

# DEPARTMENT OF COMMERCE

**COURSE STRUCTURE & SYLLABI**  
(For the students admitted from year 2024-2025 onwards)

**Programme: B.Com. Computer Applications**



**JAMAL MOHAMED COLLEGE (AUTONOMOUS)**  
Accredited with A++ Grade by NAAC (4<sup>th</sup> Cycle) with CGPA 3.69 out of 4.0  
(Affiliated to Bharathidasan University)  
**TIRUCHIRAPPALLI – 620 020**

**B. COM. COMPUTER APPLICATIONS**

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs/Week	Credit	Marks		Total
							CIA	ESE	
I	24U1LT1/LA1/LF1 /LH1/LU1	I	Language - I		6	3	25	75	100
	24UCN1LE1	II	English - I	English for Communication - I	6	3	25	75	100
	24UCCA1CC1	III	Core - I	Principles of Accountancy	5	5	25	75	100
	24UCCA1CC2		Core - II	Marketing	4	3	25	75	100
	24UCCA1AC1		Allied - I	PC Package	3	3	25	75	100
	24UCCA1AC2P		Allied - II	PC Package - Practical	4	3	20	80	100
	24UCN1AE1	IV	AECC - I	Value Education	2	2	-	100	100
<b>Total</b>					<b>30</b>	<b>22</b>			<b>700</b>
II	24U2LT2/LA2/LF2 /LH2/LU2	I	Language - II		6	3	25	75	100
	24UCN2LE2	II	English - II	English for Communication - II	6	3	25	75	100
	24UCCA2CC3	III	Core - III	Management Concepts	5	5	25	75	100
	24UCCA2CC4		Core - IV	Business Tools for Decision Making	4	4	25	75	100
	24UCCA2AC3		Allied - III	Business Environment	4	3	25	75	100
	24UCCA2AC4		Allied - IV	Principles of Insurance	3	3	25	75	100
	24UCN2SS	IV	Soft Skills Development	Soft Skills Development	2	2	-	100	100
	24UCN2CO	V	Community Outreach	JAMCROP	-	@	-	-	@
	24U2BT1/ 23U2AT1		Basic Tamil - I/ Advanced Tamil - I	எழுத்தும் இலக்கியமும் அறிமுகம் - I/ தமிழ் இலக்கியமும் வரலாறும் - I	-	-	-	100 <sup>#</sup>	-
<b>Total</b>					<b>30</b>	<b>23</b>			<b>700</b>
<b>* Only grades will be given</b>									
III	24U3LT3/LA3/LF3 /LH3/LU3	I	Language - III		6	3	25	75	100
	24UCN3LE3	II	English - III	English for Communication - III	6	3	25	75	100
	24UCCA3CC5	III	Core - V	Financial Accounting	4	4	25	75	100
	24UCCA3CC6		Core - VI	Internet and Web Applications	3	3	25	75	100
	24UCCA3AC5		Allied - V	Business Law	3	3	25	75	100
	24UCCA3AC6		Allied - VI	Indian Economy	4	3	25	75	100
	24UCCA3GE1	IV	Generic Elective - I		2	2	-	100	100
	24UCN3AE2		AECC - II	Environmental Studies	2	2	-	100	100
<b>Total</b>					<b>30</b>	<b>23</b>			<b>800</b>
IV	24U4LT4/LA4/LF4 /LH4/LU4	I	Language - IV		6	3	25	75	100
	24UCN4LE4	II	English - IV	English for Communication - IV	6	3	25	75	100
	24UCCA4CC7	III	Core - VII	Cost Accounting	4	4	25	75	100
	24UCCA4CC8P		Core - VIII	Internet and Web Application - Practical	4	4	20	80	100
	24UCCA4AC7		Allied - VII	Banking Theory Law and Practice	4	3	25	75	100
	24UCCA4AC8		Allied - VIII	Modern Banking	4	3	25	75	100
	24UCCA4GE2	IV	Generic Elective - II		2	2	-	100	100
	24UCN4EL		Experiential Learning	Internship	-	2	-	100	100
	24UCN4EA	V	Extension Activities	NSS, NCC, etc.	-	1	-	-	-
24U4BT2/ 23U4AT2		Basic Tamil - II/ Advanced Tamil - II	எழுத்தும் இலக்கியமும் அறிமுகம் - II/ தமிழ் இலக்கியமும் வரலாறும் - II	-	-	-	100 <sup>#</sup>	-	
<b>Total</b>					<b>30</b>	<b>25</b>			<b>800</b>
V	24UCCA5CC9	III	Core - IX	Corporate Accounting	6	6	25	75	100
	24UCCA5CC10		Core - X	Management Accounting	6	5	25	75	100
	24UCCA5CC11		Core - XI	Introduction to Oracle and SQL	5	5	25	75	100
	24UCCA5CC12		Core - XII	Visual Programming	4	4	25	75	100
	24UCCA5DE1A/B		Discipline Specific Elective - I		5	4	25	75	100
	24UCCA5SE1P	IV	Skill Enhancement Course - I	Information Technology Concepts - Practical	2	1	-	100	100
	24UCCA5SE2		Skill Enhancement Course - II	Basics of Goods and Service Tax	2	1	-	100	100
24UCCA5EC1		Extra Credit Course - I <sup>†</sup>	Online Course	-	*	-	-	-	
<b>Total</b>					<b>30</b>	<b>26</b>			<b>700</b>
VI	24UCCA6CC13	III	Core - XIII	Financial Services	5	5	25	75	100
	24UCCA6CC14		Core - XIV	Income Tax Law and Practice	5	5	25	75	100
	24UCCA6CC15P		Core - XV	SQL Applications using Oracle - Practical	5	5	20	80	100
	24UCCA6CC16P		Core - XVI	Tally Prime - Practical	5	5	20	80	100
	24UCCA6DE2A/B		Discipline Specific Elective - II		5	4	25	75	100
	24UCCA6DE3A/B	Discipline Specific Elective - III		4	4	25	75	100	
	24UCN6AE3	IV	AECC - III	Gender Studies	1	1	-	100	100
	24UCCA6EC2		Extra Credit Course - II <sup>*</sup>	Online Course	-	*	-	-	-
24UCCA6ECA		Extra Credit Course for all <sup>**</sup>	Online Course	-	**	-	-	-	
<b>Total</b>					<b>30</b>	<b>29</b>			<b>700</b>
<b>* Programme Specific Online Course for Advanced Learners</b>									
<b>** Any Online Course for Enhancing Additional Skills</b>									
<b>Grand Total</b>						<b>148</b>			<b>4400</b>

