

M.Com.

SEM	Course Code	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
							CIA	ESE	
I	20PCO1CC1	Core – I	CORPORATE LAW	6	5	3	25	75	100
	20PCO1CC2	Core – II	ECONOMICS FOR MANAGERIAL DECISIONS	6	5	3	25	75	100
	20PCO1CC3	Core – III	ADVANCED COST AND MANAGEMENT ACCOUNTING	6	4	3	25	75	100
	20PCO1CC4	Core – IV	GOODS AND SERVICES TAX	6	4	3	25	75	100
	20PCO1DE1	DSE – I #		6	4	3	25	75	100
		TOTAL		30	22			500	
II	20PCO2CC5	Core – V	ADVANCED INCOME TAX	6	5	3	25	75	100
	20PCO2CC6	Core – VI	INTERNATIONAL BUSINESS	6	5	3	25	75	100
	20PCO2CC7	Core – VII	STATISTICAL TOOLS FOR BUSINESS DECISIONS	6	4	3	25	75	100
	20PCO2CC8	Core – VIII	ENTERPRISE RESOURCE PLANNING THEORY 3 PRACTICAL : 3	6	4	3	25	75	100
	20PCO2DE2	DSE – II #		6	4	3	25	75	100
		TOTAL		30	22			500	
III	20PCO3CC9	Core – IX	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	6	5	3	25	75	100
	20PCO3CC10	Core – X	ADVANCED CORPORATE ACCOUNTING	6	5	3	25	75	100
	20PCO3CC11	Core – XI	RESEARCH METHODS	6	4	3	25	75	100
	20PCO3CC12	Core – XII	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	6	4	3	25	75	100
	20PCO3DE3	DSE - III #		6	4	3	25	75	100
	20PCO3EC1	Extra Credit Course - I	ONLINE COURSE (MOOC)	-	1*	-	-	-	-
		TOTAL		30	22			500	
IV	20PCO4CC13	Core – XIII	STRATEGIC MANAGEMENT	6	5	3	25	75	100
	20PCO4CC14	Core – XIV	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	6	5	3	25	75	100
	20PCO4CC15	Core – XV	EXIM MANAGEMENT	6	5	3	25	75	100
	20PCO4DE4	DSE - IV #		6	4	3	25	75	100
	20PCO4PW	Project	PROJECT WORK	6	4	-	-	100	100
	20PCNOC	Online Course		-	1	-	-	-	-
	20PCO4EC2	Extra Credit Course - II	COMMERCE FOR CAREER EXAMINATION	-	5*	3	-	100	100*
		TOTAL		30	24			500	
GRAND TOTAL					90				2000

***Not considered for grand total and CGPA**

Discipline Specific Elective

SEM	COURSE CODE	COURSE TITLE
I	20PCO1DE1A	ADVANCED HRM
	20PCO1DE1B	CUSTOMER RELATIONSHIP MANAGEMENT
II	20PCO2DE2A	ORGANISATIONAL BEHAVIOUR
	20PCO2DE2B	CONSUMER BEHAVIOUR
III	20PCO3DE3A	INDUSTRIAL LEGISLATIONS
	20PCO3DE3B	BRAND MANAGEMENT
IV	20PCO4DE4A	INDUSTRIAL RELATIONS
	20PCO4DE4B	LOGISTICS & SUPPLY CHAIN MANAGEMENT

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20PCO1CC1	Core – I	CORPORATE LAW	6	5	100	25	75

Course Outcomes

At the completion of this course, the students will be able to

- CO1 Remember the Formation of company, Piercing the Corporate Veil , Oppression and Mismanagement and Management of Companies.
- CO2 Understand the Functions, Role, Responsibilities, Appointment and Remuneration of Key Managerial Personnel (KMP's)
- CO3 Derive the knowledge about FEMA and WTO.
- CO4 Critically analyse the powers and functions of SEBI, Insurance Act, 1938 and IRDA
- CO5 Identify the Grievance Redressal Machinery under Consumer Protection Act, 1986, Banking Regulation Act, 1949 and Information Technology Act, 2000.

UNIT I

18 hours

Companies Act 2013: **#Formation#** – Piercing the Corporate Veil - Oppression and Mismanagement - Prevention - Management of Companies : Directors: DIN requirement, Types of Directors; Appointment/ Reappointment, Disqualifications, Retirement, Resignation and Removal - Duties & Rights of Directors - **#Corporate Governance & Business Ethics. #**

UNIT II

18 hours

Key Managerial Personnel (KMP's): Whole-Time Directors, Manager, Chief Executive Officer, Chief Financial Officer and Company Secretary - Appointment and Remuneration – Functions, **#Role and Responsibilities#**

UNIT III

18 hours

Foreign Exchange Management Act, 1999 –Objectives - Definitions under FEMA - Regulation and Management - Authorized Person. WTO -Features - Functions - Major benefits of WTO to the World - settlement of Disputes **-#Recent trends in World Trade#**

UNIT IV

18 hours

Securities and Exchange Board of India Act, 1992: Objectives – Important Definitions – **#Management of Board#** – Powers and Functions. Insurance Act, 1938 – Insurance Regulatory and Development Authority Act (IRDA), 1999

UNIT V

18 hours

The Consumer Protection Act, 1986 - Features, Definition of Consumer, Right of Consumer; Grievance Redressal Machinery- Banking Regulation Act, 1949 - **#Information Technology Act, 2000. #**

Case Studies in All Units – For Teaching Purpose Only

#.....# Self Study Portions

References:

1. Taxman, SEBI & Corporate Laws, Taxman Allied Services (P) Ltd,2018.
2. J.Jayasankar, Corporate Laws, First Edition, Margham Publications, 2012.
3. Dr.S.Sankaran, Corporate and Economic Laws, , First Edition, Margham Publications, 2012.
4. N.D. Kapoor, Corporate Laws and Secretarial Practice, Sultan Chand & Sons, 2016.

Online Reference:

1. <https://www.classcentral.com/tag/corporate-law>

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

Semester	Code		Title of the Paper				Hours		Credits	
I	20PC01CC1		CORPORATE LAW				6		5	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓		✓		✓	✓		✓	
CO2	✓	✓		✓		✓	✓		✓	
CO3	✓	✓	✓		✓	✓	✓	✓		
CO4	✓	✓		✓		✓	✓		✓	
CO5	✓	✓		✓		✓	✓	✓		
Number of Matches= 31, Relationship : Moderate										

Prepared by
Dr. M. Sirajudeen

Checked by
Dr. K.Vijayakumar

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20PCO1CC2	Core – II	ECONOMICS FOR MANAGERIAL DECISIONS	6	5	100	25	75

Course Outcomes

At the completion of this course, the students will be able to

- CO1 Understand the basic concepts of Microeconomics and be familiar with the Elasticity of Demand and Supply
- CO2 Acquire and apply the Utility Theory, LDMU, effects of Income and various forms of production function along with Returns to Scale
- CO3 Ability to use various cost concepts, model of market demand and supply, market structure and its various competitions for decision making
- CO4 Outline the basic concepts of Macroeconomics, factors, approaches, measures and difficulties in measuring national income
- CO5 Analyse the monetary policy, identify and measure the problems and types of inflation

Unit I

16 hours

Microeconomics – Introduction – Nature and Scope of Economics – Relevance of **#Microeconomics – Scarcity and Choice#** – Theory of Demand and Supply – Demand Theory – Elasticity of Demand – Supply Theory – Elasticity of Supply – Demand Forecasting.

Unit II

20 hours

Consumer Behavior – Choice and Utility Theory – Law of Diminishing Marginal Utility – **# Substitution and Income Effect – Indifference Curve #** – Consumer Surplus – Theory of Production – Production Function – Concepts of Product – Three Stages of Production – Short Run and Long Run – Technological Change – Returns to Scale – Production with Variable Inputs.

Unit III

20 hours

Analysis of Costs – Introduction – Types of Costs – **# Cost and Production Function #** – Break Even Analysis – Economies of Scale – Perfect Competition– Characteristics – Supply and Demand in Perfect Competition – Short Run and Long Run Equilibrium – Imperfect Competition– Characteristics – Monopoly – Monopolistic Competition - Oligopoly.

Unit IV

18 hours

Macroeconomics – Introduction – Development of macroeconomics Basic concepts of macroeconomics – National Income – **# Circular Flow of Income #**– Factors Affecting the Size of the National's Income – Approaches to National Income – Measures of Aggregate Income – Difficulties in measuring National Income.

Unit V

17 hours

Monetary Policy - Introduction - Objectives - **# Instruments of Monetary Policy #**- Problems - Inflation – Types of Inflation – Types – Sources – Measuring Inflation.

Case Studies in All Units – For Teaching Purpose Only

#.....# Self Study Portions

References

1. D.N. Dwivedi, Managerial Economics, 8th Edition, Vikas Publishing House Pvt. Ltd., New Delhi, 2018.

2. Dr. D.M. Mithani, Managerial Economics: Theory and Applications, Himalaya publishing House, New Delhi, 2016.
3. Macroeconomic Theory, M C Vaish, *Vikas Publishing House Pvt. Ltd., New Delhi.2005.*
4. H.L. Ahuja, Modern Micro Economics Theory and Prasctices, Ed. 12, S. Chand, New Delhi, 2004
5. Economics for managers – The ICFAI Center for Management Research.
6. Managerial Economics – Dr. S. Sankaran – Margham Publications, 2013.

Online References

1. <https://www.sxccal.edu/TwinningProgramme/downloads/MBA-ManagerialEconomics-1stYear.pdf>
2. http://www.opentextbooks.org.hk/system/files/export/15/15497/pdf/Principles_of_Management_Economics_15497.pdf.
3. https://www.tutorialspoint.com/managerial_economics/managerial_economics_tutorial.pdf
4. <https://ocw.mit.edu/courses/economics/14-01-principles-of-microeconomics-fall-2007/lecture-notes/>
5. <https://drive.google.com/file/d/1FGbjoSzZYbk0RGQrTkdPy0alwADqJ1k2/view>

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

Semester	Code			Title of the Paper			Hours		Credits	
I	20PC01CC2			ECONOMICS FOR MANAGERIAL DECISIONS			6		5	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓		✓	✓	✓	✓		✓
CO2	✓	✓		✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓		✓	✓	✓		✓
CO4	✓	✓		✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓		✓	✓	✓	✓	✓
Number of Matches= 41, Relationship : High										

Prepared By
Dr. L. Asid Ahamed

Checked By
Dr. M.Habeebur Rahman

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20PCO1CC3	Core – III	ADVANCED COST AND MANAGEMENT ACCOUNTING	6	4	100	25	75

Course Outcomes

The successful completion of this course will enable the students to

- CO1 Explain the cost concept in decision making, executing various ideas in cost reduction and cost control techniques and apply the procedure in preparation of cost sheet, tender and quotation
- CO2 Identify the products, where the process costing method is applied and can analyze the process losses, inter process profit, joint product costing etc.
- CO3 Employ skills and strategies in application of operating costing method to ascertaining cost service in transport undertaking and exhibit the various issues involved in operating costing.
- CO4 Establish the areas of application of marginal costing techniques, exhibit the relationship between cost volume and profit analysis and make use the various accounting techniques for making decisions regarding make or buy decisions.
- CO5 Apply different methodologies to prepare the budgets, enhance the knowledge of students in establishing budgetary control system and integrate the learned skills for preparation of master budget for the entire organisation and apply employability skills in viewing real world requirements.

