul>	K1, K2, K3, K4, K5 &K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Distinguish the 4 models of replacement problems.</li> <li>• Produce the solution for replacement of an item whose maintenance cost increases with time and money value is not changed (Model-1)</li> <li>• Produce the solution for replacement of an item whose maintenance cost increases with time and money value is changed with time (Model-2).</li> <li>• Produce the solution of replacement of items due to sudden failure (Model-3)</li> <li>• Solve the staff replacement problem (Model-4)</li> </ul>	K1, K2, K3, K4, K5 &K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Judge the network problems.</li> <li>• Produce the solution for Critical Path Method and PERT computations</li> </ul>	K1, K2, K3, K4, K5 &K6



UNIT NO	CONTENTS OF MODULE	Hrs	Cos
1	Transportation model – Balanced and Unbalanced Transportation problems – Initial basic feasible solution – North west corner rule, the row minima ,column minima, least cost method and Vogel’s approximation methods – Optimum solution – Modi method	12	CO1
2	Assignment Problem– Balanced and Unbalanced – Minimization and Maximization – restricted assignment problem – travelling salesman problem. Sequencing problem: – Processing of n jobs through 2 machines– Processing of n jobs through 3 machines– Processing each of njobs through m machines – Processing 2 jobs through m machines	12	CO2
3	Game Theory– Pure & Mixed Strategies – Dominance– Graphical method	12	CO3
4	Replacement Model 1– Model– Replacement of an item whose maintenance cost increases with time and money value is not changed. Model 2–Replacement of an item whose maintenance cost increases with time and money value is changes with time. Model 3 – Replacement of items due to sudden Failure – Model 4– Staff replacement	12	CO4
5	PERT and CPM–Project Network diagram–Critical Path (Crashing Excluded)– PERT computations	12	CO5

#### TEXT BOOKS:

##### 1. Operations Research, P.R.Vittal & Malini, Margham Publications.

Chapter 1	Chapter 10
Chapter 2	Chapter 11& Chapter 12
Chapter 3	Chapter 15
Chapter 4	Chapter 16
Chapter 5	Chapter 14

#### REFERENCE BOOKS:

1. Resource Management Technique –Sundaresan, Ganapathy Subramanian, A.R.Publications
2. Manmohan Gupta, Problems in O.R., Sultan Chand.

## INTERNSHIP

<b>Course Code:</b>	<b>Credits : 02</b>
<b>Max. Marks : 100</b>	

Internship will have to be carried out at the end of the Second Semester and the report of the same shall be submitted by the students within a period of one month after the completion of the internship. The internship report shall be evaluated by the examiners within the Department of the College. The marks shall be sent to the Controller Office and the same will be included in the Third Semester statement of Marks.

**SEMESTER – III**  
**CORE VIII -ACCOUNTING FOR MANAGERS – I**

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>Define the cost, installation of costing system and various records maintained by the Cost Accountant as per Companies Act.</li> </ul>	K1, K2 K3, K4, K5&K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>Differentiate Normal Loss from Abnormal Loss</li> <li>Assimilate the importance of documenting Wastages, Spoilages, Scrap and Defective items</li> <li>Know the preparation of Process costing used by various types of industries and treatment of abnormal loss and gain.</li> </ul>	K1, K2 K3, K4, K5&K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>Prepare statements showing Reconciliation of cost and financial accounts and procedures adopted by cost accountant for reconciliation differences and profit.</li> </ul>	K1, K2 K3, K4, K5&K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>Classify the operating costing in connection with Transport, Power/Boiler house, Cinema theaters, Lodging house and Activity based costing under the Companies Act.</li> </ul>	K1, K2 K3, K4, K5&K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>Prepare problems under the system of Contract costing and to know the differences between Job costing and Contract costing.</li> </ul>	K1, K2 K3, K4, K5&K6

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	1	3	3	3	3
<b>CO2</b>	3	3	2	2	2	3	3	3
<b>CO3</b>	3	3	3	2	2	3	3	3
<b>CO4</b>	3	3	2	2	2	3	3	3
<b>CO5</b>	3	3	2	1	2	3	3	3
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>2.40</b>	<b>1.60</b>	<b>2.20</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

UNIT NO	CONTENTS OF MODULE	Hrs	Cos
1	<b>THEORETICAL ASPECTS OF COSTING</b> Installation of costing system – records required to be maintained under the Companies Act – management control and information system – cost reduction and cost control techniques – control over wastages, scrap, spoilage and defectives	12	CO1
2	<b>PROCESS COSTING</b> Meaning of Process Costing – Characteristic Features – Types of Industries using Process Costing – Advantages – Disadvantages – Process losses – Inter Process Profits – Work in Progress and Equivalent Production – Joint Product Costing – By Product Costing – Inter Process Profit – Calculation of Normal Loss and Abnormal Loss	12	CO2
3	<b>RECONCILIATION OF COST AND FINANCIAL ACCOUNTS</b> Reconciliation of Cost and Financial Accounts – Importance – Need – Causes for Disagreement in profits – Procedure for Reconciliation – Presentation of Reconciliation – Reconciliation from differences – Reconciliation from Profit and Loss and information given – Cost Sheet – Profit and Loss account and Reconciliation from information given – Cost Control Accounts.	12	CO3
4	<b>OPERATING COSTING</b> Operating/ Service Costing – Operating Cost Units – Transport Costing – Costing Procedures in Transport Costing – Power/Boiler House Costing – Costing for Cinema Theatres – Costing for Lodging Houses – Operating Costing – Activity Based Costing.	12	CO4
5	<b>CONTRACT COSTING</b> Contract Costing – Features – Objectives – Merits and Limitations – System of Contract Costing – Distinction between Job Costing and Contract Costing – System of Contract Costing – Recording of Costs of a Contract – Recording of Value and Profit on Contracts – Preparation of Contract A/C – Contracted A/C – Preparation of Balance Sheet	12	CO5

#### TEXT BOOKS:

1. Horngren C. T. 11<sup>th</sup> Ed, Cost Accounting –A Managerial Emphasis, New Delhi, Pearson Education..
2. Jain S.P. and Narang K.L. Cost Accounting. Kalyani Publishers. New Delhi, Latest Edition.
3. Khanna B. S., Pandey I.M., Ahuja G.K., and Arora M.N. Practical Costing. S.Chand & Co. New Delhi.
4. Saxena and Vashist Cost Accounting. Sultan Chand & Sons. New Delhi.