### GENERIC ELECTIVE COURSES

Semester	Course Code	Course Title
III	24UCCA3GE1	Principles of Marketing
IV	24UCCA4GE2	Stock Market Practices

### # Self-Study Course – Basic and Advanced Tamil

(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)

Semester	Course Code	Course Title
II	24U2BTA	Basic Tamil – I (எழுத்தும் இலக்கியமும் அறிமுகம் - I)
	24U2AT1	Advanced Tamil – I (தமிழ் இலக்கியமும் வரலாறும் - I)
IV	24UABT2	Basic Tamil – II (எழுத்தும் இலக்கியமும் அறிமுகம் - II)
	24UAAT2	Advanced Tamil – II (தமிழ் இலக்கியமும் வரலாறும் - II)

#### Mandatory

Basic Tamil Course - I and II are offered for the students who have not studied Tamil Language in their schools and college.

Advanced Tamil Course - I and II are offered for those who have studied Tamil Language in their schools but have opted for other languages under Part - I.

### DISCIPLINE SPECIFIC ELECTIVES

Semester	Course Code	Course Title
V	24UCCA5DE1A	Human Resource Management
	24UCCA5DE1B	Auditing
VI	24UCCA6DE2A	Entrepreneurship Development
	24UCCA6DE2B	Retail Marketing
	24UCCA6DE3A	Investment Management
	24UCCA6DE3B	Computerized Accounting

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	24UCCA1CC1	Core – I	5	5	25	75	100
<b>Course Title</b>		<b>PRINCIPLES OF ACCOUNTANCY</b>					

SYLLABUS		
Unit	Contents	Hours
I	Introduction – Accounting concepts and conventions –Accounting Standards – Meaning-Double entry system – Journal, Ledger, Subsidiary books, Trial Balance- Bank Reconciliation Statement.	12
II	Final Accounts of sole traders with adjustment entries – Rectification of Errors.	12
III	Accounts of Non-profit organization – Bills of exchange – Average due date – Account Current.	12
IV	Consignments and Joint Ventures.	12
V	Single Entry System. Depreciation – Methods, provisions and reserves.	12
VI	<b>Current Trends (For CIA only)</b> – Contemporary Developments Related to the Course during the Semester Concerned.	

\* For Theory Core Course, wherever possible

<b>Text Book(s):</b>
<ol style="list-style-type: none"> <li>1. R.L. Gupta and Others ,” Advanced Accountancy,” Sultan Chand Sons, New Delhi</li> <li>2. S.P. Jain and K.L. Narang, “Advanced Accounting,” Kalyani Publishers,New Delhi</li> <li>3. RSN. Pillai, Bagavathi S. Uma, “Advanced Accounting,” S. Chand &amp;Co, New Delhi.</li> <li>4. M.C. Shukla, “Advanced Accounts,” S. Chand and Co., New Delhi.</li> <li>5. Mukerjee and Haneef, Advanced Accountancy, Tata McGraw Hill, New Delhi.</li> </ol>
<b>Reference Book(s):</b>
<ol style="list-style-type: none"> <li>1. Arulanandam, “Advanced Accountancy,” Himalaya Publication,Mumbai.</li> <li>2. R.L. Gupta &amp; V.K. Gupta “Principles and practice of Accountancy”, Eleventh edition- 2005 Sultan &amp; Sons, New Delhi</li> <li>3. S.Manikandan&amp; R.Rakesh Sankar,” Financial Accounting,” Scitech Publications Pvt Ltd, Chennai. Volume I &amp; II.</li> <li>4. T.S.Reddy &amp; Dr.A.Murthy, “Financial Accounting,” Margham Publications, Chennai.</li> <li>5. Tulsian., P.C.(2016) Financial Accounting, Tata Mcgraw-Hill, New Delhi</li> </ol>
<b>Web Resource(s):</b>
<ol style="list-style-type: none"> <li>1. <a href="https://www.naukri.com/learning/articles/understanding-the-principles-of-accounting/">https://www.naukri.com/learning/articles/understanding-the-principles-of-accounting/</a></li> </ol>