UNIT – I : Introduction to Cost Accounting: 16 hours

Cost Concept in Decision Making– Cost Reduction and Cost Control Techniques: Cost Sheet and Production Account – Preparation of Cost Sheet – #Tender and Quotation# – Reconciliation of Cost and Financial Accounts.

UNIT – II : Process Accounting: 17 hours

Process Costing – Meaning – Characteristic — #Process Losses# – Inter Process Profits – Working Progress and Equivalent Production – Joint Product Costing – By Product Costing.

UNIT – III : Operating Costing and Cost Management Techniques: 20 hours

Operating Costing (Transport Costing) – #Advantages of Operating Costing in Transport Organisation# – Costing procedure in Transport Costing – Computation of Cost Unit in Road Transport Business – Importance of Running Kms – Types of Problems.

Activity Based Costing – Bench Marking - Balance Score Card – Just in Time – Business Process Reengineering.

UNIT – IV : Marginal Costing: 19 hours

Marginal Cost Statement – Break Even Analysis and Break Even Point – Cost Volume Profit Analysis – Key Factor – Sale Mix – Make or Buy – #Own or Lease# – Repair or Renovate – Shut Down or Continue.

UNIT – V : Budgeting and Budgetary Control: 18 hours

Budget and Budgetary Control - Meaning – Importance - #Merits and Demerits# – Types of Budget — Sales Budget - Production Budget - Flexible Budget – Master Budget – Performance Budget – Zero Based Budgets – Responsibility Accounting – Control Ratios.

Case Studies in All Units – For Teaching Purpose Only

#.....# Self Study Portions

References

1. V.K. Saxena and C.D Vashist – Advanced Cost & Management Accounting Problems & Solution, Sultan Chand & Sons. 19th edition 2015.
- 2.S.P.Jain and Narang – Cost Accounting, Kalyani Publishers, New Delhi. Reprinted 2017.
- 3.T.S. Reddy & Hari Prasad Reddy - Cost Accounting, Margham Publications, Chennai. Reprinted 2017.
- 4.S.N.Maheswari –Cost Accounting Principles & Practice , Sultan Chand & sons, New Delhi. 2017.
- 5.T.S. Reddy & Hari Prasad Reddy –Management accounting, Margham Publications, Chennai. Reprinted 2016.
- 6.M.N. Arora – A Text Book of Cost Accountancy, Vikas Publishing Pvt.Ltd 2013.

Online References

1. https://www.icsi.edu/media/webmodules/publications/FULL_BOOK_PP-CMA-2017-JULY_4.pdf
2. <https://icmai.in/upload/Students/Syllabus2016/Workbook/March2019/Paper8.pdf>
3. https://en.wikipedia.org/wiki/Management_accounting

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

Semester	Code			Title of the Paper			Hours		Credits	
I	20PC01CC3			ADVANCED COST AND MANAGEMENT ACCOUNTING			6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓		✓	✓	✓	✓		✓
CO2	✓	✓	✓	✓	✓	✓	✓			✓
CO3	✓	✓		✓		✓	✓	✓		✓
CO4	✓	✓	✓		✓	✓	✓		✓	✓
CO5	✓	✓		✓		✓	✓			✓
Number of Matches= 37, Relationship : High										

Prepared By
Dr. N. Mohamed Siddiq

Checked By
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Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20PCO1CC4	Core– IV	GOODS AND SERVICE TAX	6	4	100	25	75

Course Outcomes

At the completion of this course, the students will be able to

- CO1 Gain knowledge on the need for the implementation of GST law in the country and derive skill on practical application which will equip them to become tax practitioners
- CO2 Infer skills to learn the concepts of indirect tax and GST from the pre-GST period to post- GST period
- CO3 understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development
- CO4 comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy
- CO5 Deduct practical oriented skills to become as a tax consultant in preparing the tax planning, tax management, Payment of tax and filing of tax returns

UNIT – I

20 hours

Indirect Taxes – Concept, Features and Principal of Indirect Taxes – Goods and Services Tax – Introduction – Meaning – Objectives – Features – GST Laws in India and its Constitutional aspects – **#GST Network#** – Service rendered by GST Network.

UNIT – II

20 hours

Subsuming of Taxes – Taxes subsumed under GST – Taxes not subsumed under GST – Levy and Collection of GST – IGST, CGST, SGST, UTGST and Cess – **#GST Rate Structure#**.

Unit – III

18 hours

Registration under GST – Types – Benefits –Forms – Returns under GST – **#List of Returns#**.

Unit – IV

16 hours

Types of Supplies under GST – Taxable Supplies – **#Zero Rated Supplies#** – Exempted Supplies – Negative List under GST.

Unit – V

16 hours

Reverse Charge Mechanism – Supplies attracts RCM - **#Composition Levy#** – Person eligible and not eligible for Composition Scheme.

Case Studies in All Units – For Teaching Purpose Only

#.....# Self Study Portions

References

1. Indirect Taxes Law and Practice – V.S. Datey - Taxmann Publications – 44th Edition - Jan 2020.
2. Indirect Taxes – Mohamed Rafi – Bharat Law House Private Limited – 23rd Edition – 2020.
3. Student's Guide to Income Tax including GST – Dr. Vinod. K. Singhania & Dr. Monica Singhania - Taxmann Publications – 62nd Edition – December 2019.
4. Indirect Taxes GST and Customs Laws – Dr. R. Parameswaran & CA. P. Viswanathan – Kavin Publications – 2018.

Online References

1. <http://www.indiafillings.com/>
2. <http://www.cleartax.in/>
3. <http://www.taxguru.in/>

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

Semester	Code		Title of the Paper			Hours		Credits		
I	20PC01CC4		GOODS AND SERVICE TAX			6		4		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO2		✓	✓		✓	✓	✓		✓	✓
CO3	✓	✓		✓				✓	✓	✓
CO4	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓	✓	✓		✓
Number of Matches= 41, Relationship : High										

Prepared by
Dr. S. Basheer Ahamed

Checked by
Dr. M.Habeebur Rahman

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal marks	External marks
I	20PCO1DE1A	DSE – I	ADVANCED HUMAN RESOURCE MANAGEMENT	6	4	100	25	75

Course Outcomes

On completion, the course will make the students to

- CO1 Understand the concept of human resource management and HRP, International HRM and its Challenges
- CO2 design and formulate various strategies regarding HRM practices such as recruitment, selection, training, development and performance appraisal methods
- CO3 Analyse the importance of Human Resource Development in an organisation along with Executive Development and Career Planning
- CO4 Measure the appropriate Wage payment system and analyse the theories of motivation and morale
- CO5 Demonstrate the importance of quality of work life, level of job satisfaction, empowerment of employees and work life balance.

UNIT I

18 hours

HRM: **#Evolution- Functions – Scope – Importance#** – Distinction between HRM and Personnel Management – Human Resource Planning – Objectives – Important Features– Process of HRP. International HRM – Challenges.

UNIT II

18 hours

Recruitment – Sources – **#Recruitment practices in India#** - Selection - Process – Tests and Interviews – Training – Need and Importance – Methods - Transfer – Promotion and Demotion – Performance Appraisal – Methods.

UNIT III

18 hours

Human Resource Development – Need and Importance - Features of HRD – Concept and Objectives of Executive Development – Career Planning: Characteristics and Process – Pre-requisites for Successful Career Planning – Job Evaluation.

UNIT IV

18 hours

Wage and Salary Administration - Methods of Wage Payment – Financial and Non-Financial Incentives –Fringe Benefits – Motivation: – Theories of Motivation – Morale – Meaning and Factors.

UNIT V

18 hours

Quality of Work Life – Criteria for measuring QWL – Job Satisfaction – Determinants - Employee Empowerment – Meaning and Process - Work Life Balance – Green HRM - strategic HRM - **#Global HRM – HR Auditing and Accounting#**.

Case Studies in All Units – For Teaching Purpose Only

#.....# Self Study Portions

References

1. Dr.S.S. Khanka, Human Resource Management, First Edition, S.Chand & Company Ltd., 2013.
2. Dr. J. Jayasankar, Human Resources Management, Second Edition, Margham Publications, 2016.
3. L.M.Prasad, Human Resource Management, Third Edition, Sultan Chand & Sons, 2011.
4. P.K. Gupta, Human Resource Management, First Edition, Dreamtech Press, 2010.

Online Reference

1. https://swayam.gov.in/nd1_noc19_mg51/preview

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

Semester	Code			Title of the Paper			Hours		Credits	
I	20PC01DE1A			ADVANCED HUMAN RESOURCE MANAGEMENT			6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓
CO2		✓	✓		✓	✓	✓		✓	✓
CO3	✓	✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓		✓	✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓
Number of Matches= 42, Relationship : High										

Prepared By
Dr. M. Sirajudeen

Checked By
Dr. K.Vijayakumar

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal marks	External marks
I	20PCO1DE1B	DSE – I	CUSTOMER RELATIONSHIP MANAGEMENT	6	4	100	25	75

Course Outcomes

At the completion of this course, the students will be able to

- CO1 Examine the concepts of Customer relationship management which has emerged as an important factor at domestic and international level
- CO2 Summarise the theoretical foundations of relationship marketing identifying the modern areas of research in the field
- CO3 Employ the tools for customer data applying new technologies in the management of customer relationship
- CO4 Investigate into the factors influencing the customer loyalty in real world conditions and also measuring the elements of Supplier Relationship
- CO5 Recommend different relationship marketing programmes in correlation with CSR

UNIT-I

18hours

Customer Relationship Management – Meaning and Definition - CRM concepts Scope-Significance – Growth – Acquiring customers – Advantages of CRM - **#Distinction between Traditional Marketing and CRM#**

UNIT-II

18hours

CRM in marketing – One-to-one Relationship marketing – Cross selling & up selling - Customer Retention -- Theoretical foundations of Relationship Marketing – Survey design – Relationship stages-**#Models of stages#** – Customer satisfaction Measurement.

UNIT-III

18hours

Analytical CRM – Managing customer data- customer information database - CRM Business Transformation Process – CRM Implementation–Integration of CRM with ERP – CRM Business Cycle – Different levels of e-CRM – Data Warehousing and Data Mining concepts – **#CRM Call Centre#** – Call Scripting.

UNIT-IV

18hours

Principles of Relationship Marketing–Target Planning–Customer segmentation procedure – Customer Loyalty – Types - Stages of Customer Loyalty – Customer partnership –**# Supplier Relationship Management (SRM)#**

UNIT -V

18hours

Relationship Marketing programmes – The McKinsey‘7s’framework – Nature of Relationship Marketing strategy – Choice of strategy – TQM, BPR and Customer/Supplier relationships – **#CRM development Team#** – Scoping and prioritizing.

Case Studies in All Units – For Teaching Purpose Only

#.....# Self Study Portion

References

1. Alok Kumar Rai, Customer Relationship Management Concept & Case, Prentice Hall of India Private Limited, New Delhi.2019.
2. S.SheelaRani, Customer Relationship Management, Second edition, Margham Publications, 2015.
3. R.K. Sugandhi, Customer Relationship Management, First Edition, New Age International (P) Ltd. Publishers, 2013.
4. Shanmuga Sundaram, Customer Relationship Management, PHI Learning Private Ltd., 2008.