#### REFERENCE BOOKS:

1. Kaplan, Advanced Management Accounting, 3rd Ed. Pearson Education, New Delhi,
2. Polimeni, et. at. Cost Accounting: Concepts and Applications for Managerial Decision Making, New York, McGraw–Hill
3. Choudhary Anu Prasad Roy & Amitava Bhattacharya, Cost and Management Accountancy: Methods and Techniques, Calcutta, New Central Book Agency

## CORE IX - RESEARCH METHODOLOGY

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>• Define the meaning of research, its objectives, characteristics, concepts or topics for a study, steps in research process and presentation of literature Review</li> </ul>	K1, K2 K3, K4 K5& K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Discuss different types of research, research design, its importance, features of good research design</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Analyze research hypothesis, steps in research hypothesis, types of hypotheses, methods of collection of data, sampling testing, characteristics of good sampling design, sampling techniques</li> <li>• Develop Skills in Quantitative and Qualitative Data Analysis and Presentation of Information</li> </ul>	K1, K2 K3, K4 K5& K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Explain the levels of measurement, problems in measurement, pilot study, processing and analysis of data, uses of computer software and application of statistical software for data analysis- SPSS</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Identify and elucidate the different types of reports, format of Research Report, Content of Report, Title Page, Abstract, Discussion, Reference Appendices, Annexure.</li> </ul>	K1, K2, K3, K4, K5& K6

**Mapping of Course Outcomes to Program Outcomes:**

PO/ PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
<b>CO1</b>	3	3	3	3	3	3	3	3
<b>CO2</b>	2	3	2	3	3	3	3	3
<b>CO3</b>	2	3	3	3	3	3	3	3
<b>CO4</b>	2	3	3	3	3	3	3	3
<b>CO5</b>	2	3	3	3	3	3	3	3
<b>Average</b>	<b>2.20</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>			<b>3= Strong 2= Medium 1= Low</b>					

<b>UNIT NO</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>Cos</b>
1	<b>INTRODUCTION OF RESEARCH METHODOLOGY</b> Meaning, objectives, motivation, utility – characteristics of scientific method – theory, empiricism, deductive and inductive approaches – language, concepts, construct, definition, independent & dependent variables – Research process / Steps – Problem identification – formulation of research question – Review of literature.	12	CO1
2	<b>TYPES OF RESEARCH AND RESEARCH DESIGN</b> Types of research – pure and applied, survey, case study, analytical, Conceptual – Qualitative and quantitative research – Research Design – importance	12	CO2
3	<b>TESTING OF HYPOTHESIS</b> Hypothesis – qualities of a good hypothesis – null hypothesis & alternative hypothesis, hypothesis testing – logic & importance – Methods of data collection – primary and secondary data – observation – interview – questionnaire – Sampling – statistical population, sample, sampling frame, sampling error, sample size, non-response – characteristics of a good sample – probability and non-probability, sampling techniques.	12	CO3
4	<b>LEVEL OF MEASUREMENT AND ANALYSIS OF DATA</b> Levels of measurement – nominal, ordinal, interval and ratio scales – problems in measurement – testing validity and reliability – pilot study and pre – testing – Processing and analysis of data– editing – coding – transcription – tabulation – univariate, bivariate and multivariate analysis – use of computer software.	12	CO4
5	<b>REPORT WRITING</b> Report writing – target audience – types of reports – contents of reports – Title page, Abstract, Introduction, Methodology, Result, Discussion, References, and Appendices – styles and conventions in reporting – ethical considerations – plagiarism, paraphrasing, quotations and footnotes.	12	CO5

#### **TEXT BOOKS:**

1. C R Kothari, Research Methodology-Methods and Techniques, New Age Publications
2. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill,
3. Ravilochanan. Research Methodology, Margham Publications, Chennai

#### **REFERENCE BOOKS:**

1. William C Emory, Business Research Methods, Richard D Irwin, NJ,
2. Krishnaswami OR, Methodology of Research for Social Science, Himalaya, Mumbai.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern

## CORE X - FUNDAMENTALS OF INFORMATION TECHNOLOGY

Practical Paper: No theory Exam

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 0:0:4:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

### Course Outcomes: At the end of the Course, the Student will be able to:

<b>CO1</b>	<ul style="list-style-type: none"> <li>• Construct the mail merged documents using Microsoft Word and use data from MS-Access toe-Mail and Microsoft Word</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Solve the Flexible and Cash budget and to construct the graph for break- even analysis using Microsoft Excel</li> </ul>	K1, K2, K3, K4,
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Design the slides with the help of clip art and image files using Microsoft PowerPoint</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Prepare the Ledger Accounts, Trial balance and Final Accounts using Tally</li> </ul>	K1, K2,
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Evaluate the Means, Standard deviation, Correlation and Regression and to prepare the chart and graphs using SPSS</li> </ul>	K1, K2, K3, K4, K5& K6

### Mapping of Course Outcomes to Program Outcomes:

PO/ PSO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	3	2	1	3	3	3
CO2	3	2	3	1	1	3	3	3
CO3	3	1	3	2	1	2	3	3
CO4	3	3	3	2	2	3	3	3
CO5	3	2	3	2	3	3	3	3
<b>Average</b>	<b>3.00</b>	<b>2.00</b>	<b>3.00</b>	<b>1.80</b>	<b>1.60</b>	<b>2.80</b>	<b>3.00</b>	<b>3.00</b>
Correlation			3= Strong 2= Medium 1= Low					

<b>UNIT NO</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>Cos</b>
1	<b>MS WORD</b> Creating Mail merged documents in MS WORD for example, Interview call letters - Spelling checking, formatting and printing in WORD - Using data from MS-Access to mail, merge a document in MS-WORD - Typing tables in MS Word, for example schedule of debtors	1	CO1
2	<b>MS EXCEL</b> Creating a Flexible and Cash budget in MS-EXCEL - Draw a break even analysis graph in EXCEL - Draw a graph to compare prices across year of multiple products - Computing variance analysis using EXCEL - Drawing various types of graphs in EXCEL	1	CO2
3	<b>MS POWERPOINT</b> Creating a Power Point presentation to promote a product. - Creating a PPT Slide show with clip art and image files - Use PPT Facilities to create and automate slide show (including transition)	1	CO3
4	<b>TALLY</b> Preparation of Ledger Accounts through Tally - Preparation of Trial balance through Tally	1	CO4
5	<b>MEASURE OF VARIATION</b> Computation of Means and Standard deviation through SPSS package – Computing Correlation and Regression through SPSS Package - Preparation of Charts and Diagrams through SPSS Package	1	CO5

**TEXT BOOKS:**

- 1) Information Technology in Business Principles; Practices and opportunities, International Edition - James A. Senn– Prentice Hall Publishers
- 2) Fundamental of information Technology - Alexis Leon & Mathew Leon – Vikas Publishing Home Pvt., Ltd.