<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	The Concepts and Conventions of Financial Accounting.	<b>K1</b>
CO2	Accounting for sole traders with adjustment entries and Rectification of Errors	<b>K2</b>
CO3	Calculation of Accounts of Non-profit organization and Bills of exchange.	<b>K3</b>
CO4	Accounts of the Agency Business and temporary partnership	<b>K4</b>
CO5	Preparation of Accounts under Single Entry System. Calculation of Depreciation and Provisions and Reserves by using the various methods	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</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>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>		<b>3</b>	<b>3</b>	<b>2</b>		<b>3</b>	<b>2.6</b>
<b>CO2</b>	<b>3</b>		<b>2</b>	<b>2</b>		<b>3</b>	<b>3</b>	<b>2</b>		<b>2</b>	<b>2.5</b>
<b>CO3</b>		<b>3</b>	<b>2</b>	<b>2</b>		<b>1</b>	<b>3</b>	<b>3</b>		<b>2</b>	<b>2.6</b>
<b>CO4</b>	<b>3</b>			<b>3</b>	<b>2</b>		<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2.4</b>
<b>CO5</b>		<b>3</b>		<b>2</b>	<b>2</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. Y. RAZEETH KHAN**

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	24UCCA1CC2	Core – II	4	3	25	75	100

<b>Course Title</b>	<b>MARKETING</b>
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SYLLABUS		
Unit	Contents	Hours
I	<b>INTRODUCTION TO MARKETING:</b> Marketing - Evolution – Definition- classification- objectives- selling vs. marketing –Marketing a science or art? - Modern Concept of marketing – role of marketing in economic development - Functions – buying- selling - transportation – warehousing – standardization – Grading – Packaging- ISO Series and AGMARK - ISI.	12
II	<b>PRODUCT:</b> Buyer’s behaviour – Buying motive – Market segmentation - Product - Features - Classification -New Product Planning and Development - Product Mix - Product Life Cycle - Branding – Brand Loyalty and Equity.	12
III	<b>PRICING:</b> Pricing - Objectives - Factors - Methods and strategies. Channels of Distribution – Wholesaler and Retailer – Services rendered by them.	12
IV	<b>SALES PROMOTION:</b> Sales Promotion –types- Need –Sales Promotion mix– Advertising – Publicity- Personal selling - Advantages - Limitations.	12
V	<b>MARKETING INFORMATION SYSTEM:</b> Marketing Information System - Marketing Research - Features –Direct marketing –Online Marketing -E Business – Telemarketing - Mail order business.	12
VI	<b>Current Trends (For CIA only) – CURRENT CONTOURS (For Continuous Internal Assessment Only):</b> Retail marketing	

\* For Theory Core Course, wherever possible

<b>Text Book(s):</b>
<ol style="list-style-type: none"> <li>1. R.S.N.Pillai&amp;Bagavathi , “Modern Marketing,” S.Chand&amp; Co., New Delhi.</li> <li>2. RajanNair.N.,SanjithR.Nair,” Marketing,” Sultan Chand &amp; Sons, New Delhi.</li> <li>3. Kotler Philip, “Marketing Management,” Prentice Hall of India (Pvt) Ltd., New Delhi.</li> <li>4. Monga&amp;ShaliniAnand, “ Marketing Management,” Deep &amp; Deep Publications, New Delhi.</li> </ol>
<b>Reference Book(s):</b>
<ol style="list-style-type: none"> <li>1. Dr. L. Natarajan , “Marketing,” Margham Publications, Chennai.</li> <li>2. Grewal , “Marketing,” Tata McGraw Hill management, New Delhi.</li> <li>3. B.S.Raman, “Marketing,” United Publishers, Mangalore.</li> </ol>
<b>Web Resource(s):</b>
<ol style="list-style-type: none"> <li>1. <a href="https://www.investopedia.com/terms/m/marketing.asp">https://www.investopedia.com/terms/m/marketing.asp</a></li> </ol>