Online References

1. http://www.pondiuni.edu.in/storage/dde/downloads/markiv_crm.pdf
2. https://www.onebusiness.ca/sites/default/files/MEDI_Booklet_Customer_Relationship_Management_Accessible_E.pdf
3. http://www.gov.pe.ca/photos/original/IPEI_ebiz_CRM.pdf

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

Semester	Code		Title of the Paper			Hours		Credits		
I	20PC01DE1B		CUSTOMER RELATIONSHIP MANAGEMENT			6		4		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓	✓	✓	✓		✓
CO2	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO3	✓		✓	✓		✓	✓	✓	✓	
CO4		✓	✓		✓	✓	✓		✓	✓
CO5	✓	✓	✓	✓	✓		✓	✓	✓	✓
Number of Matches= 41, Relationship : High										

Prepared By
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Checked By
Dr. M.Habeebur Rahman

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal marks	External marks
II	20PCO2CC5	Core – V	ADVANCED INCOME TAX	6	5	100	25	75

Course Outcomes

The successful completion of the course will make the students to

- CO1 Acquire the skills and identify the advanced concepts of specific incomes and deemed income of other persons. Moreover, they can apply and deal different provisions regarding Set- Off and Carry Forward Losses under Income Tax Act
- CO2 Apply the learned skills of Income Tax Act, regarding the integrated scheme of agricultural and non-agricultural incomes. Moreover, they can discuss the application oriented knowledge and understanding of Tax Liability, Double Taxation Relief and Special Provision to Avoidance of Tax
- CO3 Become a Tax Consultant and they can employ skills to assess the income of individuals, partnership firm and Joint Stock companies in the noticeable changes in Income Tax Act
- CO4 Understand the administration structure of Income Tax Authorities and identify their powers. They can also aware about the search and Seize circumstances of Income Tax authorities
- CO5 Understand and explain the different ITR forms, Tax Deducted Source and collection Procedures in assessment of Tax. Apply different methodologies and employing skills in filing of return of income with ethical and moral values

UNIT – I 18 hours

Agricultural Income – Partly Agricultural Income – Partly Non Agricultural Income - Deductions from Gross Total Income – Computation of Total Income - *#Schedule of Rates of Taxes -#* Computation of Tax Liability. *(Problem & Theory)*

UNIT – II 18 hours

Aggregation of Income / Clubbing of Income - *#Unabsorbed Depreciation#* - Set-Off and Carry Forward Losses. *(Problem & Theory)*

UNIT – III 18 hours

Assessment of Individuals – Assessment of Firms (Including LLP) - Advance Tax – Provisions – *#Interest and Penalties on Late Payment of Advance Tax.# (Problem & Theory)*

UNIT – IV 18 hours

Income Tax Authorities: Administrative Authorities – Judicial Authorities - CBDT – Powers of CBDT – Jurisdiction of IT Authorities – Assessing Officer – *#Provisions as to Searches and Seizures.# (Theory Only)*

UNIT – V 18 hours

Procedure for Assessment: Stages in the Assessment Procedure – Filing of Return of Income – E-Filing of Return – Steps in E-Filing of Return - *#Types of Assessments#*- ITR Forms – Due Dates for Filing of Returns. *(Theory Only)*

(Marks: Theory – 40% and Problems – 60%)

.....# **Self Study Portions**

Case Studies in All Units – For Teaching Purpose Only

References

1. V. P. Gaur & Narang - Income Tax Law and Practice, Kalyani Publications, 2019
2. Vinod K. Singhania – Taxmann - Income Tax Law and Practice. (64th Edition 2019)
3. Dinger Pagare- Income Tax Law and Practice - Sulthan Chand & Sons, New Delhi. 2019.
4. A. Murthy - Income Tax Law & Practice - Vijay Nicole Imprints (P) Ltd, Chennai, 2019.
5. T.S. Reddy & Hari Prasad Reddy – Income Tax Theory Law & Practice - Margham Publications, Chennai 2019.

Online References

1. [https://www.icsi.in/Study%20Material%20Executive/Executive%20Programme2013/TAX%20LAWS%20AND%20PRACTICE%20\(MODULE%20I%20PAPER%204\).pdf](https://www.icsi.in/Study%20Material%20Executive/Executive%20Programme2013/TAX%20LAWS%20AND%20PRACTICE%20(MODULE%20I%20PAPER%204).pdf)
2. https://swayam.gov.in/nd2_ugc19_hs27/preview
3. <http://www.indiafilings.com/>
4. <http://www.indiaefilings.com/>

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

Semester	Code		Title of the Paper			Hours		Credits		
II	20PC02CC5		ADVANCED INCOME TAX			6		5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓		✓	✓		✓	✓	✓	
CO2	✓		✓	✓		✓	✓		✓	✓
CO3	✓	✓	✓		✓	✓		✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO5	✓	✓		✓	✓	✓	✓	✓	✓	✓
Number of Matches= 41, Relationship : High										

Prepared By
Dr. K. Vijaya Kumar

Checked By
Dr. M.Habeebur Rahman

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal marks	External marks
II	20PCO2CC6	Core – VI	INTERNATIONAL BUSINESS	6	5	100	25	75

Course Outcomes

At the completion of this course, the students will be able to

- CO1 State the importance of International Business identifying its drivers comparing to Local business and to report the business environment along with its different factors
- CO2 Inquire into the concept of Balance of Payment, measuring the BOP Equilibrium and to debate on India's FDI comparing and contrasting different mode of entry
- CO3 Interpret the conditions favouring Globalisation of Indian Business enlightening the challenges prevailing and the measures to overcome them through different measures
- CO4 Assess the role of Indian Trade policies defining and evaluating the different agreements stabilising the policies which will enhance the their application oriented knowledge on Industrial set up
- CO5 Exhibit the settlement procedures of disputes in the International Business devising new models employing new technologies taking into consideration the ethical issues

UNIT I

18 hours

International Business - Nature – Scope - Theories – Driving forces –**#IB Vs Domestic Business#** –Environment of IB – Political – Legal –Technological - Cultural - Economic Environment.

UNIT II

18 hours

Balance of Payment - Balance of Trade, BOP in Equilibrium - Devaluation and Depreciation; Current and capital account convertibility - Foreign capital flows in recent development - Financing foreign trade - India's Foreign Trade - Modes of entry- FDI – FII - **#Comparison of different modes of entry#**.

UNIT III

18 hours

Globalization of Indian business - Obstacles - Strategies - **#Factors favouring Globalization#** - Tariff and non tariff barriers – Political, Legal and Economic Implications of Barriers - WTO – Structure and Functions.

UNIT IV

18 hours

International trade policies - **#Trade Blocks#** - Integration between Countries – Levels of Integration - Impact - Regional Trading Blocks - EU, NAFTA, SAFTA, MERCOSUR, APEC, ASEAN.

UNIT V

18 hours

International Business Negotiations - Arbitration of Disputes – **#International Business and Information Technology#** - E-Business vis-a-vis International Business.

Case Studies in All Units – For Teaching Purpose Only

Self Study Portion

References

1. P. Subba Rao - International Business Text & Cases, Himalaya Publishing House, Mumbai. 2018.
2. Francis Cherunilam - International Business, Wheeler Publishing, New Delhi, 2017.
3. V.K. Aswathappa – International Business, Tata McGraw Hill Education Pvt. Ltd, New Delhi, 2013.
4. V.K. Bhalla & S. Shiva Ramu - International Business, Pearson Education, Anmol Publication Pvt. Ltd, New Delhi, 2012.

Online References

1. https://sol.du.ac.in/pluginfile.php/4586/mod_resource/content/1/lesson%201-5.pdf
2. <https://courses.lumenlearning.com/suny-internationalbusiness/chapter/reading-what-is-international-business/>

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

Semester	Code			Title of the Paper			Hours		Credits	
II	20PC02CC6			INTERNATIONAL BUSINESS			6		5	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓		✓	✓	✓	✓	✓
CO2	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓		✓	✓	✓		✓
CO4	✓	✓			✓	✓	✓		✓	
CO5	✓	✓	✓	✓	✓	✓	✓	✓		
Number of Matches= 40, Relationship : High										

Prepared By
Dr. M. Balasubramanian

Checked By
Dr. K.Vijayakumar

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal marks	External marks
II	20PCO2CC7	Core – VII	STATISTICAL TOOLS FOR BUSINESS DECISIONS	6	4	100	25	75

Course Outcomes

At the completion of this course, the students will be able to

- CO1 Identify the major areas of application of Correlation and Regression techniques in Business and Research for taking decisions.
- CO2 Analyze the various elements of time series and index numbers for decision making in business and also to find solutions to the contemporary issues in the society.
- CO3 Understand and employ the skills in application of probability theory with relevant statistical tools and also for getting employment in the various sectors at national and global levels.
- CO4 Apply the learned skills of Theoretical distributions in arriving at solution to the business problems and research fields.
- CO5 Solve problems for decision making and Testing of Hypotheses by using the tests of significance.

Unit – I

20 hours

Correlation Analysis – **#Karl Pearson Correlation#** - Partial Correlation and Multiple Correlation – Regression Analysis – Simple and Multiple

Unit – II

18 hours

Analysis of Time Series – Components – Fitting a Straight Line by the method of Least Squares – **#Moving Averages#**– Index Numbers – Weighted and Unweighted – Price Index Numbers – Types – Tests in Index Numbers – Unit Test, Time Reversal Test, Circular Test and Factor Reversal Test – Cost of Living Index Number

Unit – III

16 hours

Probability – Theorems of Probability – **#Addition Theorem#** – Multiplication Theorem – Conditional Probability – Mathematical Expectations

Unit – IV

20 hours

Theoretical Distributions – Binomial Distribution – Mean and Standard Deviation of Binomial Distribution – Poisson distribution – Mean and Variance of Poisson Distribution – Normal Distribution – **#Characteristics of Normal Distribution#** – Standard Normal Probability Distribution.

Unit V

16 hours

Significance Tests in Small Samples – Testing the significance between sample and population mean – Two sample means – Independent samples and dependent samples – Testing the significance between variances – **#Chi-square Test#** – Analysis of Variance – One way and two way classifications

(Marks: Theory 20% and Problems 80%)

Case Studies in All Units – For Teaching Purpose Only

Self Study Portion

References

1. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2019.
2. Dr. P.R. Vittal, Margham Publications, Chennai, 2019.
3. D.N. Elhance/ Veena Elhance/ B.M. Aggarwal Fundamentals of Statistics (Kitab Mahal; New Revised edition (2018)
4. P.A. Navnitham, Business Statistics, Jai Publishers, Trichy, 2017.