**Note: Latest edition of the books to be referred**

**REFERENCE BOOKS:**

- 1) MS-Office for Windows - Corey Sandler, Tom Badget, Jan WeinGarten – PANCHU Publishers



### LIST OF PRACTICAL EXPERIMENTS

1.	Creating Mail merged documents in MS WORD for example, Interview call letters
2.	Spelling checking, formatting and printing in WORD
3.	Using data from MS–Access to mail, merge a document in MS–WORD
4.	Typing tables in MS Word, for example schedule of debtors
5.	Creating a Flexible and Cash budget in MS–EXCEL
6.	Draw a break even analysis graph in EXCEL
7.	Draw a graph to compare prices across year of multiple products
8.	Preparing Flexible budget using EXCEL
10.	Creating a Power Point presentation to promote a product
11.	Creating a PPT Slide show with clip art and image files
12.	Use PPT Facilities to create and automate slide show (including transition)
13.	Computing variance analysis using EXCEL
14.	Drawing various types of graphs in EXCEL
15.	Preparation of Ledger Accounts through Tally
16.	Preparation of Trial balance though Tally
17.	Computation of Means and Standard deviation through SPSS package
18.	Computing Correlation and Regression through SPSS Package
19.	Preparation of Charts and Diagrams through SPSS Package

**NOTE:**

- The practical examination will be conducted by an internal examiner and an external examiner jointly.
- The practical paper (3 hours and 100 marks) will be scaled to 60 marks, Viva–Voce 20 Marks and Record 20 Marks.
- The candidate has to secure 50% of Marks in the practical to secure pass.

**SPECIALISED COURSE– II**  
**INDIA’S FOREIGN TRADE AND INVESTMENT**

<b>Course Code:</b>	<b>Credits : 03</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>Identify the basic difference between inter-regional and international trade Understand pattern and structure of India’s Foreign Trade</li> <li>Describe India’s Foreign Investment Policy</li> <li>Apply the current business phenomenon &amp; evaluate the global business environment in terms of Economic, Social and Legal</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>Understand regulatory framework and India’s Trade and Economic relations with other regions</li> </ul>	K1, K2, K3& K4
<b>CO3</b>	<ul style="list-style-type: none"> <li>Compare and Contrast Various Export Promotion measures and Schemes</li> <li>Describe the sources and schemes of foreign trade finance</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>Comprehend Exchange Rate Mechanism and related Regulatory Framework</li> </ul>	K1, K2, K3& K4
<b>CO5</b>	<ul style="list-style-type: none"> <li>Understand Balance of Payment and importance of maintaining equilibrium in the balance of payments and suggest suitable measures to correct disequilibrium</li> </ul>	K1, K2, K3, K4, K5& K6

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	2	3	3	3	3
<b>CO2</b>	3	3	3	2	3	3	3	3
<b>CO3</b>	3	3	2	2	3	2	3	3
<b>CO4</b>	3	3	2	1	3	3	3	3
<b>CO5</b>	3	3	3	2	3	3	3	3
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>2.6</b>	<b>1.8</b>	3.00	<b>2.80</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

<b>UNIT NO</b>	<b>CONTENTS OF MODULE</b>	<b>HOURS</b>	<b>COS</b>
<b>1</b>	<b>INTRODUCTION TO INDIA'S FOREIGN TRADE AND INVESTMENT</b> Foreign Trade – Meaning, Objectives and Need – Pattern and Structure of India's Foreign Trade – India's Trade in Service – Terms of Trade – India on the world trading Map – Analysis of Thrust Export products and markets. India's Foreign Investment Policy and Flows – India as an Investment Destination – India Investment's Abroad – Pattern and Structure – Indian Joint Ventures in Foreign Countries and their operations	<b>12</b>	<b>CO1</b>
<b>2</b>	<b>FOREIGN TRADE POLICY AND ECONOMIC RELATIONS</b> Policy Making Body and Regulatory Framework – Trends and Developments in India's Foreign Trade Policy – Bilateralism and Multilateralism in India's Trade Relations – India's Trade and Economic Relations with EU and other regional groupings – India and Regional Economic Cooperation in South Asia – India's Bilateral Investment Treaties and DTAA's (Double Taxation Avoidance Agreements)	<b>12</b>	<b>CO2</b>
<b>3</b>	<b>EXPORT PROMOTION MEASURES AND INSTITUTIONAL ARRANGEMENTS</b> Export Promotion measures and schemes – Export and Trading Houses – Import facilities for exports – Export Processing/ Special Economic Zones (EPZs/SEZs) and 100% EOUs - Policy Framework and operational aspect. Export Promotion Councils – DIPP Commodity Boards / Export development Authorities – Infrastructure E-support – Transportation and warehousing infrastructure – Indian Ports and Shipping System – Foreign Trade Finance and Insurance - Sources and Schemes of Foreign Trade Finance	<b>12</b>	<b>CO3</b>
<b>4</b>	<b>FOREIGN EXCHANGE FACILITIES AND REGULATIONS</b> Foreign Exchange facilities and Exchange Rate Mechanism – Regulatory Framework – FEMA and its objectives and provisions – Other Acts and Regulations	<b>12</b>	<b>CO4</b>
<b>5</b>	<b>BALANCE OF PAYMENT ACCOUNT</b> Balance of Payment Account and Adjustment Policies – Foreign Reserves and Debt situation	<b>12</b>	<b>CO5</b>

#### **TEXT BOOKS:**

1. International Business Text and cases by Francis Cherunilam / PHI learning India PVT Ltd., New Delhi.
2. R.K. Jain, Foreign Trade Policy, 2023, CENTAX
3. Nayyar Deepak, Foreign Trade Sector, Planning and Industrialization in India, in Terrance J Byres, The State Development Planning and Liberalization in India, New Delhi

#### **REFERENCE BOOKS:**

1. Ministry of Commerce, Export Import Policy, Govt of India, New Delhi
2. Ministry of Commerce, Handbook of Procedures, Vol I and II, Govt of India, New Delhi
3. Customs and Excise Laws, Various issues

### Elective Paper III – Direct Tax Laws and International Taxation

<b>Course Code:</b>	<b>Credits : 03</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes:** At the end of the Course, the Student will be able to:

<b>CO1</b>	<ul style="list-style-type: none"> <li>Identify the concepts and residential status as per Income Tax Act.</li> <li>Discuss provisions relating to income from house property as per IT Act.</li> </ul>	K1, K2, K3, K4, K5&K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>Know the various provisions relating to Income from Business or Profession, Admissible and inadmissible expenses.</li> <li>Understanding the computation and exemptions of Income from capital gains.</li> </ul>	K1, K2, K3, K4, K5&K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>Understanding the concepts of Income from other sources and its applications.</li> <li>Summarize of exempted incomes and use the methods of set-off and carry forward of losses.</li> <li>Know the various deductions available from total income of the Assessee</li> </ul>	K1, K2, K3& K4
<b>CO4</b>	<ul style="list-style-type: none"> <li>Analysing and understanding the procedures of tax management, assessment of company; tax planning, avoidance and evasion.</li> <li>Give an outline on E-assessment, TDS, E-filing, TRACES and AIS portal.</li> </ul>	K1, K2, K3& K4
<b>CO5</b>	<ul style="list-style-type: none"> <li>Construct an idea about provisions relating to Double Taxation Avoidance</li> <li>Agreements and Transfer pricing.</li> </ul>	K1, K2, K3& K4