<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	Familiar with the basic concepts and functions of marketing	<b>K1</b>
CO2	Effective understanding of buyer behaviour and new product development	<b>K2</b>
CO3	Communicate the pricing methods and services rendered by the middlemen	<b>K3</b>
CO4	Demonstrate analytical skills in selling the product in the market	<b>K4</b>
CO5	Develop knowledge in marketing research and recent trends in marketing	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</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>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	<b>2.6</b>
<b>CO2</b>	3		2	2		3	3	2		2	<b>2.5</b>
<b>CO3</b>		3	2	2		1	3	3		2	<b>2.6</b>
<b>CO4</b>	3			3	2		3	3	3	2	<b>2.4</b>
<b>CO5</b>		3		2	2		2	2	2	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: LT. DR. K. VIJAYAKUMAR**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	24UCCA1AC1	Allied – I	3	3	25	75	100

<b>Course Title</b>	<b>PC PACKAGE (Theory)</b>
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SYLLABUS		
Unit	Contents	Hours
I	Meaning – Characteristics – Areas of Application – Components of Computer – Memory and control units – Input and Output devices – Hardware and Software – Operating Systems. Word –Creating Word Documents – Creating Business Letters using wizards – Editing Word Documents – Inserting Objects – Formatting documents –spelling and grammar check – Word Count, Thesaurus, Auto Correct – Working with tables – Saving, opening, closing and protecting documents – Mail Merge.	12
II	Introduction to spread sheets – entering and editing text, numbers and formulae – Inserting rows and columns Building Worksheets – Creating and formatting charts – Application of Financial and Statistical functions – MS Power Point Creating simple presentation – Creating, inserting and deleting slides – Saving a Presentation.	12
III	Introduction – Parts of Access Window, Creating a Database, Relationships, Creating Table through Design View – Relationship – Query – Forms – reports - macros.	12
IV	Menu – File, Edit, Utilities, Layout, Story, Type, Element, Window, Help – Working with Page Column – Indent	12
V	The Photoshop Screen – Using the Toolbox – Document and scratch Sizes – The Info Palettee –Saving and loading custom settings –opening and saving files – Images – Layers – Channels and Mask – Colour Correction Techniques – Animation.	12
VI	<b>Current Trends (For CIA only)</b> – Recent developments in MS Word, Excel and Power Point	

\* For Theory Core Course, wherever possible

<b>Text Book(s):</b>
<ol style="list-style-type: none"> <li>1. Robert Shufflebotham, "Photoshop 6 in easy steps" Dreamtech Press.</li> <li>2. Vishnu Priya Singh, Meenakshi Singh, "Page Maker 6.5" Asian Publications Limited</li> <li>3. Sanjay Sexana, "MS Office 2000 (Access only)" Vikas Publishing House</li> <li>4. Sk Yadava, "Desk Top Publishing" Yatin Publishers, Delhi</li> </ol>
<b>Reference Book(s):</b>
<ol style="list-style-type: none"> <li>1. E.D. Jones and Derek "Microsoft Office for Windows", Sutton Publication.</li> <li>2. S.V. Srinivasa Vallabhan, "Computer Applications in Business" Sultan Chand and Sons,</li> <li>3. TD Malhotra, Computer Applications in Business Kalyani Publications PC</li> <li>4. Taxali, "Software for windows made simple" Tata McGraw Hill Publishing Company Ltd</li> </ol>
<b>Web Resource(s):</b>
<ol style="list-style-type: none"> <li>1. <a href="https://www.geeksforgeeks.org/difference-between-program-and-package/">https://www.geeksforgeeks.org/difference-between-program-and-package/</a></li> </ol>



<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	Basics of computer, Creating and Editing Word Documents and Saving, opening, closing and protecting documents; and Mail Merge.	<b>K1</b>
CO2	Creating work sheet and Charts, formula applications, and PPT .	<b>K2</b>
CO3	MS Access, Database, Relationship, Query, Forms, Reports and Macros	<b>K3</b>
CO4	To understand Page maker and methods to use.	<b>K4</b>
CO5	Photoshop, Images and Animation	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</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>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>		<b>3</b>	<b>3</b>	<b>2</b>		<b>3</b>	<b>2.6</b>
<b>CO2</b>	<b>3</b>		<b>2</b>	<b>2</b>		<b>3</b>	<b>3</b>	<b>2</b>		<b>2</b>	<b>2.5</b>
<b>CO3</b>		<b>3</b>	<b>2</b>	<b>2</b>		<b>1</b>	<b>3</b>	<b>3</b>		<b>2</b>	<b>2.6</b>
<b>CO4</b>	<b>3</b>			<b>3</b>	<b>2</b>		<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2.4</b>
<b>CO5</b>		<b>3</b>		<b>2</b>	<b>2</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. M. MARIMUTHU**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	24UCCA1AC2P	Allied - II	4	3	20	80	100