Online References

1. https://www.academia.edu/36238268/Understanding_Advanced_Statistical_Methods
2. <http://www.paolocoletti.it/books/AdvancedStatistics.pdf>
3. <https://mskaiser.public.iastate.edu/stat601/booknotes.processfile.pdf>

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

Semester	Code			Title of the Paper			Hours		Credits	
II	20PC02CC7			STATISTICAL TOOLS FOR BUSINESS DECISIONS			6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓		✓		✓	✓	✓	✓		✓
CO2	✓	✓		✓		✓	✓	✓		✓
CO3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO5	✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches= 41, Relationship : High										

Prepared By
Dr. M. Marimuthu

Checked By
Dr. Habeebur Rahman

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal marks	External marks
II	20PCO2CC8 P	Core – VIII	TALLY ERP 9 – PRACTICAL	6	4	100	20	80

Course Outcomes

At the completion of this course, the students will be able to

- CO 1** demonstrate knowledge of ERP software package and to prepare the Final accounts of a concern with Tally Software
- CO 2** Prepare the necessary reports with relevance to an organization dealing with goods using Tally ERP
- CO 3** Apply the principles of accounting in preparing Bank Reconciliation statement and to create cheque printouts in Computerised accounting environment
- CO 4** Create Wage and Salary administration strategies mechanically with the help of Tally software for an organization which had TDS and also ESI and PF contributions
- CO 5** Practice GST compliance in which the intrastate and interstate supply of goods are made and prepare and upload GST Returns and upload them to GST portal

Unit I

18 hours

Introduction to Tally ERP 9 – Company: Creation, Selection, Shutting up and Alteration – F 11 Features & F 12 Configurations – Accounting Masters - Ledgers and Groups: Creation, Display, Alteration & Deletion in Single and Multiple options – Pre-defined Groups – Preparation of Trial balance – Entering Closing Stock – Accounting Vouchers: Accounts Only Mode - – Preparation of Final Accounts –Adjustment Entries – # **Displaying Financial Statements and Reports #**

Unit II

18 hours

Inventory Masters : Stock Group - Stock Category - Stock Item - Creation, Display, Alteration & Deletion in Single and Multiple options - Unit of Measurement – Godown: Single & Multiple Godowns – Inventory Vouchers - Passing Different Accounting Vouchers - Order Processing – Purchase and Sales Order - Cost Centres and Cost Categories – Usage in Transactions – # **Creations of Item Invoice and Accounting Invoice #**

Unit III

18 hours

Banking Module: Cheque Printing – Single and Multiple Mode – Cancellation of a Cheque – Deposit Slip – Payment Advice – Cheque Register - Bank Reconciliation Statement – Preparation of BRS – From Cash Book to Pass Book and vice versa – Using Overdraft Balance in BRS – Interest Calculation: Simple Mode and Advanced Mode

Unit IV

18 hours

Payroll Administration: Configuration and Activation – Employee Masters – Attendance / Production Types - Payroll Units – Pay Heads – Salary Processing – Accounting for Employer Contribution towards PF & ESI – Generation of Attendance Sheet & Payslip - Tax Deducted at Source – TDS Masters – Configuring TDS at Group Level and Ledger Level – Making Payment to Government – Generation of TDS Reports – # **E-Filing #**

Unit – V

18 hours

Introduction to Goods and Services Tax – Transfer of Input Tax Credit to GST – Intrastate – Interstate Supply – Inward & Outward Supply – Purchase Returns & Sales Returns – Generating GSTR 1 & GSTR 2 – Input Tax Credit Set Off – Modes of Payment – Exporting the GSTR 1 Return and uploading in GST portal

Case Studies in All Units – For Teaching Purpose Only

.....# Self Study Portion

References

1. Computerised Accounting using Tally.ERP 9 by Tally Education, 2018.
2. Computerised Accounting – A Murali Krishna – Vaagdevi Publications, 2017.
3. Aakash Business Tools – Spoken Tutorial Project – IIT Bombay, 2017.
4. Computerised Accounting and Business Systems – Kalyani Publications Manuals of Respective Accounting Packages, 2016.

Online References

1. <https://www.investopedia.com/terms/e/erp.asp>
2. <https://businessjargons.com/enterprise-resource-planning-erp.html>

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

Semester	Code			Title of the Paper			Hours		Credits	
II	20PC02CC8 P			TALLY ERP 9 – PRACTICALS			3		2	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓		✓	✓		✓	✓	✓	
CO2	✓		✓	✓		✓	✓		✓	✓
CO3	✓	✓	✓		✓	✓		✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO5	✓	✓		✓	✓	✓	✓	✓	✓	✓
Number of Matches= 41, Relationship : High										

Prepared By
Dr. A. Khaleelur Rahman

Checked By
Dr. K.Vijayakumar

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal Marks	External marks
II	20PCO2DE2A	DSE – II	ORGANISATIONAL BEHAVIOUR	6	4	100	25	75

Course Outcomes

At the completion of this course, the students will be able to

- CO1 Identify and demonstrate the applicability of the various concepts of organizational behavior in order to understand the behavior of people in the organization both at domestic and international level
- CO2 Enhance their ability of analysing the complexities involved in managing individual behavior in the organization as influenced by personality, emotions, attitude and perceptions
- CO3 Illustrate the complexities associated with management of the group behavior and group decision making in the organization and the challenges involved in effective organizational communication
- CO4 Assess the leadership styles and the role of leaders in decision making process, skills needed in conflict management, power and politics and abilities to be developed in stress management
- CO5 Infer the factors affecting organizational climate and organizational change and ultimately to build and maintain a competent and cooperative work force which ultimately leads to organizational effectiveness

Unit I: Introduction

15 hours

Organisational Behaviour – Definition – Key Elements – Need & Importance – **Assumptions of Organizational Behaviour - Contributing Disciplines** - Models of Organisational Behaviour – Theoretical Framework – Challenges in the study of Organisational Behaviour.

Unit II: Individual Behaviour

18 hours

Personality – Types – Factors influencing personality – Learning – Types of learners – Learning process and Theories – OB Modification – Emotions – Types – Emotional Intelligence – Attitude – Factors influencing formation of Attitudes – Perception – Process – **Factors affecting Perception – Measures to improve perception.**

Unit III: Group Behaviour

17 hours

Group and its characteristics – Group Behaviour – Group Decision making – Benefits, Functions, Types of Groups – **Advantages & Disadvantages of Working in Groups** - Teams Vs. Groups – Creating Effective Teams – Team Building – Organisation Communication – Effective Communication.

Unit IV: Leadership, Power & Stress Management**16 hours**

Leadership – Meaning, Importance, Leadership styles – **Effective leadership** – Conflict Management – Sources –Types – Conflict Process – Sources of Power – Power & Politics – Stress Management – Nature, Types, Causes, Strategies, Consequences.

Unit V: Dynamics of Organisation Behaviour**18 hours**

Organisational Culture & Climate – Factors affecting Organisational Climate – Organisational Change – **Resistance to change & Overcoming it** – Organisational Development – Process & Techniques – Organisational Effectiveness – Factors influencing Organisational Effectiveness.

References

1. Organisational Behaviour – Dr. S. S. Khanka – S. Chand & Company Ltd., New Delhi, 2017.
2. Organisational Behaviour and Human Behaviour at Work – Keith Davis, McGraw Hill Higher Education, 2012.
3. Organisational Behaviour - L. M. Prasad - Sultan Chand & Sons, 2015.
4. Organisational Behaviour –Stephen Robbins, Pearson Education, 2016.
5. Organisational Behaviour - Fred Luthans, Tata McGraw Hill Publications, 2018.

Online Reference

University of Calicut.info/SDE/IMCom_Organisational_theory_and_behaviour.pdf

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

Semester	Code			Title of the Paper			Hours		Credits	
II	20PC02DE2A			ORGANISATIONAL BEHAVIOUR			6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓		✓	✓	✓	✓	✓			
CO2	✓		✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓	✓	✓	✓	✓			
CO4	✓		✓	✓	✓	✓	✓	✓		
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Number of Matches= 34, Relationship : Moderate										

Prepared By
Dr. A. Sophia Alphonse

Checked By
Dr. M.Habeebur Rahman

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal Marks	External marks
II	20PCO2DE2B	DSE – II	CONSUMER BEHAVIOUR	6	4	100	25	75

Course Outcomes

At the completion of this course, the students will be able to

- CO1 Identify and measure the impact of different factors influencing Consumer Behaviour in the Modern Scenario with reference to change in the Global consumer behaviour
- CO2 Summarize the different criteria for Market Segmentation and the relative significance of Consumer Values and Lifestyles based on which consumers can be effectively communicated and product can be positioned successfully
- CO3 Interpret the Elements of Consumer Persuasion and to develop a Model for measuring the Consumer Needs
- CO4 Develop and devise a model for Consumer Research to formulate strategies which will help to manage the Consumer Personality and Attitude and to evaluate the significance of Group Dynamics explaining the different stages of Consumer Buying Decision Process
- CO5 Assess the Social Impact of Consumer Behaviour Strategy and to appraise the Consumer awareness regarding their Protection

Unit I

18 hours

Introduction to Consumer Behaviour: Consumer Behaviour – Meaning – Concept – Importance – Evolution - Factors Influencing Consumer Behaviour - **## Industrial Buying Behaviour ##** - Changing Trends - Global Consumer Behaviour - Online buying behaviour.

Unit II

18 hours

Consumer Behaviour & Market Segmentation: Market Segmentation – Criteria for segmentation - Bases – VALS (Values and Lifestyles) –Key Characteristics of VALS - Marketing Communication – Components – Persuasion – **## Elements ##** – Weapons – ELM (Elaboration Likelihood Model).

Unit III

18 hours

Consumer Research Process: Consumer Research – Meaning – Process – Methods - Consumer Needs - Types – Systems – Consumer Motivation – Process - Types of Motives – Consumer Attitude – Introduction - **## Models ##** - Attitude Formation and Change - Consumer Personality: Introduction - Theories of personality - Understanding Consumer Diversity.

Unit IV

18 hours

Consumer Reference & Decision Making: Group Dynamics and Consumer Reference Groups – Application – Role of family in Decision Making - Social Class and Consumer Behaviour - Lifestyle Profiles - Opinion leadership and Promotional strategies – Diffusion and Adoption – **## Stages ##** – Factors - Decision Making Process - Models of Consumer Buying

Unit V

18 hours

Consumer Behaviour and Society: Societal Marketing Concept - Issues of manipulation and impact on society and children - Consumer materialism - knowledge of Consumer behaviour for Public Policy decisions - Marketing Ethics - Consumer Movement - Government Policy and Consumer Protection.

Case Studies in All Units – For Teaching Purpose Only

#.....# Self Study Portion

References

1. Consumer Behaviour - Atish Singh – Himalaya Publishing House, 2016.
2. Ramanuj Majumdar, Consumer Behaviour, Prentice Hall of India, New Delhi, 2011.
3. Consumer Behavior, Raju M.S ,Vikas Publishing House Pvt. Ltd., New Delhi, 2015.
4. Leon G. Schiffman, Kanuk Leslie Lazar, Consumer Behavior, PHI Learning, New Delhi, 2016.