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	2	2	3	3	3
<b>CO2</b>	3	3	3	2	2	3	3	3
<b>CO3</b>	2	3	3	1	2	2	3	3
<b>CO4</b>	3	3	2	2	3	3	3	3
<b>CO5</b>	3	3	2	2	3	3	3	3
<b>Average</b>	<b>2.8</b>	<b>3.00</b>	<b>2.6</b>	1.80	<b>2.40</b>	<b>2.8</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>			<b>3= Strong 2= Medium 1= Low</b>					

UNIT NO	CONTENTS OF MODULE	Hrs	Cos
1	<p><b>BASICS CONCEPTS IN INCOME TAX ACT 1961</b> Basic concepts in Income Tax Act, 1961 - Residential Status of Firm, Company - Income from House Property - Chargeability – Treatment of Composite Rent, Computation of Income from House Property under various circumstances.</p>	12	CO1
2	<p><b>PROFIT OR GAIN FROM BUSINESS OR PROFESSION</b> Income from Business or Profession including Block of Assets – Method of Accounting - Overview of Income Computation and Disclosure Standards [ICDS] - Income chargeable under this Head [Sec. 28] – Computation of Profits and Gains from Business or Profession [Sec. 29] – Admissible Expenses [Sec. 30 to 37] – Inadmissible deductions [Sec.40] – Expenses or payments not deductible in certain circumstances [Sec. 40A] – Profit chargeable to tax [Sec. 41] – Other provisions</p> <p>Income from Capital Gain – Computation of Income under the head Capital Gain [Applicable for Firm, Company]- Exemptions under Sec. 10 ]10(33), 10(37), Deduction under Sec. 54D, 54EC, 54G, 54GA]</p>	12	CO2
3	<p><b>INCOME FROM OTHER SOURCES</b> Chargeability [Sec.56] – Admissibility of deductions [as applicable for Firm, Company] Set off and carry forward losses [Provisions applicable for firm and company] Deductions [Sec. 80IA, 80AIB, 80IAC, 80IB, 80IBA, 80IE, 80JJA, 80JJAA, 80LA, 80M, 80P, 80PA, 80QQB and 80RRB]</p>	12	CO3
4	<p><b>ASSESSMENT PROCEDURES</b> Tax Management, Return and Assessment Procedure – Firm, LLP [Including Alternate Minimum Tax], Assessment of Company [including Minimum Alternate Tax], Introduction to Dispute Resolution Process in Income Tax and E-Assessment Tax Deducted at Source (TDS) – Advance payment of tax – Tax Planning Vs. Tax Avoidance Vs. Tax Evasion – TRACES Portal and AIS Portal – Overview of E-Filing of Return [ITR 5, 6, 7]- (Only Theory)</p>	12	CO4
5	<p><b>INTERNATIONAL TAXATION</b> International Taxation – Double Taxation Avoidance Agreements – Transfer Pricing – Methods and its implications in Taxation. (Only Theory)</p>	12	CO5

**TEXT BOOKS:**

1. Income Tax Theory, Law & Practice – T.S. Reddy and Y Hariprasad Reddy Margham Publications.
2. Students Guide to Income Tax – Dr. Vinod K. Singhania, Taxman Publications Pvt. Ltd.
3. H.C. Mehrotra - Income Tax Law and Accounts. – Sahitya Bhavan Publications Agra- Latest Edition

**REFERENCE BOOKS:**

1. Bhagavathi Prasad - Income Tax Law and Practice –Vishwa Prakasan. New Delhi - Latest Edition
2. Income Tax Law & Practice V.P. Gaur & D.B. Narang Kalyani Publishers
3. Direct Taxes – B.B. Lal & N. Vashisht

### ELECTIVE PAPER IV – MANAGERIAL ECONOMICS

<b>Course Code:</b>	<b>Credits : 03</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes:** At the end of the Course, the Student will be able to:

<b>CO1</b>	<ul style="list-style-type: none"> <li>• Develop an understanding on the nature of Managerial economics &amp; Explain various approaches to Managerial Economics</li> <li>• Analyse the impact of Risk and Uncertainty in Business Decision Making</li> <li>• Prepare Advertising Budget for various organizations</li> <li>• Analyse the Economic Objectives towards various business decisions</li> </ul>	K1, K2, K3& K4
<b>CO2</b>	<ul style="list-style-type: none"> <li>• Categorize and explain Various Demand Forecasting techniques and apply the same. on Forecasting Demand for Consumer Durables and Capital Goods</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>• Analyse the Relationship between Cost, Revenue and Profit by using BEP.</li> <li>• Evaluate the relationship between Input and Output by applying</li> <li>• Economies of Size and Capacity</li> </ul>	K1, K2, K3& K4
<b>CO4</b>	<ul style="list-style-type: none"> <li>• Analyze the performance of firms under different market conditions like perfect competition, monopoly, monopolistic competition and oligopoly.</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>• Evaluate the relative merits, demerits and industry application of various pricing methods and techniques</li> <li>• Give the importance of Policy against monopoly and Restrictive Trade Practices</li> </ul>	K1, K2, K3, K4, K5& K6

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	3	2	3	2	3	3	3
<b>CO2</b>	3	3	3	3	2	3	3	3
<b>CO3</b>	3	3	2	2	2	2	3	3
<b>CO4</b>	3	3	2	2	2	3	3	3
<b>CO5</b>	3	3	2	3	3	3	3	3
<b>Average</b>	<b>2.8</b>	<b>3.00</b>	<b>2.2</b>	<b>2.60</b>	<b>2.20</b>	<b>2.80</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

<b>UNIT NO</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>Cos</b>
1	<b>INTRODUCTION TO MANAGERIAL ECONOMICS</b> The Scope and Methods of Managerial Economics -Risk -uncertainty and probability analysis - Approach to managerial decision making and the theory of firm	12	CO1
2	<b>DEMAND ANALYSIS</b> Demand analysis, basic concepts and tools of analysis for demand forecasting, use of business indicators; demand forecasting for consumer goods, Consumer durable and capital goods	12	CO2
3	<b>CONCEPTS IN RESOURCE ALLOCATION</b> Concepts in resource allocation, cost analysis; breakeven analysis, short run and long run cost functions; production function: cost -price -output relations -Capital investment analysis - Economies of size and capacity utilization - input -output analysis	12	CO3
4	<b>MARKETS &amp; ADVERTISING</b> Market -structure, Pricing and output; general equilibrium – Product policy, rates, promotion and market strategy -Advertising rates model- Advertisement budgeting	12	CO4
5	<b>PRICING</b> Pricing objectives -pricing methods and approaches -Product line pricing -Differential pricing - Monopoly policy restrictive agreements -Price discrimination -Measurement of economic concentration -Policy against monopoly and Restrictive Trade Practices	12	CO5