<b>Course Title</b>	<b>PC Package - Practical</b>
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SYLLABUS		
Unit	Contents	Hours
I	Creating personal letters – Official letters – circulars – templates – Use of Wizards –Resumes – Preparation of Bio-data – Creating Greetings – Clip Art – Bullets and Numbering – Insertion of charts and diagrams – Tables – Mail merge.	12
II	Entering information in worksheet - Sum functions – Align data cells – Changing column width and row height – Pay bill – mark sheet – Electricity bill – Pay slip – PowerPoint – Simple presentations – creating slide show – animation – inserting and deleting slides.	12
III	Creation of relationships – Creating tables through design view – Database for salary, Mark Sheet, Inventory, Form creation.	12
IV	Menu – File, Edit, Utilities, Layout, Story, Type, Element, Window, Help – Working with Page Column – Indent.	12
V	Saving and loading custom settings – Creating new file – Use of painting tools – Copying and pasting selections – Moving selections – Grow and similar command – Editing Points – Use of Colour Balance Dialogue box.	12
VI	<b>Current Trends (For CIA only)</b> – Recent developments in MS Word, Excel and Power Point	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	On successful completion of the course, the students will acquire skill on:	K1
CO2	Creating and Editing Word Documents and Saving, opening, closing and protecting documents; and Mail Merge.	K2
CO3	Creating work sheet and Charts, formula applications, and PPT	K3
CO4	MS Access, Database, Relationship, Query, Forms, Reports and Macros	K4
CO5	Page maker and methods to use	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3		3	3	2		3	2.6
CO2	3		2	2		3	3	2		2	2.5
CO3		3	2	2		1	3	3		2	2.6
CO4	3			3	2		3	3	3	2	2.4
CO5		3		2	2		2	2	2	3	2.5
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator: DR. HABEEBUR RAHMAN**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	24UCN1AE1	Ability Enhancement Compulsory Course-I	2	2	-	100	100
Course Title		Value Education					

SYLLABUS		
Unit	Contents	Hours
I	<b>VALUES IN LIFE:</b> Purpose and philosophy of life – Need for values –five fold moral culture. Values: truth, loyalty, integrity, humility, trustworthy, considerate, not being greedy, clean habits, <b>punctuality, kindness, gratitude, patience, respect</b> and character building.	6
II	<b>PERSONAL WELLBEING:</b> Social responsibility - taming a healthy mind and body – personal hygiene - Balanced diet – meditation – yoga - positive thinking – introspection - a passion for Nature- Win-win strategy.	6
III	<b>ROLE OF MEN IN FAMILY:</b> As a responsible student – committed employee - loyal husband - dedicated father – fatherhood- sacrificing human – considerate true friend.	6
IV	<b>MAN A SOCIAL BEING:</b> A friendly neighbour - living a life with definite motives – emotions and moral desire- uncompromising will power- puberty-secondary sexual characters- marriage: Purpose – marital life- Harmony with spouse- fidelity towards spouse.	6
V	<b>PROFESSIONAL VALUES:</b> More of a giver than a taker - being compassionate – patriotism - respecting culture - dependence on God – avoiding worry-professional ethics.	6

**Hours of Teaching: 5 Hours and Hours of Activity: 25 Hours**

<b>Textbook(s):</b>
1. Value Education for health, Happiness and harmony, the world community service centre, Vethathri Publications
2. N. Venkataiah, Value Education, APH Publishing Corporation, New Delhi, 1998
3. K.R. Lakshminarayanan and M. Umamageshwari, Value Education, Nalnilam Publication, Chennai.
<b>Web References:</b>
1. <a href="https://www.slideshare.net/humandakakayilongranger/values-education-35866000">https://www.slideshare.net/humandakakayilongranger/values-education-35866000</a>
2. <a href="https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/">https://www.ananda.org/blog/5-secrets-to-a-harmonious-marriage/</a>
3. <a href="https://www.un.org/esa/socdev/family/docs/men-in-families">https://www.un.org/esa/socdev/family/docs/men-in-families</a> .

**Activity:**

- Assignment on Values ( not less than 20 Pages)
- Multiple Choice Questions and Quiz
- Elocution - (Manners and good Habits for 3 to 5 minutes)
- Field Visit
- Debating - Current issues
- Essay writing : Proper use of e-gadgets, Ethics, Cyber ethics, Social media, etc.,
- Case Study / Album Making / Poster Presentation / Documentary- Celebrating National Days, Drug abuse & illicit trafficking, Independence Day, Secularism, Teachers Day, National Youth Awakening Day, Father's Day / Mother's Day and etc.,

**EVALUATION COMPONENT: TOTAL: 100 MARKS****Component I :**

Documentary (or) Poster Presentation (or) Elocution - 25 marks

**Component II:**

Quiz (or) Multiple choice questions Test - 25 marks

**Component III:**

Album Making (or) Case Study on a topic (or) Field visit - 25 marks

**Component IV:**

Assignment (or) Essay Writing (or) Debating - 25 marks

**Course Coordinator: Dr. M. Purushothaman**

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	24UCCA2CC3	Core - III	5	5	25	75	100