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<http://www.en.wikipedia.org/wiki/consumer.behaviour>
<http://www.springerlink.com>
<https://www.oxfordreference.com/view/10.1093/oi/authority.20110803100135203>
<https://onlinelibrary.wiley.com/doi/abs/10.1002/9781444316568.wiem01033>
<https://www.marketing91.com/vals-values-attitude-lifestyle/>
https://en.wikipedia.org/wiki/Marketing_research
<https://smallbusiness.chron.com/consumer-research-analysis-644.html>
<https://www.surveymonkey.com/mp/market-research-surveys/>
<https://www.civilserviceindia.com/subject/Management/notes/ethics-in-marketing.html>
<http://euroasiapub.org/wp-content/uploads/2017/07/2IMJune-5026.pdf>
<https://www.marketing-schools.org/types-of-marketing/ethical-marketing.html>

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

Semester	Code			Title of the Paper			Hours		Credits	
II	20PC02CE2B			CONSUMER BEHAVIOUR			6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓	✓		✓	✓	
CO2	✓	✓				✓	✓		✓	✓
CO3	✓	✓	✓	✓	✓			✓	✓	
CO4	✓	✓	✓	✓			✓	✓	✓	
CO5			✓	✓	✓	✓		✓		✓
Number of Matches= 34, Relationship : Moderate										

Prepared by:
Dr. M. Habeebur Rahman

Checked by:
Dr. K.Vijayakumar

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20PCO3CC9	Core – IX	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	6	5	100	25	75

Course outcomes

At the end of this course, the students will

1. Learn about the fundamentals of Business Ethics and CSR and adopt them in an enterprise.
2. Identify the factors of Corporate Ethics and estimate their level of significance in the successful running of an organisation.
3. Explore the areas of application of Ethics in Organisations in the current Business Environment.
4. Establish ethical codes for organisations at Domestic and Global level with reference to the real world business situations.
5. Develop research activities in the area of Business Ethics and CSR for future development.

Unit I

18 Hours

Introduction to Business Ethics: Ethics – Meaning and Definition –Characteristics – Theories of Ethics - Virtue theory – Modern Virtue theory - Justice Theory - Egoism - Relativism - Ethics and Business Ethics – Ethical Concepts in Business – Models – Scope of Business Ethics – Compliance and Functional Areas of Management – **#Advantage of Business Ethics #**

Unit II

18 Hours

Organisational Ethics: Introduction – Ethical Classification of Organisations –Ethical Issues in Organisations - Unethical Behavior in Organisation – Kinds - Characteristics of a Good Organisational Ethics - Corporate Code of Ethics – Elements – Advantages - Development of Ethical Corporate Behaviour - Guidelines for Managing Ethics in Organizations – **# Case Study #**

Unit III

18 Hours

Social Responsibility of Business: Meaning & Definition – Factors – Assumptions – Criticisms – Corporate Governance - Need and Importance – Evolution of Corporate Governance – Principles - Theories - Agency Theory, Shareholder Theory, Stake Holder Theory and Stewardship Theory

Unit IV

18 Hours

Corporate Social Responsibility: Introduction – Definition – Principles of CSR –Elements of Good Corporate Governance – Role of Companies and CSR - Benefits of implementing a CSR approach – CSR Implementation – Framework - CSR in small businesses - CSR Assessment – Process - Existing CSR Activities in India – **# Case Study #**

Unit V

18 Hours

Recent Trends in CSR: Globalisation and CSR – Impact of Globalisation on CSR – Ethical Issues and Information Technology – Ethical Issues in IT – Environmental, Corruption and Gender Issues in Companies – Guidelines and Norms of Protection of Human Rights Act – International CSR initiatives

#.....# Self Study Portions

Books for Reference:

1. Business Ethics and Corporate Governance (Principles and Practices) - Khanka S.S., S. Chand Publishing, 2014
2. Business Ethics - Text & Cases – C.S.V. Murthy, Himalaya Publishing House Pvt. Limited, 2019
3. ICSI Study Material for Paper 6: Ethics, Governance & Sustainability, 2014
4. Governance and Ethics - Geeta Rani and R K Mishra - Excel Books Private limited, New Delhi, 2011
5. Corporate Social Responsibility - David Crowther & Güler Aras, Ventus Publishing ApS, 2008
6. Management Concepts & Business Ethics, University of Calicut Study material, 2011
7. Handbook on Corporate Social Responsibility in India – Confederation of Indian Industry, 2013
8. Corporate Social Responsibility: An Implementation Guide for Business - Paul Hohnen & Jason Potts, International Institute for Sustainable Development, 2007

Online References:

1. <http://creativecommons.org/licenses/by-nc-sa/3.0/>
2. <https://www.corp-research.org/>
3. <http://www.3blassociation.com/recognition/100-best-corporate-citizens>
4. <https://www.reputationinstitute.com/csr-reprtrak>

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

Semester	Code		Title of the Paper			Hours		Credits		
III	20PC03CC9		BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY			6		5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓		✓	✓	✓	✓		✓	✓	✓
CO2	✓	✓	✓		✓	✓	✓	✓		✓
CO3	✓	✓	✓	✓		✓		✓	✓	
CO4	✓		✓		✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of Matches= 41, Relationship : High										

Prepared by:	Checked by:
Dr. M. HABEEBUR RAHMAN	Dr. A. KHALEELUR RAHMAN

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20PCO3CC10	Core – X	ADVANCED CORPORATE ACCOUNTING	6	5	100	25	75

Course Outcomes

At the end of this course, the students will be able to

1. Learn about the Valuation methods of Shares and Goodwill and also the Measurement of performance of the Companies.
2. Gain knowledge of the entire liquidation process of companies and also the accounting treatment.
3. Apply the knowledge in preparation of consolidated balance sheet of Holding Companies and also the preparation of Final Accounts of Banking Companies
4. Appraise the Need and Significance of International Accounting Standards in the Current Scenario.
5. Prepare the Final Accounts of the Insurance companies, Electricity companies as well as Railway Companies in conformity with the provisions of the Companies Act.

UNIT I

18 Hours

Valuation of Goodwill – Valuation of Shares – Valuation of Business

UNIT II

18 Hours

Liquidation – Statement of Affairs and Deficiency Accounts – Liquidator's Final Statement of Account- Inflation Accounting

UNIT III

18 Hours

Accounts of Holding Companies (including Chain Holdings) – Preparation of Consolidated Balance Sheet – Social Responsibility Accounting.

UNIT IV

18 Hours

Final Accounts of Banking Companies (New Format) – International Accounting Standards

UNIT V

18 Hours

Final Accounts of Insurance Companies (New Format) – Accounts of Electricity and Railway Companies under Double Accounts System – Replacement of Capital Assets

(Marks: Theory – 20% and Problems – 80%)

Books for Reference

1. M.C. Shukla, T.S. Grewal and S.C. Gupta - Advanced Accounts – S.Chand & Co, NewDelhi, 2019
2. R. L. Gupta &Radha Swami - Advanced Accounts, Sultan & Sons, New Delhi, 2019
3. S.P. Jain and K.L. Narang- Advanced Accounts, Kalyani Publishers, Ludhiana, 2019
4. Reddy & Murthy – Corporate Accounting – Margham Publications, Chennai, 2019

Online References:

1. <https://www.udemy.com/topic/accounting/free/>
2. <https://www.accountingcoach.com>

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

Semester	Code		Title of the Paper			Hours		Credits		
III	20PCO3CC10		ADVANCED CORPORATE ACCOUNTING			6		5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√		√	√	√		√	√
CO2	√		√	√	√	√	√	√	√	
CO3		√	√	√	√	√	√	√		√
CO4	√	√	√	√			√	√	√	√
CO5	√	√	√		√	√	√	√	√	√
Number of Matches= 41, Relationship : High										

Prepared By	Checked By
Dr. E. MUBARAK ALI	Dr. K. VIJAYAKUMAR

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20PCO3CC11	Core – XI	RESEARCH METHODS	6	4	100	25	75

Course Outcomes

At the end of this course, the students will be able to

1. Acquire the basic knowledge of the Nature and Scope of the Research.
2. Analyze the essentials of a research design and apply the sampling methods for determining the sample size and sampling error.
3. Employ the skills in application of data collection with relevance to primary and secondary data for social science research in the various sectors at national and global levels.
4. Apply the appropriate tools for data analysis and processing in finding solutions to various business problems.
5. prepare an effective research report for business problems and become a successful Research Professional.

UNIT – I

18 Hours

Research – Meaning – Objectives – Significance – **Characteristics of good research** – Types of research – Nature and scope of research in business – Identification, Selection and formulation of research problem – Review of literature.

UNIT – II

16 Hours

Research Design – Meaning – # **Essentials of a research design** # – Types of research design – Steps in preparing a research design – Research population – Sampling – Methods – Determination of sample size – Sampling error.

UNIT – III

18 Hours

Methods of data collection – Primary and Secondary data – Sources: Observation, Interview, mailed questionnaire and e-mail surveys – # **Pilot study and pre-testing** # – Formulation and testing of hypothesis.

UNIT – IV

22 Hours

Steps in data processing – Forms of interpretation – # **Test of significance** # – t-test, Z- test, Chi-square test and ANOVA, using SPSS Package.

UNIT – V

16 Hours

Research Report – Types of report – Quality of research report – Layout of the report – #**Steps in writing the report**# – Presentation and evaluation of report – Bibliography.

#.....# Self Study Portions

Books for References:

1. Research Methodology: Kothari C. R. - Wiley Eastern Ltd. New Delhi (2016).
2. Business Research Methods: Donald R. Cooper & Pamela S. Schindler, Tata McGraw Hill, New York, USA (2012).
3. Research Methods in Commerce: Amarchand D, Emerald Publishers, Chennai (2016).
4. Research Methodology: Vijay Upagade & Arvind Shende, Sultan Chand & Sons, New Delhi (2012).
5. Project Methodology: Senthilkumar & Sasikumar, Himalaya Publishing House (2017).
6. Conceptual Foundations of Business Research: Rigley, Paul, John Wiley and Sons, New York.

Online References:

1. https://onlinecourses.swayam2.ac.in/cec20_ge37/preview
2. <https://www.coursera.org/learn/research-methods>
3. <https://www.coursera.org/specializations/data-analysis>
4. <https://www.coursera.org/specializations/social-science>

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

Programme Outcomes:										
Semester	Code		Title of the Paper			Hours		Credits		
III	20PCO3CC11		RESEARCH METHODS			6		4		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓		✓	✓	✓		✓	✓	✓
CO2	✓	✓	✓		✓	✓	✓	✓	✓	
CO3	✓		✓	✓	✓	✓	✓	✓	✓	✓
CO4	✓	✓	✓		✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓		✓	✓		✓	✓
Number of Matches= 42, Relationship : High										

Prepared By	Checked By
Dr. S. RIZVAN AHAMED	Dr. M. MARIMUTHU

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20PCO3CC1 2	Core – XII	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	6	4	100	25	75

Course Outcomes

At the end of this course, the students will be able to

1. Understand the characteristics, objectives of investment and various investment avenues.
2. Have insight into the relationship of the risk and return.
3. Have familiarity of the fundamental analysis.
4. Get an insight into the technical analysis, tools, theories related to it.
Learn the theories of portfolio management and also the tools and techniques
5. for efficient portfolio management.

UNIT-I

18 Hours

Introduction to Investment: Investment-Meaning – Characteristics – Objectives - # **Investment Vs Speculation - Investment Vs Gambling** # - Types of Investors - Investment Avenues.

UNIT-II

18 Hours

Securities: Meaning and Types - #**Sources of Information**# - Investment Planning and Alternatives – Risk – Definition - Classification of Securities - Minimising Risk Exposure - Risk Measurement – Return - Meaning- Methods of Calculation -Valuation.

UNIT-III

18 Hours

Security Analysis: Types of Analysis-Fundamental Analysis-Economic Analysis-Meaning-Key Economic Variables-Economic Forecasting-Techniques-Industry Analysis-Meaning-Concept of Industry-#**Industry Life Cycle**#- Industry Characteristics-Company Analysis-Meaning-Factors to be considered.