#### **TEXT BOOKS:**

1. Sankaran.S, Managerial Economics, Margham Publications.
2. P.L. Mehta, Managerial Economics – Analysis, Problems Sultan Chand & Sons
3. H.L. Ahuja, Business Economics–Micro &Macro-Sultan Chand & Sons-New Delhi
4. Francis Cherunilam, Business Environment-Himalaya Publishing House-Mumbai

#### **REFERENCE BOOKS:**

1. Peterson, Managerial Economics 4th Ed. Pearson Education, New Delhi.
2. Spencer, M.H.: Managerial Economics, Text Problems and Short Cases.
3. Mote and Paul: Managerial Economics TMH, New Delhi.
4. Sampat Mokherjee, Business and Managerial Economics Calcutta New Central Book
5. D.N. Dwivedi Managerial Economics, New Delhi Vikas

**SEMESTER – IV**  
**CORE XI - ACCOUNTING FOR MANAGERS – II**

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes:** At the end of the Course, the Student will be able to:

<b>CO1</b>	<ul style="list-style-type: none"> <li>Deliberate the importance of financial statement analysis and the inherent limitations of financial statements</li> <li>Apply appropriate Techniques to Evaluate the financial statements based on various users</li> <li>Apply Ratio Analysis to evaluate the Liquidity, Solvency and Profitability of various companies</li> <li>Prepare Accounting Statements based on given ratios</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO2</b>	<ul style="list-style-type: none"> <li>Prepare Cash Flow Statements as per AS3</li> <li>Distinguish the relevance of Cash Flow and Fund flow Statements</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>Apply Marginal Costing to take Business Decisions Relating to Identifying the BEP, fixing the Selling Price, Accepting Additional or Foreign Orders at a lesser price, Make or Buy, Deciding the Sales Mix or Production Mix, Sell or Scrap and Shut Down</li> <li>Analyse the Responsibility Accounting and Transfer Pricing to Measure Performance</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>Discuss the difference between Forecast, budget and an Estimate &amp; Discuss the importance of Budgeting</li> <li>Prepare Various Functional Budgets</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>Learn the need for Variance Analysis</li> <li>Apply Variance analysis to Material, Labour, Overhead and Sales</li> </ul>	K1, K2, K3, K4, K5& K6

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	2	3	3	3	3	3
<b>CO2</b>	3	3	1	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3	3	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	2	3	3	3	3	3
<b>Average</b>	<b>3.00</b>	<b>2.8</b>	<b>2.2</b>	<b>3.0</b>	<b>3.0</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							



<b>UNIT NO</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>Cos</b>
1	<b>RATIO ANALYSIS</b> Ratio analysis – Interpretation, benefits and limitations – Classifications of ratios – Liquidity, Profitability, Turnover – Comparative Statement, Common Size Statement and Trend Analysis	12	CO1
2	<b>CASH FLOW STATEMENT</b> (As per AS 3) – Meaning – Objectives – Advantages – Limitations – Cash - Flow from Operating, Investing and Financing Activities – Preparation of Cash Flow Statement – Listing Obligations and disclosure requirement	12	CO2
3	<b>MARGINAL COSTING</b> Marginal Cost Statement - Break Even Analysis – Profit Volume Ratio (PVR) –Margin of Safety (MOS) – Cost Volume Profit Analysis –decision making –make or buy, own or lease, repair or renovate, changes Vs. Status quo, sell or scrap, export Vs. local sales, shut down or continue. Responsibility Accounting and Transfer Pricing – Measurement of Segment Performance	12	CO3
4	<b>BUDGET AND BUDGETING CONTROL</b> Budgets and Budgeting control – Production, Production Cost, Material Purchases, Sales, Selling Overheads, Cash, Flexible Budget, Master Budget – Zero Based Budgeting.	12	CO4
5	<b>STANDARD COSTING</b> Standard costing – Applicability – Advantages – Limitations – Basis for Standards – Setting Standards – Revision of Standards – Standards of Material, Labour, Overheads, Sales – Variance Analysis – Computation of Variances – Direct Material Variance – Direct Labour Variance – Overhead Variances – Sales Variances	12	CO5

#### **TEXT BOOKS:**

1. Horngren C. T. 11 th Ed, Cost Accounting –A Managerial Emphasis, New Delhi, Pearson Education.
2. Khanna B. S., Pandey I.M., Ahuja G.K., and Arora M.N. Practical Costing. S.Chand & Co. New Delhi.
3. Saxena and Vashist Cost Accounting. Sultan Chand & Sons. New Delhi.

#### **REFERENCE BOOKS:**

1. Jain S.P. and Narang K.L. Cost Accounting. Kalyani Publishers. New Delhi, Latest Edition
2. Kaplan, Advanced Management Accounting, 3rd Ed. Pearson Education, New Delhi
3. Polimeni, et. at. Cost Accounting: Concepts and Applications for Managerial Decision Making, New York, McGraw–Hill.
4. Choudhary Anu Prasad Roy & Amitava Bhattacharya, Cost and Management Accountancy: Methods and Techniques, Calcutta, New Central Book Agency.

**CORE XII**  
**ADVERTISING AND SALESMANSHIP**

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes:** At the end of the Course, the Student will be able to:

<b>CO1</b>	<ul style="list-style-type: none"> <li>Communicate their ideas and messages about the product or service to the potential Consumers</li> </ul>	K1,K2, K3, K4, K5&
<b>CO2</b>	<ul style="list-style-type: none"> <li>Create creative advertisements for various products and choose the correct media for advertising</li> </ul>	K1,K2, K3, K4, K5& K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>Appraise the Advertising Agencies and their services</li> <li>Evaluate the relative merits and limitations of In -house, centralized and Decentralized Advertising Agencies</li> </ul>	K1,K2, K3& K4
<b>CO4</b>	<ul style="list-style-type: none"> <li>Follow the ethics in selling their products or services</li> <li>Recruit the right people for Marketing and Advertising jobs</li> <li>Use Information technology effectively to sell their brand</li> </ul>	K1,K2, K3& K4
<b>CO5</b>	<ul style="list-style-type: none"> <li>Develop the qualities required for a Marketing Manager</li> <li>Start their own Advertising Agency with the acquired knowledge</li> <li>Evaluate the role of a Salesman, understand selling process and apply various selling theories</li> <li>Discuss the need for hiring right salesman, recruitment sources for hiring potential sales team, unique methods of fixing compensation and Incentivizing sales team and Evaluating their Performance</li> </ul>	K1,K2, K3, K4, K5& K6