<b>Course Title</b>	<b>Management Concepts</b>
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SYLLABUS		
Unit	Contents	Hours
I	Management- Definition-Nature, Scope, Functions and Levels of Management- Art, Science and Profession-Functions of Managers - Development of Management Thought-Contributions by F.W.Taylor, Henry Fayol and Others.	12
II	Planning - Classification- Objectives- Characteristics- Steps- Process- Types-Methods-Advantages-Limitations, Decision Making- Policies.	12
III	Organization and Structure- Types-Supervision and Span of Control- Departmentation-Organisation Charts-Authority and Responsibility-Delegation and Decentralization	12
IV	Motivation-Types-Theories- Maslow, Herzberg, Mc Gregor and Others – Communication-Principles-Types and Barriers of Communication	12
V	Leadership - Functions- Styles - Theories- Coordination-Features-Types and Techniques-Control -Process-Effective Control System-Techniques of Control.	12
VI	<b>Current Trends (For CIA only)</b> – Globalization-Development of Environment-Ethics and Social Responsibility-Multicultural Effectiveness- Challenges in Modern Leadership-Time Management-Increasing Team Spirit	

\* For Theory Core Course, wherever possible

<b>Text Book(s):</b>
1. L.M.Prasad, Principles and Practice of Management -Sultan Chand and Company 2. K.Sundar, Principles of Management- Vijay Nicole Imprints Private Limited Chennai
<b>Reference Book(s):</b>
1. Fred Luthans , Organisational Behaviour - Mcgraw Hill New York 2. Louis A.Allen Management And Organisation - Mcgraw Hill Tokyo 3. Weihrich And Koontz Et.Al Essentials of Management –Tata Mcgraw Hill New Delhi.
<b>Web Resource(s):</b>
1. <a href="https://hr.psu.edu/current-employee/learn-perform/leadership-foundations/mgmnt-concepts">https://hr.psu.edu/current-employee/learn-perform/leadership-foundations/mgmnt-concepts</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	To Understand the Evolution and theory of Management,	<b>K1</b>
CO2	To develop the students to take decisions in various fields.	<b>K2</b>
CO3	To get a knowledge about various organization structure and its responsibility	<b>K3</b>
CO4	To develop the flow of communication among the people,	<b>K4</b>
CO5	To examine and practice the suitable leadership pattern in organization	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</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>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3		3	3	2		3	<b>2.6</b>
<b>CO2</b>	3		2	2		3	3	2		2	<b>2.5</b>
<b>CO3</b>		3	2	2		1	3	3		2	<b>2.6</b>
<b>CO4</b>	3			3	2		3	3	3	2	<b>2.4</b>
<b>CO5</b>		3		2	2		2	2	2	3	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. G. HADI MOHAMED**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	24UCCA2CC4	Core – IV	4	4	25	75	100

<b>Course Title</b>	<b>Business Tools for Decision Making</b>
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SYLLABUS		
Unit	Contents	Hours
I	Meaning, Characteristics, Stages and Uses of Statistics – Classification and Tabulation – Diagrams and graphs – Bar and Pie diagrams – Graphs of one and two variables – Graphs of frequency distribution - Measure of central tendency – Arithmetic mean, Median, Mode, Geometric Mean and Harmonic mean	12
II	Range – Quartile deviation – Mean deviation – Standard deviation – Co-efficient of variation -Measurement of Skewness.	12
III	Simple correlation – Karl Pearson’s coefficient of correlation – Spearman’s rank correlation –Concurrent deviation method - Regression analysis – Simple regression –Regression equations.	12
IV	Components – Methods – Semi average – Moving average - Method of least square –Interpolation – Meaning, Uses, Assumptions – Problems in Newton’s method only.	12
V	Price index numbers – unweighted and weighted – Tests in index numbers (Problems in Timeand factor reversal tests only) - Cost of living index number – Aggregate expenditure method –Family budget method.	12
VI	<b>Current Trends (For CIA only)</b> – Kurtosis	

\* For Theory Core Course, wherever possible

<b>Text Book(s):</b>
1. Elements of Statistics by S.P. Gupta – Sultan Chand & Sons 2. Tools and Decision making by SL Aggarwal and SL Bharadwaj, Kalyani Publishers
<b>Reference Book(s):</b>
1. Business Statistics by PA. Navanitham, Jai Publications, Trichy. 2. Elements of Practical Statistics by S.K. Kappor – Oxford and IBHP Publishing Company
<b>Web Resource(s):</b>
1. <a href="https://startupstash.com/decision-making-tools-for-businesses/">https://startupstash.com/decision-making-tools-for-businesses/</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	Basics in statistics, Classification, Tabulation and Measure of central tendency	<b>K1</b>
CO2	Measures of Dispersion and Skewness	<b>K2</b>
CO3	Simple correlation and regression	<b>K3</b>
CO4	Time series and interpolation	<b>K4</b>
CO5	Index numbers	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</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>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>		<b>3</b>	<b>3</b>	<b>2</b>		<b>3</b>	<b>2.6</b>
<b>CO2</b>	<b>3</b>		<b>2</b>	<b>2</b>		<b>3</b>	<b>3</b>	<b>2</b>		<b>2</b>	<b>2.5</b>
<b>CO3</b>		<b>3</b>	<b>2</b>	<b>2</b>		<b>1</b>	<b>3</b>	<b>3</b>		<b>2</b>	<b>2.6</b>
<b>CO4</b>	<b>3</b>			<b>3</b>	<b>2</b>		<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2.4</b>
<b>CO5</b>		<b>3</b>		<b>2</b>	<b>2</b>		<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: DR. S. RIZVAN AHAMED**