UNIT-IV

18 Hours

Security & Portfolio Analysis: Technical Analysis – Meaning – Assumptions – History - Technical Tools - Dow Theory and other Technical indicators - Efficient Market Theory – Meaning - Market Efficiency – Types - The Random-walk Theory -Portfolio Analysis - Expected Return of Portfolio - #**Risk of a Portfolio**# - Reduction of Portfolio risk through diversification-Case Studies.

UNIT-V

18 Hours

Portfolio Management: Meaning-Phases-Evolution-Role-Portfolio Construction-Approaches-Traditional Approach-Steps-Modern Approach-Managing the Portfolio-The Markowitz Model-Assumptions-Concept-Efficient Frontier-CAPM Theory-Assumptions-Concept-Capital Market Line-Security Market Line-#**Empirical Tests of CAPM**#-Current Validity of CAPM.

#.....# Self Study Portions

(100 % Theory Only)

Books for Reference:

1. S. Kevin, Security Analysis and Portfolio Management, Twelfth Edition, PHI Learning Private Limited, Delhi, 2014.
2. Punithavathy Pandian, Security Analysis and Portfolio Management, Second Edition, Vikas Publishing House Private Limited, Noida, 2014.
3. Preeti Singh, Investment Management, 20th Revised Edition, Himalaya Publishing House Private Limited, Mumbai, 2018.
4. S. Gurusamy, Security Analysis and Portfolio Management, Vijay Nicole Imprints Private Limited, Chennai, 2018.

Online Reference:

1. <https://books.google.com.bd> > books

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

Semester	Code		Title of the Paper			Hours		Credits		
III	20PCO3CC12		SECURITY ANALYSIS & PORTFOLIO MANAGEMENT			6		4		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CO2		✓			✓		✓	✓		✓
CO3	✓		✓	✓	✓	✓			✓	✓
CO4	✓	✓		✓		✓	✓	✓	✓	✓
CO5	✓		✓	✓	✓	✓	✓		✓	
Number of Matches= 37, Relationship : High										

Prepared By	Checked By
Dr. S. GOPI	Dr. S. BASHEER AHAMED

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20PCO3DE3 A	DSE – III	INDUSTRIAL LEGISLATIONS	6	4	100	25	75

Course Outcomes

At the end of this course, the students will be able to

1. Acquire basic knowledge of the judicial set up of Industrial Legislations in India.
2. Identify the legal framework of the Factories Act consisting of Health, Safety, Welfare Measures and so on.
3. Understand and deal with the provisions of the Employee Relations Legislations with reference to Trade Unions Act and Industrial Disputes Act.
4. Explain the provisions of Wages and Social Security Legislations with reference to Payment of Wages Act, Minimum Wages Act, ESI Act, EPF Act, Payment of Bonus Act and Employee's Compensation Act.
5. Examine the recent developments in the Industrial Legislations in India.

UNIT I

18 hours

The Factories Act, 1948 [as amended by the Factories (Amendment) Act, 1987]: Objectives of the Act – Health, Safety and Welfare measures – Working Hours – Holidays – Annual Leave with Wages – *#Employment of Women and Young Persons#*.

The Trade Unions Act, 1926 [as amended by the Trade Unions (Amendment) Act, 2001]: Objectives of the Act – Definitions- Registration of Trade Unions – Cancellation of Registration – Appeal - Duties and Liabilities of a Registered Trade Union - Rights and Privileges.

UNIT II

18 Hours

The Industrial Disputes Act, 1947[as amended through the Industrial Disputes (Amendment) Act, 2010]: Objectives of the Act – Authorities under Act for Prevention and Settlement of Industrial Disputes - Conciliation – Adjudication – Arbitration – Award and Settlement – Strike and Lockout – Layoff, Retrenchment and Closure – Provisions – *#Unfair Labour Practices#*.

The Code on Wages Act, 2019: Introduction - Acts to be Subsumed – Other important Highlights.

UNIT III

18 hours

The Payment of Wages Act, 1936 [as amended through the Payment of Wages (Amendment) Act, 2017]: Objectives – Rules for Payment of Wages –Deductions from wages – Enforcement of the Act – Appeals - Penalty for Offences.

The Minimum Wages Act, 1948: Objectives –Fixation and Revision of Minimum Wages– Advisory and Central Advisory Board - Payment of Minimum Wages – Inspectors – Claims – *#Offences and Penalties.#*

UNIT IV

18 hours

The Employees' State Insurance Act, 1948[as amended through the Employees' State Insurance (Amendment) Act, 2010]: Objectives – Administration of ESI Scheme - ESI Corporation - Standing Committee - Medical Benefit Council – Officers and Staff – Inspectors – ESI Fund – Rules regarding Contribution – *#Benefits#* – ESI Court – Constitution - Powers.

The Employees' Provident Fund & Miscellaneous Provisions Act, 1952 [as amended through the Employees' Provident Fund & Miscellaneous Provisions(Amendment) Act, 1996]: Objectives – EPF Schemes – Employees' Pension Fund Scheme and Fund - Administration of the Schemes – Determination of money due from employers-Recovery – EPF's Appellate Tribunal.

UNIT V**18 hours**

The Payment of Bonus Act, 1965 [as amended through the Payment of Bonus (Amendment) Act, 2015]: Objectives and Scope of the Act – Eligibility and Disqualification for Bonus – Determination of Bonus – Available Surplus and Allocable Surplus – Set On and Set Off Rules – Payment of Bonus by New Establishments.

The Employee's Compensation Act, 1923 [as amended through Employee's Compensation (Amendment) Act, 2017]: Objectives of the Act – Definitions – Employer's Liability for Compensation – Amount of Compensation – Distribution of Compensation – *#Notice and Claim#*. **(100% Theory Only)**

Note: #.# indicates the Self-Study Portion.

Case Studies in all Units – For Teaching Purpose only.

Books for Reference:

1. N.D. Kapoor – Elements of Industrial Law, Sultan Chand & Sons, New Delhi, 2020.
2. N.D. Kapoor – Handbook of Industrial Law, Sultan Chand & Sons, 2013.
3. P.K. Padhi – Labour and Industrial Laws, PHI Learning Private Limited, Delhi, 2019.

Online References:

<https://www.ilo.org/dyn/natlex/docs/WEBTEXT/32063/64873/E87IND01.htm>

<https://labour.gov.in/industrial-safety-health>

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

Semester	Code		Title of the Paper			Hours		Credits		
III	20PCO3DE3 A		INDUSTRIAL LEGISLATIONS			6		4		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓			✓	✓	✓	✓			
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓	✓	✓		✓	✓		✓	✓	✓
CO4	✓			✓		✓	✓		✓	✓
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓
Number of Matches= 38, Relationship : High										

Prepared By	Checked By
Dr. A. MEHATHAB SHERIFF	Dr. M. SIRAJUDEEN

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
III	20PCO3DE3B	DSE – III	BRAND MANAGEMENT	6	4	100	25	75

Course Outcomes

The completion of this course will make the students to

1. Demonstrate the nature and process of brand, branding and identify the customer based brand equity
2. Formulate and justify brand development of positioning, advertising and identifying the images of brand personality
3. Understand the building, measuring and identify the trends in brand management
4. Evaluate the scope of brand management activity analyse the other business areas
5. Analyse and discuss contemporary brand related problems and develop appropriate strategies and initiatives

UNIT – I

18 Hours

Brand: Introduction – Meaning - Characteristics – Branding: Challenges - Opportunities - Brand Equity - # *Customer Based Brand Equity* # - Brand Loyalty - Brand Awareness - Brand Image Constellation.

UNIT – II

18 Hours

Identifying and Establishing Brand Positioning: Position or Perish – Brand Positioning - Advertising Persuasion - # *Unique Selling Proposition* # – Brand Image and Personality.

UNIT – III

20 Hours

Brand Management: Brand Building and Positioning – Measuring Brand Performance - Designing Brand Marketing Programmes - # *Branding in Retail Business* # - Role of Own Label – Emerging Trends in Brand Management.

UNIT- IV

18 Hours

Management of Sales Promotion: Importance - # *Need for Sales Promotion* # - Planning for Consumer Schemes and Contests - Different Types of Consumer Schemes.

UNIT – V

16 Hours

Strategic Brand Management Process: Planning and Implementing Brand - Marketing Programs - Measuring and Interpreting Brand Performance - Growing and Sustaining - # *Evolution of Brands* #

Note #..... # Self - Study Portion.

BOOKS FOR REFERENCE

1. K.L. Keller, Strategic Brand Management – Trans Atlantic, Pearson Publications 2012.
2. Dr. S. L. Gupta, Himalaya Publications House 2019, New Delhi 110002.
3. Chunnawala, S.A., Compendium of Brand Management, Himalaya Publications House 2004 New Delhi 110002.
4. Y.L.R. Murthy, Brand Management - Indian Cases, Vikas Publication, Chennai 600029

ONLINE REFERENCE

1. www.brandextension.org
2. www.managementstudyguide.com
3. www.nielsen.com

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

Semester	Code		Title of the Paper			Hours		Credits		
III	20PCO3DE4 B		BRAND MANAGEMENT			6		4		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓		✓	✓	✓		✓	✓
CO2	✓		✓	✓	✓	✓	✓	✓	✓	
CO3		✓	✓	✓	✓	✓	✓	✓		✓
CO4	✓	✓	✓	✓			✓	✓	✓	✓
CO5	✓	✓	✓		✓	✓	✓	✓	✓	✓
Number of Matches= 38, Relationship : High										

Prepared By	Checked By
Dr. G. HADI MOHAMED	Dr. S. RIZVAN AHAMED

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20PCO4CC13	Core – XIII	STRATEGIC MANAGEMENT	6	5	100	25	75

Course Outcomes

On successful completion, the course will make the students to

1. Understand the concept of Strategy and its application in various functional areas of management.
2. Identify the factors affecting the formulation of strategies in the current scenario collaborating the contemporary ideas with recently developed technologies
3. Employ different strategies at various levels of the organisation for its sustainability with an ethical consideration
4. Evaluate the successful implementation of a strategy and take corrective actions suitable for the real world business situations.
5. Undertake Research activities in the area of Strategy Development and Employment to enable the business to contribute to the welfare of the society

UNIT I

18 Hours

Strategy and Strategic Management: Strategy – Meaning and Definition – Nature – Essence - Levels – Need and Importance - Formation Process - Conceptual framework for Strategic Management – Strategic Intent – Vision – Mission – Core Values and Purpose – Business-Objectives and Goals –Approaches - Social Responsibility of Business in India - # *Case study* #.

UNIT II

18 Hours

Strategy Formulation: Business Environment –Characteristics - Internal and External Environment - Environmental Appraisal- factors to be considered – Techniques - Environmental Threat and Opportunity Profile (ETOP) - SWOC Analysis- Critical Success Factors(CSF) and Value Chain Analysis- GAP Analysis - Mc Kinsey's 7s Framework - GE 9 Cell Model - PEST analysis - Balance Score Card- # *Case study* #

UNIT III

18 Hours

Strategic Alternatives and Areas: Strategy Analysis and Choice – Process - Strategic Position and Action Evaluation (SPACE) – Dimensions –Corporate Level Strategies: Stability – Combination - Retrenchment - Expansion strategy - Business level strategies: Generic Strategies - Competitive Tactics – Functional Level Strategies: Marketing – Finance – Production – Human Resource - Research and Development.