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	2	3	3	3	3	3	3	3
<b>CO2</b>	1	3	3	3	3	3	3	3
<b>CO3</b>	2	3	3	3	3	2	3	3
<b>CO4</b>	2	3	3	3	3	3	3	3
<b>CO5</b>	2	2	3	3	3	3	3	3
<b>Average</b>	<b>1.80</b>	<b>2.8</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>2.80</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

UNIT NO	CONTENTS OF MODULE	Hrs	Cos
1	<p><b>COMMUNICATION AND MARKETING</b></p> <p>Communication and marketing – Communication process – Communication response hierarchy models – cognitive processing of communication – EKB Model – Marketing communication mix – Integrated Marketing Communication – An Introduction – Advertising – Its Importance and Nature – Advertising and Publicity – Advertising Management Process – Advertising Objects – DAGMAR Approach – Determination of Target Audience and Positioning – Advertising Budgets – Factors influencing Budget Decision and Methods</p>	12	CO1
2	<p><b>CREATIVITY AND ADVERTISING</b></p> <p>Creativity and Advertising – Creative Process – Creative Appeals and Execution Styles – Developing Advertising copy for print ad – Head line, Body Copy, Logo, Illustration and Layout. Media Decision – Types of Media – Advertising through internet and interactive media – Developing Media plan – Media Selection and scheduling</p>	12	CO2
3	<p><b>CENTRALIZED AND DECENTRALIZED SYSTEM</b></p> <p>Centralized and Decentralized systems – In house Agency arrangements – Advertising Agencies – Selection, Compensation and Appraisal of Advertising Agency – Managing Advertising Agency relations – IMC Services – Reasons for evaluating advertising effectiveness – Advertising testing process – Before and after advertising tests and techniques – Social and regulatory aspects of Advertising in India – Recent developments and issues in Advertising.</p>	12	CO3
4	<p><b>PERSONAL SELLING</b></p> <p>Nature and importance of Selling – Types of Selling – Personal Selling – Salesmanship and Sales Management – Process of effective selling – Sales Management Process – Environmental process impacting selling – Managing Ethics in Selling Environment – Role of Personal Selling in Customer Relationship Management – Setting Personal Selling Objective – Market Analyses and Sales Forecasting – Sales Budget – Sales Territory – Sales Quota – Role of IT in sales planning – Sales Organisation: Organisation Structure – Relationship of sales department with other departments – Distribution Network Relationship</p>	12	CO4
5	<p><b>RECRUITMENT &amp; SELECTION</b></p> <p>Recruitment and Selection – Training and Development – Objectives – Techniques and Evaluation – Sales person compensation and techniques – Straight Salary – Straight Commission – Sales contests – Rewards and Expense accounts – Motivating and Supervising Sales personnel – Evaluation and Control of the Sales Effort – Evaluation of Sales Personnel performance – Sales and Cost Analysis</p>	12	CO5

**TEXT BOOKS:**

1. Sharma, Kavita, Advertising, Planning and Decision Making, Taxman
2. L. Natarajan, Advertising and Salesmanship, Margham Publications, Chennai
3. Dr. Namita Rajput, Dr. Neeru VAsisth, Advertising and Personal Selling, Himalaya Publishing House

**REFERENCE BOOKS:**

1. Aaker, David A, Rajeev Batra and John G. Mayers, Advertising Management, Prentice Hall of India
2. Still, Richard R, Sales Management; Decisions, Strategies and Cases, Pearson Education India
3. Hair, Sales Management, Cengage Learning

**CORE XIII  
ORGANISATIONAL BEHAVIOUR**

<b>Course Code:</b>	<b>Credits : 04</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes:** At the end of the Course, the Student will be able to:

<b>CO1</b>	<ul style="list-style-type: none"> <li>Get a good insight into the basic concepts, conceptual foundations and importance of organizational behaviour</li> <li>Demonstrate a critical understanding of organizational behaviour and apply concepts, models &amp; theories to manage real life situations</li> </ul>	K1, K2, K3& K4
<b>CO2</b>	<ul style="list-style-type: none"> <li>Explain the concepts of perception and attributes, attitude, personality and study the types and theories of personality shaping</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>Understand the stages of group development, group cohesiveness and motivational, leadership concepts, styles and theories of leadership</li> </ul>	K1, K2, K3, K4, K5& K6
<b>CO4</b>	<ul style="list-style-type: none"> <li>Analyse the difference between power and authority and learn the process of knowledge management of emotional intelligence in contemporary business Organisation.</li> </ul>	K1, K2, K3& K4
<b>CO5</b>	<ul style="list-style-type: none"> <li>Evaluate the nature of conflicts and types of functionalities and dysfunctionality in handling grievances and managing stress.</li> </ul>	K1, K2, K3, K4, K5& K6

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	2	2	3	3	3	3	3
<b>CO2</b>	3	3	3	3	3	3	3	3
<b>CO3</b>	3	3	3	3	3	2	3	3
<b>CO4</b>	3	3	3	3	3	3	3	3
<b>CO5</b>	3	3	2	2	3	3	3	3
<b>Average</b>	<b>3.00</b>	<b>2.8</b>	<b>2.6</b>	<b>2.8</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>	<b>3= Strong 2= Medium 1= Low</b>							

<b>UNIT NO</b>	<b>CONTENTS OF MODULE</b>	<b>Hrs</b>	<b>Cos</b>
1	<b>INTRODUCTION TO ORGANIZATIONAL BEHAVIOUR</b> Concept – Nature – characteristics – Conceptual Foundations and Importance – Models of Organizational Behaviour – Management Challenges – A Paradigm Shift – Relationship with other fields – Organisation Behaviour – Cognitive Framework – Behavioristic Framework and Social Cognitive Framework	12	CO1
2	<b>THEORIES OF ORGANISATIONAL BEHAVIOUR</b> Perception and Attribution – Concept – Nature – Process – Importance – Management and Behavioural Applications of Perception Attitude – Concept – Process and Importance – Attitude – Measurement – Attitudes and workforce Diversity Personality – Concept – Nature – Types and Theories of Personality shaping – Personality Attitude and Job Satisfaction. Learning – Concept and Theories of Learning	12	CO2
3	<b>MOTIVATION</b> Motivation – Concepts and their Application – Principles – Theories – Employee Recognition – Involvement – Motivating a Diverse Workforce Leadership – Concepts – Functions – Style and Theories of Leadership – Traits – Behavioural and Situational Theories – Analysis of Inter – Personal Relationship – Group Dynamics – Definition – Stages of Group Development – Group Cohesiveness – Formal and informal Groups – Group Processes and Decision Making – Dysfunctional Groups – Transactional Analysis.	12	CO3
4	<b>ORGANISATIONAL POWER &amp; POLICIES</b> Organizational Power and Politics – Concept – Sources of Power – Distinction between Power – Authority and Influence – Approaches to Power – Political Implication of Power – Dysfunctional uses of Power - Knowledge Management of Emotional Intelligence in Contemporary Business Organisation - Organizational Change – Concept – Nature – Resistance to Change – Managing Resistance to Change – Implementing Change – Kurt Lewin – Theory of Change	12	CO4
5	<b>CONFLICT &amp; ORGANISATIONAL CULTURE</b> Conflict – Concept – Sources – Types – Functionality and Dysfunctionality of Conflict – Classification of Conflict – Intra – Individual – Interpersonal – Inter Group – Organizational – Resolution of Conflict – Meanings – Types of Grievances and Process of Grievance Handling Stress – Understanding Stress – Consequences – Causes – Managing stress Organizational Culture – Concept – Characteristics – Elements of Culture – Implications of Organizational Culture – Process of Organizational Culture	12	CO5

