

| Semester     | Course Code | Course Category     | Hours/<br>Week | Credits | Marks for Evaluation |     |       |
|--------------|-------------|---------------------|----------------|---------|----------------------|-----|-------|
|              |             |                     |                |         | CIA                  | ESE | Total |
| III          | 24UIFVAC1   | Value Added Course  | 30             | -       | -                    | 100 | 100   |
| Course Title |             | COMMERCE PRACTICALS |                |         |                      |     |       |

| SYLLABUS |  |       |
|----------|--|-------|
| Unit     | Contents   | Hours |
| I        | <b>INDIAN ACCOUNTING STANDARDS PRACTICE:</b><br>List of various Indian Accounting Standards  | 6     |
| II       | <b>ADVERTISING PRACTICE:</b><br>Preparation of an Advertisement Copy-Collection of Advertisement in Dailies and Journals-Posters Ads using Canva.  | 6     |
| III      | <b>SECRETARIAL PRACTICE:</b><br>Notice to Stakeholders - Preparation of Agenda-Minutes of Meetings –Both General Body and Board of Directors. (Students are asked to write agenda and minutes of their own and should not use printed format). | 6     |
| IV       | <b>BANKING PRACTICE:</b><br>Application for Opening Bank Account – Savings Account & Current Account- Drawing - Endorsing - Crossing of Cheques - Filling up of pay in slips- Demand Draft Application and Preparation of Demand Drafts.       | 6     |
| V        | <b>INVESTMENT ALTERNATIVES:</b><br>Investment Planning -Various Investment Schemes offered by Government of India (Any five schemes)- Application for PAN (Permanent Account Number)- Application for Opening DEMAT Account.                   | 6     |

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| <b>Text Books:</b>  |
| 1.Financial Accounting- R.L.Gupta V.K.Gupta- Sultan Chand & Sons, New Delhi.17th Edition ,2022.<br>2.Banking Theory Law & Practice, - Sundharam & Varshney, Sultan Chand & Sons, New Delhi,2019<br>3.Company Law and Secretarial Practice - N.D. Kapoor- Sultan Chand & Sons, New Delhi. 2019<br>4.Income Tax Law & Practice 2023-24 By VP Gaur Db Narang, Kalyani Publishers, New Delhi<br>5.Principles of Marketing: Philip Kotler, A South Asian Perspective, Pearson Education. New Delhi           |
| <b>Reference Books:</b>   |
| 1. Merchant Banking and Financial services – Dr.S.Gurusamy, Vijay Nicole Imprints Pvt Ltd, Chennai.4 <sup>th</sup> Edition,2013.<br>2. E. Gordon and K. Natarajan, Financial Market and Services, Himalaya Publishing House, Mumbai   |
| <b>Web Resources:</b>   |
| 1.1 <a href="https://static.careers360.mobi/media/uploads/froala_editor/files/Introduction%20to%20Accounting%20Standards_7iWCuHN.pdf">https://static.careers360.mobi/media/uploads/froala_editor/files/Introduction%20to%20Accounting%20Standards_7iWCuHN.pdf</a><br>2.2 <a href="https://blog.hubspot.com/marketing/how-to-make-an-ad">https://blog.hubspot.com/marketing/how-to-make-an-ad</a><br>3.3 <a href="https://clickup.com/blog/meeting-agenda/">https://clickup.com/blog/meeting-agenda/</a> |

| <b>Course Outcomes</b>  |   |                                  |
|---|---|----------------------------------|
| Upon successful completion of this course, the student will be able to: |   |                                  |
| <b>CO No.</b>   | <b>CO Statement</b>   | <b>Cognitive Level (K-Level)</b> |
| CO1   | Remember and recall the various concepts of Indian Accounting Standards and its compliances.                                | <b>K1</b>                        |
| CO2   | Demonstrate a practical model of advertisement for new products   | <b>K2</b>                        |
| CO3   | Analyse the previous Agenda and minutes of meetings and explore in preparation of agendas for the new meetings the company. | <b>K3</b>                        |
| CO4   | Applying the rules in filling the applications forms for banking transactions.  | <b>K4</b>                        |
| CO5   | Examine investment options, structure of a portfolio and opening the DEMAT Accounts.  | <b>K5</b>                        |

**Course Coordinator: Dr. G. PASUPATHI**