UNIT IV

18 Hours

Strategy Implementation, Evaluation and Control: Introduction to Strategy Implementation - Structural Implementation - Functional & Operational Implementation - Behavioural Implementation - Leadership, Culture, Politics, Power, Values and Ethics - Resource Mobilization and Allocation - Strategic Evaluation and Control - Concept –Role - Barriers - Control Process - Techniques of Strategic Evaluation and Control.

UNIT V

18 Hours

Strategic Issues: Managing Technology and Innovation - Strategic issues for Non Profit organizations - New Business Models - Entrepreneurial Ventures and Small Business - Strategies for Internet Economy - # *Case Study* #

#.....# *Self Study Portions*

Books for Reference:

1. Strategic Management and Business Policy – Azhar Kazmi & Adela Kazmi, Tata McGraw Hill, New Delhi, 2015
2. Strategic Management – Francis Cherunilam, Himalaya Publishing House, Mumbai, 2016
3. Strategic Management – Dr. S. Sankaran, Margham Publication, Chennai, 2012
4. ICAI Study Material for Paper 7: Enterprise Information Systems & Strategic Management, 2017.
5. Concepts in Strategic Management & Business Policy by Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Charles E. Bamford and Purva Kansal, Pearson Education India, Noida, 2018

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

Semester	Code		Title of the Paper			Hours		Credits		
IV	20PCO4CC13		STRATEGIC MANAGEMENT			6		5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓		✓	✓	✓	✓		✓	✓	✓
CO2	✓	✓	✓		✓	✓	✓	✓		✓
CO3	✓	✓	✓	✓				✓	✓	
CO4	✓		✓		✓	✓	✓	✓		✓
CO5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of Matches= 39, Relationship : High										

Prepared by:	Checked by:
Dr. M. HABEEBUR RAHMAN	Dr. M. MARIMUTHU

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Sem	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20PCO4CC1 4	Core – XIV	ENTREPRENEURSHIP AND PROJECT MANAGEMENT	6	5	100	25	75

Course Outcomes

At the end of this course, the students will

1. Inculcate innovative ideas for their new initiatives. Manage their own/family business in skilful manner with new idea coping with fast changing requirements of the society.
2. Describe and summarize the latest programs of the government authorities in promoting small and medium industries.
3. Understand the systematic process to select and screen a business idea
4. Analyse the learning and understand techniques for Project planning, scheduling and Execution Control
5. Design strategies for successful implementation of ideas

UNIT-I

15 Hours

Entrepreneur: Definition and Functions- Characteristics of Entrepreneur—Role of entrepreneur in economic development - International Entrepreneurship - Entrepreneurship Competencies: Meaning - Traits and Motives - Entrepreneurship Development in India: importance – EDPs – Meaning – Objectives - Phases of EDPs - *# Institution for Entrepreneurship Development #*

UNIT-II

15 Hours

Small business: Meaning and Features – Advantages of small business –Setting up small scale industrial unit - Government regulatory framework for small business – Identification of Business Opportunities for Small Business - Environment Scanning and Opportunity Analysis - *# Materials and Inputs #* - Production Technology - Product Mix - Plant Location and Layout - Selection of Plant and Equipment.

UNIT-III

15 Hours

Concept of Project : Project Ideas – Screening of Project Ideas – Project formulation – Market demand and Situation analysis - Technical analysis - Financial analysis, Analysis of Project risk, Firm risk and Market risk, Cost Benefit Analysis, Social Cost Benefit Analysis- Environmental Appraisal of Projects - *# Stress on environment #* - A Project report preparation.

UNIT-IV

15 Hours

Project planning - Developing project teams - Setting goals and getting commitment – Project Scheduling – *# Resource Management #* – Using Microsoft project for project management: Major features of MS-Project and their application in project management

UNIT-V

15 Hours

Project Implementation – Project Management Organization –Importance of Project Management in organisation – Monitoring and control of projects –Parameters for monitoring and control - *# Process of monitoring #* - Computer based Project Management.

#.....# Self Study Portions

Books for Reference:

1. Prasanna Chandra: Projects – Planning, Analysis, Selection, Financing, Implementation and Review – CFM-MHE Professional Series in Finance, 8th Edition
2. New Delhi: McGraw Hill Education (India) Private Limited, [2017]
3. R.Gopal, Pradip Manjrekar-Entrepreneurship & Innovation Management–Abe Books
4. E.Gordon and L.Natarajan-Entrepreneurship Development- Himalaya Publishing House
5. Bhavesh M Patel : Project Management(Second Edition) 2010, Vikas Publications
6. Desai, Vasant – Entrepreneurship Management: Passion, Works, Wonders, Himalaya Publishing House - First Edition : 2019

Online Reference:

1. www.entrepreneurship.edu.in/
2. www.icecd.org/services/entrepreneurship-development-programs
3. <https://www.udemy.com/course/project-management-leadership-manageme...>

Mapping with Course Outcome

Semester	Code		Title of the Paper			Hours		Credits		
IV	20PCO4CC14		ENTREPRENEURSHIP AND PROJECT MANAGEMENT			6		5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	✓	✓	✓	✓	✓	✓	✓		✓	✓
CO 2		✓			✓		✓	✓	✓	
CO 3	✓		✓	✓	✓	✓		✓		✓
CO 4	✓				✓	✓	✓		✓	✓
CO 5	✓	✓	✓	✓		✓		✓	✓	
Number of Matches= 34, Relationship : Moderate										

Prepared By	Checked By
Dr. G. PASUPATHI	Dr. K. VIJAYAKUMAR

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20PCO4CC15	Core – XV	EXIM MANAGEMENT	6	5	100	25	75

Course Outcomes

At the end of this course, the students will be able to

1. Comprehend the importance of export and import management.
2. Become a newbie manager or entrepreneur to identify foreign markets, product development, payments, financial processes and documentations.
3. Gain knowledge about business expansion abroad and key issues related to their operations in other countries.
4. Manage the preparation of documents and the application of procedures to support the movement of products and services in the organization's global supply chain.
5. Identify and interpret relevant international financial documents, and evaluate financial strategies that support an organization's integrative trade initiatives.

UNIT – I

18 hours

Export Management - Meaning - Features – Objectives – Scope – Export management functions – Preliminaries for starting an Export Business - Problems of exporters - Guidelines of successful Exporting - Export Planning – Importance – Steps - Types of export plan- Quality control for export products - **#Future challenges in Export Trade#**.

UNIT – II

18 hours

Export Procedure – Methods of exporting – Step by step procedure for export – Export Documentation – Types of documents in export – payment of export proceeds – Methods - ISO 9001 Certificate – **#Procedure for obtaining certificate#**.

UNIT- III

18 hours

Export Finance and Assistance - Pre-Shipment Credit – Post-Shipment Finance –Types – Procedures - EXIM Bank – ECGC – Highlights of 2015 -2020 EXIM Policy – Export Promotion measures - Export Promotion Organisation – Functions of WTO – **#TRIPS. TRIMS, MFN, GSP**

UNIT – IV

18 hours

Import Management – Import Procedure - Procedure for custom clearance – Clearance of Import Cargo- **#Import Documents#** - Documents to be submitted for customs clearance – Bill of Entry – EDI procedure – Examination of Import Cargo.

UNIT – V

18 hours

Imports under Duty Exemption Scheme - **#Components of Duty exemption scheme #** - Advance Authorisation: Eligible applicants for export of goods –Procedure for advance authorization – DFIA – Eligibility, Validity and Transferability of DFIA.

Case Studies in All Units – For Teaching Purpose Only

Note: #. # Self-Study portion.

BOOKS FOR REFERENCE:

1. Francis Cherunilam - International Trade and Export Management - Himalaya Publishing House, New Delhi - 2019
2. Justin Paul & Raju Aserkar – Export Import Management – Oxford Higher Education, Chennai - 2008
3. Neelam Arora - Export Import Procedures and Documentations – Himalaya Publishing House, New Delhi - 2013
4. L.Natarajan – Import & Export Procedure – Margham Publications, Chennai – 2017
5. T.A.S.Balagopal – Export Marketing - Himalaya Publishing House, New Delhi -2016

ONLINE REFERENCES:

1. https://swayam.gov.in/nd2_cec20_mg12/preview
2. https://swayam.gov.in/nd1_noc20_mg54/preview
3. <http://niryatbandhu.iift.ac.in/exim/>

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

Specific Outcomes:										
Semester	Code		Title of the Paper			Hours		Credits		
IV	20PCO4CC15		EXIM MANAGEMENT			6		5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓	✓	✓		✓	✓	✓	✓	
CO2	✓	✓		✓	✓	✓	✓	✓	✓	
CO3	✓	✓	✓	✓		✓	✓	✓	✓	
CO4	✓	✓	✓	✓	✓	✓	✓	✓		✓
CO5	✓	✓	✓	✓		✓	✓	✓	✓	
Number of Matches= 31, Relationship : Moderate										

Prepared By	Checked By
Dr. K. HALIMUNNISA	Dr. M. HABEEBUR RAHMAN

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20PCO4DE4A	DSE – IV	INDUSTRIAL RELATIONS	6	4	100	25	75

Course Outcomes

At the end of this course, the students will be able to

1. Identify and exhibit the applicability of the various concepts of Industrial Relations in order to understand the importance and approaches of Industrial Relations towards its success.
2. Summarize the different concept, classification, impact and causes of Industrial Disputes and concepts of Strikes and its Typology, Rights and Prevention - Lock-Outs.
3. Interpret the core of The State and Industrial Relations Policy, Importance of National Commission and Resolution of Industrial Conflicts with its various Bodies and Councils.
4. Assess and apply Collective Bargaining system and Workers Participation in Management Mechanism in improving conducive industrial atmosphere.
5. Infer the factors affecting industrial relations and the constitution, Technological change, Industrial labour organization and human resource development which ultimately lead to the industrial effectiveness and success.

UNIT – I

18 Hours

Industrial Relations: Concept – Impact of Industrial Relations – Importance of Industrial Relations – Scope and Aspects of Industrial Relations - Factors affecting Industrial Relations - Approaches to Industrial Relations – #Pre-requisite Successful Industrial Relations Programme#.

UNIT – II

18 Hours

Industrial Conflicts: Concept and Essential of a Dispute – Classification of Industrial Disputes – Impact of Industrial Disputes - #Causes of Industrial Conflicts# – Strikes: Typology – Justification of Strikes – Rights and Prevention of Strikes - Lockouts.

UNIT – III

20 Hours

The State and Industrial Relations Policy: Evolution of Industrial Relations Policies – Five Year plans – National Commission on Labour and Industrial Relations – **Resolution of Industrial Conflicts:** Tripartite Bodies – Evolution and importance – Indian Labour Conference and Standing Labour Conference and its sessions – Evaluation of ILC and SLC – #Biapartite Bodies – Joint Management Councils#.

UNIT- IV

18 Hours

Collective Bargaining and Workers Participation in Management: Collective Bargaining - Concept – Features – Importance – Functions – Principles – Forms - #Essential conditions for the success of Collective Bargaining# – Workers Participation in Management-Concepts- Objectives – Forms.

UNIT – V

16 Hours

Industrial Relations and the Constitution: Industrial Relations and the Technological Change – International Labour Organisation - Industrial Relations and Human Resource Development – #Industrial relations systems in U.K and USA#.