Semester	Course code	Course Category	Hours Week	Credits	Marks for Evaluation		
					CIA	ESE	TOTAL
II	24UCCA2AC3	ALLIED - III	4	3	25	75	100
<b>Course Title</b>		<b>BUSINESS ENVIRONMENT</b>					

Syllabus		
Unit	Contents	Hours
I	<b>Introduction To Business Environment:</b> Definition-Scope- <b>*Features*</b> -Types: Micro Environment – Macro Environment-Natural Environment: Components Of Natural Environment.	9
II	<b>Economic Environment:</b> Characteristics- <b>*Five Year Planning*</b> -Liberalization: Advantages – Disadvantages- Globalization: Impact of Globalization in India.	9
III	<b>Environmental Analysis:</b> Meaning – Process – Importance – Limitations – Environmental Techniques: SWOT Analysis – ETOP Analysis – QUEST Analysis – <b>*NITI Aayog*</b> .	9
IV	<b>Social Environment:</b> Social Attitude – Joint Family System – Types of Social Organization. Culture Environment: Elements – <b>*Characteristics*</b>	9
V	<b>Political Environment:</b> Government and Business Relationship in India- Corporate Governance-Global Environment: <b>*Determination of FDI*</b> -Concept of MNC.	9

**\*.....\* Self - Study**

<b>Text Book(s):</b>
1. Dr.V.C. Sinha Business Environment, SBPD Publishing House, Agra, 2022 2. Dr. Amit Kumar, Business Environment, Sahitya Bhavan Publication, Agra. 3. Dr.C.B.Gupta, Business Environment, Sultan Chand & Sons, New Delhi, 2022.
<b>Reference Book(s):</b>
1. Francis Cherunilam, Business Environment Text and Cases, Himalaya Publishing House, 2022. 2. Dr.S.Sankaran, Business Environment, Margam Publications, Chennai 2022 3. Justin Paul, Business Environment: Tata McGraw-Hill Publishing, Co. Ltd. 2018.
<b>Web Resources(s):</b>
1. <a href="http://pestleanalysis.com/what-is-pestle-analysis/">http://pestleanalysis.com/what-is-pestle-analysis/</a> 2. <a href="http://www.vedantu.com/commerce/economic-environment">http://www.vedantu.com/commerce/economic-environment</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>
CO 1	Identify and evaluate the complexities of business environment and their impact on the business.	<b>K1</b>
CO 2	To have a critical study of liberalization, privatization and globalization.	<b>K2</b>
CO 3	Analyse the relationships between Government and business and understand the political, economic, legal and social policies of the country.	<b>K3</b>
CO 4	Analyse the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives.	<b>K4</b>
CO 5	Gain knowledge about the operation of different institutions in international business environment.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</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>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2.6</b>
<b>CO2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2.5</b>
<b>CO3</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2.6</b>
<b>CO4</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2.4</b>
<b>CO5</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>2.5</b>
<b>Mean Overall Score</b>											<b>2.54</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course coordinator: Dr. G. HADI MOHAMED**

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	24UCCA2AC4	ALLIED – IV	3	3	25	75	100

<b>Course Title</b>	<b>PRINCIPLES OF INSURANCE</b>
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SYLLABUS		
Unit	Contents	Hours
I	Risk: Meaning and Definition– Types of Risks– Actual and Consequential Losses – Management of Risks – Loss Minimization Techniques - Insurance: Meaning and Definition – Role of Insurance in Economy - <b>*Nature*</b> – Classification of Insurance	9
II	Insurance Agent: Meaning and Definition - Procedure for becoming an agent- Pre-requisites for obtaining a license - Duration of license, cancelation of license - Revocation /Termination of agent appointment - <b>*Code of conduct, unfair practices*</b> .	9
III	Life Insurance: Meaning - Importance - Principles of Life Insurance - Life insurance products – Procedure for taking Life Insurance – <b>*Methods of Premium Calculation*</b> .	9
IV	General Insurance: Fire Insurance – Types – Procedures for taking Fire Insurance Policy - Marine Insurance – Types - Motor Insurance – <b>*Burglary Insurance*</b> – Health Insurance - Travel Insurance – Commercial Insurance.	9
V	Maturity Claims on Survival Benefits - Death Claims - Claim Concession Presumption of Death - Accident Benefit Options - Settlement Options - Valuation and Surplus – Reinsurance - Exchange Control Regulations - <b>*Consumer Protection Act 2019*</b> – Ombudsman - IRDAI Regulations.	9
VI	<b>Current Trends (For CIA only)</b> – Recent trends in Insurance Industry: Emergence of Digital Insurance – Big Data – Uses - Predictive Analytics –IoT in Insurance Industry.	