#### **TEXT BOOKS:**

1. Sekaran, Uma, Organizational Behaviour, Tata McGraw Hill Publishers
2. Stephen Robbins, Organizational Behaviour, 9th Ed, Pearson Education
3. Fred Luthans, Organizational Behaviour, McGraw Hill

#### **REFERENCE BOOKS:**

1. Robbins, Stephen P and Timothy A Juge, Organizational Behaviour, Prentice – Hall, N.Delhi
2. Dr. J. Jayasankar , Organizational Behaviour Margham Publications
3. Pareek U and Khanna S, Understanding Organizational Behaviour, Oxford University Press

**CORE Paper XIV & XV  
PROJECT REPORT AND VIVA VOCE**

<b>PROJECT</b>	50	<b>Total hours</b>	90
<b>VIVA – VOCE</b>	: 50	<b>Total Credits</b>	8
Total 100 marks jointly by Internal & External Examiner			
<b>Areas of Research</b>	The student can select their topics from fields like Marketing, Organizational Behaviour, Finance, Human Resource Management etc., the report should include field studies, surveys, interpretations, planning and design of an improved and integrated management systems, presented in a comprehensive manner with recommendation for solution based on scientifically worked out data.		
The contents of the Report may include the following:			
<b>Chapter I</b>	<b>Introduction</b> <ul style="list-style-type: none"> <li>• Nature and Importance of the study</li> <li>• Statement of the current problem</li> <li>• Objectives of the study</li> <li>• Scope and Limitations of the study</li> <li>• Methodology used for the study <ul style="list-style-type: none"> <li>i) Data collection</li> <li>ii) Statistical Techniques used</li> </ul> </li> <li>• Chaptalization</li> </ul>		
<b>Chapter II</b>	<b>Profile of the Company</b> <ul style="list-style-type: none"> <li>• History and Evolution, Incorporation.</li> <li>• Organisation Chart, Departmentation.</li> <li>• Office Layout and Management.</li> <li>• Indicators of Growth</li> </ul>		
<b>Chapter III</b>	<b>Practical Exposure during the course of training</b> <ul style="list-style-type: none"> <li>• Learning by practice with regard to relationship between classroom learning and learning at work place.</li> <li>• Extent of self–development after training.</li> </ul>		
<b>Chapter IV</b>	<b>Review of Literature</b> <ul style="list-style-type: none"> <li>• Conceptualization of the subject matter selected for study.</li> <li>• Conclusion derived by the previous studies related to the subject matter selected.</li> </ul>		
<b>Chapter V</b>	<b>Analysis and Interpretation</b> <ul style="list-style-type: none"> <li>• The results secured from the statistical analysis, implying the relationship between the variables and the subject matter studied.</li> <li>• Interpretation of the inferences obtained.</li> </ul>		
<b>Chapter VI</b>	<b>Summary and Conclusion</b> <ul style="list-style-type: none"> <li>• Gist of the preceding five chapters, findings and conclusions.</li> </ul>		
<b>No. of Pages</b>	The Report shall consist of 70 to 80 printed pages excluding the pages containing the Tables, Figures, Charts, Bibliography and Appendices.		
<b>Passing Minimum</b>	A candidate failing to secure the minimum for a pass (50%) shall be required to resubmit this report to the department later.		
<b>Evaluation</b>	The project report evaluation and Viva Voce examinations of M. Com should be carried out jointly by both internal and external examiners. The project report shall be retained by the Department and mark list alone be sent to the COE Office.		

**ELECTIVE PAPER V**  
**GOODS AND SERVICES TAX & CUSTOMS LAW**

<b>Course Code:</b>	<b>Credits : 03</b>
<b>L:T:P:S: 4:0:0:0</b>	<b>CIA Marks : 50</b>
<b>Exam Hours : 03</b>	<b>ESE Marks : 50</b>

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<ul style="list-style-type: none"> <li>Discuss an overview of Goods and Service Tax (GST).</li> <li>Ensures students to study the challenges in implementation of GST and concept of supply and reverse charge mechanism.</li> </ul>	K1, K2, K3 & K4
<b>CO2</b>	<ul style="list-style-type: none"> <li>Explain the concept of Input Tax Credit (ITC), e-invoicing and e-way bill.</li> </ul>	K1, K2, K3, K4, K5 & K6
<b>CO3</b>	<ul style="list-style-type: none"> <li>Discuss the important terminologies in GST.</li> <li>Enabling the students to understand about furnishing of returns (GSTR).</li> </ul>	K1, K2, K3 & K4
<b>CO4</b>	<ul style="list-style-type: none"> <li>Explain first principles of valuation, procedure for assessment and payment of Customs duty, types of Customs duty.</li> </ul>	K1, K2, K3, K4, K5 & K6
<b>CO5</b>	<ul style="list-style-type: none"> <li>Apply the procedures of Customs duty.</li> </ul>	K1, K2, K3, K4, K5 & K6

**Mapping of Course Outcomes to Program Outcomes:**

<b>PO/ PSO</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>
<b>CO1</b>	3	3	3	2	3	3	3	3
<b>CO2</b>	3	3	3	2	2	3	3	3
<b>CO3</b>	3	3	3	3	1	2	3	3
<b>CO4</b>	3	3	3	3	2	3	3	3
<b>CO5</b>	3	3	2	2	2	3	3	3
<b>Average</b>	<b>3.00</b>	<b>3.00</b>	<b>2.8</b>	<b>2.4</b>	<b>2.00</b>	<b>2.8</b>	<b>3.00</b>	<b>3.00</b>
<b>Correlation</b>			3= Strong 2= Medium 1= Low					