Case Studies in All Units – For Teaching Purpose Only

#.....# Self Study Portions

Books for Reference:

- 1) Dynamics of Industrial Relations: C.B. Mamoria and Dr. Satish Mamoria, S.V. Gankar, Himalaya Publishing House, 2010
- 2) Industrial Relations: Theory and Practices –Michael Salamon, Financial Times Management, 4th Edition, 2001
- 3) Industrial Relations – C.S. Venkata Ratnam, Manoranjan Dhal, Oxford University Press, 2017
- 4) Industrial Relations and Labour Laws – S C Srivastava, Vikas Publishing House Pvt. Ltd., Sixth Edition, 2012.

Online References:

- 1) <https://www.economicdiscussion.net/industries/industrial-relations/32249>
- 2) <https://www.economicdiscussion.net/industrial-disputes-2/causes-of-industrial-disputes-labour-production-economics/29325>
- 3) <https://www.yourarticlelibrary.com/essay/industrial-dispute-in-india-definition-causes-and-measures-to-improve-industrial-relations/27991>
- 4) <https://www.yourarticlelibrary.com/trade-unions/trade-union-meaning-objectives-and-benefits/90560>
- 5) <https://www.businessmanagementideas.com/trade-unions/trade-unions-objectives-functions-formation-regulations-rights-and-liabilities/2489>
- 6) <https://www.businessmanagementideas.com/human-resource-management-2/collective-bargaining-human-resource-management-2/collective-bargaining-meaning-definitions-process-types-and-features/19927>
- 7) <https://india.oup.com/productPage/5591038/7421214/9780199456550>

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

Semester	Code		Title of the Paper			Hours		Credits		
IV	20PCO3DE4 A		INDUSTRIAL RELATIONS			6		4		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓	✓		✓	✓	✓	✓	✓	✓	
CO2	✓		✓	✓	✓		✓	✓	✓	✓
CO3		✓	✓	✓	✓	✓			✓	✓
CO4	✓	✓	✓	✓		✓	✓	✓		✓
CO5	✓	✓	✓		✓	✓	✓		✓	
Number of Matches= 38, Relationship : High										

Prepared By	Checked By
Dr. L. ASID AHAMED	Dr. A. KHALEELUR RAHMAN

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20PCO4DE4B	DSE – IV	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	6	4	100	25	75

Course Outcomes

At the end of this course, the students will

1. Acquire basic knowledge of the Meaning and Concept of Logistics and Supply Chain Management.
2. Identify the strategic importance of Logistic elements and explain how they affect Supply Chain Management.
3. Develop a Logistic System Model for a Company.
4. Understand the role of Information and Technology in Logistics and Supply Chain Management.
5. Demonstrate effective application capabilities of their conceptual understanding to the real world business situations.

UNIT I:

(18 Hrs)

Logistics Management and Supply Chain Management – Definition – Evolution – Importance - Concepts of Logistics - Logistics Relationships - Functional Applications – HR, Marketing, Operations, Finance, IT - Logistics Organization - *#Logistics in different Industries#*.

UNIT II:

(18 Hrs)

Logistics Activities – Functions – Objectives – Customer Service - Warehousing and Material Storage - Material Handling - Order Processing - Information Handling And Procurement - Transportation – Packaging - *#Third Party and Fourth Party Logistics#*- Reverse Logistics - Global Logistics.

UNIT III:

(18 Hrs)

Fundamentals of Supply Chain – Importance - Development of SCM - Concepts and Definitions - Supply chain Strategy - Strategic Supply Chain Management - Key Components - Drivers of Supply Chain Performance – Key Decision Areas – *#External Drivers of Change#*.

UNIT IV:

(18 Hrs)

Modelling Logistic Systems - Simulation of Logistic Systems - Dimensions of Logistics & SCM – Logistic System Analysis Strategy - Logistical Operations Integration - Customer Service – *#Supply Chain Relationships#*.

UNIT V:

(18 Hrs)

Framework and Role of Supply Chain in e-Business and B2B Practices - Value of Information in Logistics & SCM - E-Logistics - E-Supply Chains - *#International and Global Issues in Logistics#* - Role Of Government In International Logistics - Principal Characteristics Of Logistics In Various Countries and Regions.

(100% Theory Only)

Note: #.# indicates the Self-Study Portion.

Case Studies in all Units – For Teaching Purpose only.

Books for Reference:

1. D. K. Agarwal – Textbook of Logistics and Supply Chain Management, MacMillan, New Delhi, 2015.
2. K. ShridharaBhat – Logistics and Supply Chain Management, Himalaya Publishing House, Mumbai, 2014.
3. Dr. L. Natarajan - Logistics and Supply Chain Management, Margham Publications, Chennai, 2014.
4. Christopher Martin - Logistics and Supply Chain Management: Creating Value – Adding Networks, FT Prentice Hall, Edinburgh Gate Harlow Essex CM20 2JE UK, 2013.
5. Sunil Chopra, Peter Meindl, D.V. Kalra - Supply Chain Management: Strategy, Planning, and Operation, Pearson Education, London, 2016.

Online References:

1. https://swayam.gov.in/nd2_ugc19_hs51/preview
2. http://ebooks.lpude.in/management/mba/term_4/DMGT523_LOGISTICS_AND_SUPPLY_CHAIN_MANAGEMENT.pdf
3. <https://lecturenotes.in/materials/17685-note-of-supply-chain-management-by-dr-panneerselvam-s>
4. <http://www.nitc.ac.in/app/webroot/img/upload/Supply%20Chain%20Management%20-%20Note.pdf>

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

Semester	Code			Title of the Paper			Hours		Credits	
IV	20PCO4DE4 B			LOGISTICS AND SUPPLY CHAIN MANAGEMENT			6		4	
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓			✓	✓	✓	✓			
CO2	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
CO3	✓	✓		✓		✓	✓		✓	✓
CO4	✓		✓		✓	✓		✓	✓	✓
CO5	✓		✓	✓	✓	✓	✓	✓	✓	✓
Number of Matches= 38, Relationship : High										

Prepared By	Checked By
Dr. A. MEHATHAB SHERIFF	Dr. K. VIJAYAKUMAR

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
IV	20PCO4EC2	EC – II	COMMERCE FOR CAREER EXAMINATION	-	5	100	-	100

Course Outcomes

At the end of this course, the students will be able to

1. Gain knowledge on Accounting Principles and to acquire application oriented knowledge on Corporate, Cost and Management Accounting
2. Acquire knowledge on Legal Environment of Business with latest Enactments
3. Estimate the Global Business Environment and identify and measure the factors of International Business
4. develop and apply data analytics skills and meaningful interpretation to the data sets so as to solve the business / Research problem with Ethics
5. Demonstrate effective application capabilities of their conceptual understanding for prospective career in Government and Corporate Sector

UNIT – I: Financial and Management Accounting

Accounting Principles - Concepts and Postulates – Indian Accounting Standards and IFRS - Corporate Accounting: Issue, forfeiture of Shares - Liquidation of Companies - Cost and Management Accounting: Marginal Costing and Break-Even Analysis - Standard Costing - Process Costing- Financial Statements Analysis: Ratio Analysis - Funds Flow Analysis - Cash Flow Analysis

UNIT – II: Laws and Ethics in Business

Indian Contract Act, 1872: Elements of a valid contract - Quasi contracts - Negotiable Instruments Act, 1881: Types of negotiable instruments; Negotiation and assignment; Dishonour and discharge of negotiable instruments - The Companies Act, 2013: Nature and kinds of companies; Company formation; Management, meetings and winding up of a joint stock company - The Information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties - Intellectual Property Rights (IPRs): Patents, trademarks and copyrights; Emerging issues in intellectual property - Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST - Ethics- meaning, importance, nature and relevance to business

UNIT – III: Business Environment and International Business

Concepts and elements of business environment: Economic environment- Economic systems, Economic policies (Monetary and fiscal policies); Political environment- Role of government in business; Legal environment- Consumer Protection Act, FEMA; Socio-cultural factors and their influence on business; Corporate Social Responsibility (CSR) Regional Trade Agreements: European Union (EU), ASEAN, SAARC, - International Economic Institutions: IMF, World Bank, UNCTAD - World Trade Organisation (WTO).

Unit-IV: Business Statistics and Research Methods

Measures of central tendency, Measures of dispersion, Measures of skewness, Correlation and regression of two variables, Probability: Approaches to probability; Bayes' theorem, Probability distributions: Binomial, Poisson and normal distributions, Research: Concept and types; Research designs - Steps of Research - Sampling and Estimation: Concepts; Methods of sampling - probability and non-probability methods; Sampling distribution - Data: Collection and classification of data - Hypothesis testing: z-test; t-test; ANOVA; Chi-square test - Report writing, Research ethics.

Unit-V: Aptitude and Logical Reasoning

Verbal Reasoning: Number System, Fraction, Time & Distance, Ratio, Proportion and Percentage, Profit and Loss, Interest and Discounting, Averages and Blood relations. Non-Verbal Reasoning: Series, Analogy, Classification, Analytical reasoning, Mirror-image and Water-image. Logical Reasoning: Calendars, Clocks, Sequence and series, Puzzles, Seating arrangement, Odd figures or Odd man out, Statements and argument, Drawing inference

Note: 100 Multiple Choice Questions only. 20 Questions from Each Unit.

Books for Reference:

1. Dr. L.N. Koli & Madan Singh – Upkar’s UGC NET/SET/JRF Commerce Paper II & III – Upkar Prakashan , Agra. (2020)
2. V.K. Aswathappa – International Business, Tata McGraw Hill Education Pvt. Ltd, New Delhi, (2017)
3. Vivek K.Gupta & Manoj Kaushik - Upkar’s Objective Commerce, Upkar Prakashan, Agra (2019)
4. D.N.Bose & Ragavendra Mathur – Principles & Practice of Commerce – S.Chand & Company Ltd. (2018)
5. Student’s Guide to Income Tax including GST – Dr. Vinod. K. Singhania & Dr. Monica Singhania - Taxmann Publications – 62nd Edition – December 2019.
6. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2019.

Online References:

1. <https://www.indiabix.com/>
2. <https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-organisation/>
3. <https://www.objectivequiz.com/objective-questions/business-management/financial-accounting>
4. <https://www.avatto.com/ugc-net-exam/commerce/mcqs/ugc-net/questions/427/1.html>
5. <https://www.gkseries.com/accounting/accounting-questions-and-answers>
6. <https://competitive-exam.in/questions/banking-mcq-question-answer>
7. <https://www.examsbook.com/general-knowledge-objective-questions-for-competitive-exams>

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

Semester	Code		Title of the Paper			Hours		Credits		
IV	20PCO4EC2		COMMERCE FOR CAREER EXAMINATION			-		5		
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	√	√	√	√	√	√	√	√		√
CO2		√	√		√		√	√	√	
CO3	√	√	√	√	√	√	√		√	√
CO4	√	√	√	√		√	√	√	√	√
CO5	√	√	√	√	√	√	√	√	√	√
Number of Matches= 43, Relationship : High										

Prepared By	Checked By
Dr. K. VIJAYAKUMAR	Dr. M. HABEEBUR RAHMAN

Note:

Mapping	1 – 29%	30 – 59%	60 – 69%	70 – 89%	90 – 100%
Matches	1 – 14	15 - 29	30 - 34	35 - 44	45 - 50
Relationship	Very Poor	Poor	Moderate	High	Very High