**\*.....\* Self Study**

<b>Text Book(s):</b>
1. Neeti Gupta, Abha Chopra – Principles of Insurance, Kalyani Publishers 2018
2.MN Mishra, SB Mishra- Insurance: Principles and Practice, S Chand Publishing; 22 <sup>nd</sup> edition, 2016
3.Dr. A. Murthy - Principles and Practice of Insurance, Margham Publications, 2013
<b>Reference Book(s):</b>
1. Dr. (Ku.) Shakti Prathaban, Dr. N.P. Dwivedi - Principles of Insurance, Himalaya Publishing House, Mumbai, 2017
2.Prof. D. Chennappa, Dr. V. Padmavathi - Principles of Insurance, Professional Books Publisher, Delhi, 2017
3.J Alfred Eke – The Elements of Insurance: A Guide to the Principles and Practice of Accident, Fire, Marine and Life Insurance, Palala Press, 2018
<b>Web Resource(s):</b>
1. <a href="https://byjus.com/commerce/types-of-insurance/">https://byjus.com/commerce/types-of-insurance/</a>
2. <a href="https://edurev.in/studytube/Role-of-Insurance-in-Economic-Development-Insuranc/4abb6c86-60e3-496b-90e9-1dab80158539_t">https://edurev.in/studytube/Role-of-Insurance-in-Economic-Development-Insuranc/4abb6c86-60e3-496b-90e9-1dab80158539_t</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	Equip the knowledge and skills necessary to understand the basics of insurance and how to apply it in the real world.	<b>K1</b>
CO2	Understand how insurance is regulated, as well as the various regulations that are in place to protect individuals, businesses, and the public from insurance fraud and other unethical practices.	<b>K2</b>
CO3	Compute insurance premiums, explain the different types of insurance, and identify the various elements of an insurance policy.	<b>K3</b>
CO4	Analyse insurance claims, identify risks, and recommend policies to protect the interests of their clients.	<b>K4</b>
CO5	Evaluate the various types of insurance coverage available and how they can be used to provide protection for a variety of needs.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</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>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	2	3	3	2	3	3	2	<b>2.7</b>
<b>CO2</b>	3	3	2	3	3	3	3	3	3	2	<b>2.8</b>
<b>CO3</b>	3	3	3	3	2	3	2	3	2	2	<b>2.6</b>
<b>CO4</b>	2	3	3	3	2	3	2	2	2	3	<b>2.5</b>
<b>CO5</b>	3	3	2	3	2	3	3	3	2	3	<b>2.7</b>
<b>Mean Overall Score</b>											<b>2.66</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5 High	High

**Course Coordinator: Dr. M.H.N. BADHUSHA**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	24UCN2SS	Soft Skills Development	2	2	-	100	100
<b>Course Title</b>		<b>Soft Skills Development</b>					

### SYLLABUS

Unit	Contents	Hours
I	<b>Communication Skills:</b> Verbal and Non - Verbal communication - The active vocabulary - Conversational Etiquette - KOPPACT syndrome	6
II	<b>Emotional Skills:</b> Emotional Intelligence - The five steps to Emotional Quotient - Self Awareness and Regulation - Empathy - Social Intelligence - stress management - coping with failures	6
III	<b>Functional Skills:</b> Using the tools of communicatory and emotional skills - Resume writing - Preparation of Curriculum Vitae - interview skills - Acing the interview - Group dynamics - Mock interviews and Group discussions	6
IV	<b>Interpersonal Skills:</b> Synergising relationships - SWOT analysis - SOAR analysis - The social skills - Time Management - Decision making - problem solving - prioritising and Implementation	6
V	<b>Personality Skills:</b> Leadership skills - Attributes and Attitudes - Social leader Vs The Boss - critical and creative thinking	6

**Hours of Teaching : 5 hours and Hours of Activity: 25 hours**

**Textbook(s):**

1. Social intelligence: The new science of human relationships - Daniel Goleman; 2006.
2. Body Language in the workplace - Allan and Barbara Pease; 2011.
3. Student's Hand Book: Skill Genie - Higher education department, Government of Andhra Pradesh.

**Web References:**

1. <https://nptel.ac.in/courses/109105110>

## EVALUATION CRITERIA

**Work Book (Each unit carries 10 marks)** - **50 Marks**  
**Examination** - **50 Marks**

1. Teacher who handles the subject will award 50 marks for work book based on the performance of the student.
2. On the day of examination the examiners (Internal & External) will jointly award the marks for the following categories:

- Self-Introduction - 20 Marks
- Resume - 10 Marks
- Mock Interview - 20 Marks

To assess the self-introduction, Examiners are advised to watch the video presentation submitted by the students. If they failed to submit the video presentation, the Examiners may direct the student to introduce himself orally and a maximum 10 marks only will be awarded.

### **Mock Interview Marks Distribution (20-Marks)**

Attitude (self interest, confidence etc.) (4 Marks)	Physical appearance including dress code (4 Marks)	Communication Skills (6 Marks)	Answering questions asked from the resume and work book (6 Marks)
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**Course Coordinator: Dr. M. Syed Ali Padusha**