UNIT NO	CONTENTS OF MODULE	Hrs	Cos
1	<p><b>GENESIS OF GST IN INDIA</b>            Concept of GST – Need for GST in India – Framework of GST as introduced in India – Benefits of GST- GST Council – Composition and Powers – GSTN – Role of GSTN in Front End and Back End Interface. Concept of Supply (Section 7 of CGST Act) – Composite and Mixed Supplies (Section 8 of CGST Act) – Interstate Supply (Section 7 of IGST Act) – Intra State Supply (Section 8 of the IGST Act) - Time of Supply (Section 12 &amp; 13 of CGST Act) – Value of Supply (Section 15 of CGST Act). Overview of Taxability of E-Commerce Operators and OIDAR Services, Reverse charge mechanism – Harmonised system of Nomenclature</p>	12	CO1
2	<p><b>INPUT TAX CREDIT [ITC]</b>            Eligibility and conditions – Registration [Normal and Composition] –Persons liable for registration – Procedure for registration- Amendment of registration- Cancellation of registration - Tax invoice, Credit and Debit Notes, E-invoicing and E-way Bill  <b>[Problems relating to Computation of Input Tax Credit]</b></p>	12	CO2
3	<p><b>IMPORTANT TERMINOLOGIES</b>            Services Accounting Code [SAC] - Accounts and Records – Payment of Tax, interest, penalty – Electronic cash ledger-Electronic credit ledger – Electronic Liability Register – Furnishing of returns - Returns – GSTR 1- Furnishing details of outward supplies – GSTR2A &amp; 2B, GSTR 3B, GSTR9, GSTR 9C.  <b>[Problems relating to Set off of ITC and GST Payable / Carry forward]</b></p>	12	CO3
4	<p><b>CUSTOMS DUTY</b>            Basic Concepts- Important Definitions, Territorial Waters, High Seas,- Levy and Collection of Customs duty - Types of Custom Duties, Valuation of goods , Procedure for Assessment of Customs duty  <b>[Problems relating to Computation of Assessment Value, Customs payable, Anti-Dumping Payable]</b></p>	12	CO4
5	<p><b>CUSTOM PROCEDURES</b>            Customs Procedures, Import and Export Procedures, Baggage Rules &amp; Exemptions - Introduction to EDPMS and IDPMS</p>	12	CO5

## **TEXT BOOKS**

1. Gupta, Vineet., & Gupta, N. K. (2019) Bharat's Fundamentals of Goods & Services Tax. Bharat Law House Publisher, New Delhi, India. (ISBN: 978-93-5139-668-0)
2. Kaparti, Amarendar. (2021) Indirect Tax Laws. Bharat Law House Publishers, New Delhi, India. (ISBN: 978-93-86921-16-1)
3. Gupta, Vineet., & Gupta, N. K. (2020) Goods and Service Tax with Customs Law - Knowledge Testers - Theory and Practical. Sultan Chand & Sons Publisher, New Delhi, India. (ISBN: 978-93-5161-190-5)
4. Saha, R. G., & Devi, Usha. (2020) GST and Customs Duty, Himalaya Publishing House, India. (ISBN: 978-93-5367-979-8)
5. Swain, Anil Kumar., & Agrawal, Gopa Prasad. (2018) GST Concepts and Applications. Himalaya Publishing House, India. (ISBN: 978-93-5273-883-0)
6. Mehrotra, H. C., & Agarwal, V. P. (2020) Goods and Service Tax (G.S.T.). 4th Ed. Shitya Bhawan Publication, Agra, India.
7. Bansal, K. M. (2021) Taxmann's GST & Customs Law. 5th Ed. Taxmann's Publication, New Delhi, India. (ISBN: 978-93-9058-537-3)

## **REFERENCE BOOKS:**

1. Haldia, Arpit., & Salim, Mohd. (2020) Taxmann's GST Law & Practice – A Compendium of CGST/IGST Acts along with a Gist of Relevant Rules/Circulars/Notifications & Case Laws. Taxmann's Publication, New Delhi, India. (ISBN: 978-81-9493-978-8)
2. Singhania, K Vinod. (2021) Taxmann's Students' Guide to GST & Customs Law. 6th Ed. Taxmann's Publication, New Delhi, India. (ISBN: 978-93-9058-550-2)
3. ICAI (2020). ICAEW - Paper-5: Indirect Tax Laws - Study Material. The Institute of Chartered Accountants of India Publication, New Delhi, India.

**SOFT SKILLS – I**  
**SEMESTER – I**  
**EFFECTIVE COMMUNICATION IN ENGLISH**

**Credits : 2**

**No. of hours per week: 2**

**Course code:**

**Course content**

**Public speaking**

- The power of public speaking
- Developing confidence
- Planning
- Preparation
- Successful and effective delivery of speech

**Group Discussion**

- What is group discussion?
- Why are group discussions held?
- Preparation for a group discussion
- Skills for effective participation
- Traits tested in a group discussion
- Initiating a group discussion
- Non-verbal communication in group discussion
- Types of group discussion

**Interviews**

- Interviewing in the 21<sup>st</sup> century
- Developing an Interview strategy
- Taking care of the Details
- Practicing for the Interview
- During the Interview
- Stress Interview
- Traditional Interview

**Writing skills**

- Basics of writing
- Writing paragraphs
- Writing research articles
- Report writing
- Writing a CV

**SOFT SKILLS – II**  
**SEMESTER – II**  
**ENGLISH FOR COMPETITIVE EXAMS**

**Credits 2**

**No. of hours per week: 2**

**Course code:**

**Course content**

**Reading Comprehension**

- Introduction to a variety of reading passages
- Key to comprehension
- Tackling questions
- Techniques for answering comprehension questions

**Reading skills**

- Skimming
- Scanning
- Intensive reading
- Extensive reading

**Vocabulary**

- Synonyms
- Antonyms
- Analogy
- Sentence completion

**Grammar**

- Basics of Grammar  
(Parts of speech, Tense form, Articles, etc)
- Identifying errors

**Writing**

- Importance of writing
- Responding to the task
- Coherence and cohesion
- Lexical resource
- Grammatical range and accuracy
- Planning and preparation
- Using examples
- Writing general essays
- Descriptive writing

**SOFT SKILLS – III  
SEMESTER – III  
COMPUTER SKILLS**

**Credits : 2**

**No. of hours per week : 2**

**Course code:**

<b>Unit – I</b>	<b>: Basics of Computer and Word processing</b>
<b>Unit – II</b>	<b>: Spreadsheets</b>
<b>Unit – III</b>	<b>: Presentations</b>
<b>Unit – IV</b>	<b>: Databases</b>
<b>Unit – V</b>	<b>: Internet and Email features</b>
<b>Note</b>	<b>: All units require practical exposure</b>

**SOFT SKILLS – IV**  
**SEMESTER – IV**  
**LOGICAL AND ANALYTICAL REASONING**

**Credits : 2**

**No of Hours per week : 2**

**Unit I**

Letter and Symbol Series-Verbal Reasoning-Non-verbal series

**Unit II**

Analogies-Coding and Decoding

**Unit III**

Judgment and Reasoning-Statement and Conclusion-Statement and Argument

**Unit IV**

Analytical Reasoning-Blood relations-Direction Test

**Unit V**

Problems on Age-Number Series