

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

1. Remember the Formation of company, Piercing the Corporate Veil , Oppression and Mismanagement and Management of Companies.
2. Understand the Functions, Role, Responsibilities, Appointment and Remuneration of Key Managerial Personnel (KMP's)
3. Derive the knowledge about FEMA and WTO.
4. Critically analyse the powers and functions of SEBI, Insurance Act, 1938 and IRDA
5. 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

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

- 1 Understand the basic concepts of Microeconomics and be familiar with the Elasticity of Demand and Supply
- 2 Acquire and apply the Utility Theory, LDMU, effects of Income and various forms of production function along with Returns to Scale
- 3 Ability to use various cost concepts, model of market demand and supply, market structure and its various competitions for decision making
- 4 Outline the basic concepts of Macroeconomics, factors, approaches, measures and difficulties in measuring national income
- 5 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 Practices, 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_Managerial_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

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

- 1 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
- 2 Identify the products, where the process costing method is applied and can analyze the process losses, inter process profit, joint product costing etc.
- 3 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.
- 4 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.
- 5 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= 38, Relationship : High										

Prepared By
Dr. N. Mohamed Siddiq

Checked By
Dr. K.Vijayakumar

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

- 1 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
- 2 Infer skills to learn the concepts of indirect tax and GST from the pre-GST period to post- GST period
- 3 understand the importance of indirect taxes (GST) in the Indian and global economy and its contribution to the economic development
- 4 comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy
- 5 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

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

- 1 Understand the concept of human resource management and HRP, International HRM and its Challenges
- 2 design and formulate various strategies regarding HRM practices such as recruitment, selection, training, development and performance appraisal methods
- 3 Analyse the importance of Human Resource Development in an organisation along with Executive Development and Career Planning
- 4 Measure the appropriate Wage payment system and analyse the theories of motivation and morale
- 5 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= 41, Relationship : High										

Prepared By
Dr. M. Sirajudeen

Checked By
Dr. K.Vijayakumar

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

- 1 Examine the concepts of Customer relationship management which has emerged as an important factor at domestic and international level
- 2 Summarise the theoretical foundations of relationship marketing identifying the modern areas of research in the field
- 3 Employ the tools for customer data applying new technologies in the management of customer relationship
- 4 Investigate into the factors influencing the customer loyalty in real world conditions and also measuring the elements of Supplier Relationship
- 5 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
Dr. Y. Moydheen Sha

Checked By
Dr. M.Habeebur Rahman

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

- 1 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
- 2 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
- 3 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
- 4 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
- 5 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

18hours

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

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

- 1 State the importance of International Business identifying its drivers comparing to Local business and to report the business environment along with its different factors
- 2 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
- 3 Interpret the conditions favouring Globalisation of Indian Business enlightening the challenges prevailing and the measures to overcome them through different measures
- 4 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
- 5 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

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

- 1 Identify the major areas of application of Correlation and Regression techniques in Business and Research for taking decisions.
- 2 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.
- 3 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.
- 4 Apply the learned skills of Theoretical distributions in arriving at solution to the business problems and research fields.
- 5 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

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal marks	External marks
II	20PCO2CC8	Core – VIII	ENTERPRISE RESOURCE PLANNING – THEORY	3	2	50	10	40

Course Outcomes

- 1 classify different processes of the organisation and relationship among the account processes
- 2 examine systematically the planning mechanism in an enterprise and identify all components in an ERP system and the relationship among the components
- 3 describe the modules of ERP and general ERP implementation methodology
- 4 apply the concepts of Business Process Re-engineering and to implement the concepts of Customer Relationship Management and Supply Chain Management
- 5 demonstrate knowledge of ERP software package

Unit I

9 hours

Introduction: Meaning and definition of ERP - Evolution of ERP – Need – Functions - Role of ERP – Characteristics – Importance – Features - **#Benefits of ERP#**

Unit II

9 hours

ERP Solutions and Functional Models: Overview of ERP Software Solutions - ERP software selection criteria - Players in the ERP market - **#Procurement process for ERP package#**

Unit III

9 hours

Business Process Re-Engineering: Introduction to BPR-Objectives-Elements-Challenges-Success and failure factors in BPR

Unit IV

9 hours

ERP Implementation Life Cycle and Functional Modules: Introduction-Objectives-different phases of ERP implementation-Functional Modules of ERP software

Unit – V

9 hours

Emerging Trends on ERP- CRM - Meaning – Objectives – Process – Challenges – Benefits – CRM – **#Difference between ERP and SCM.#**

Case Studies in All Units – For Teaching Purpose Only

Self Study Portion

References

1. Dr P. Rizwan Ahamed- Margham Publication 2016.
2. Rajesh Ray – Enterprise Resource Planning Texts & Cases, Swetan Chand & sons, New Delhi 2011.
3. Alexis Leon, ERP Demystified, Tata McGraw Hill, New Delhi, 2016.
4. Vinod Kumar Greg and Venkata Krishnan V. K, Enterprise Resource Planning – Concepts and Practice by PHI, New Delhi, 2013.
5. Mary Sumner, Enterprise Resource planning, Pearson editorial, New Delhi, 2013.

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		ENTERPRISE RESOURCE PLANNING – THEORY				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

Semester	Code	Course	Title of the Course	Hours	Credits	Max. Marks	Internal marks	External marks
II	20PCO2CC8	Core – VIII	ENTERPRISE RESOURCE PLANNING – PRACTICAL	3	2	50	10	40

Course Outcomes

- 1 examine systematically the planning mechanism in an enterprise and identify all components in an ERP system and the relationship among the components
- 2 demonstrate knowledge of ERP software package
- 3 Apply the concepts of BPR
- 4 Understand and use the modules of ERP for general ERP implementation
- 5 implement the concepts of Customer Relationship Management and Supply Chain Management

UNIT-I

9 hours

Creation of a Company, Ledgers and Groups: Introduction to Computerized Accounting - Creating a Company - Select - Shut and Alter a Company - Features and Configurations - Creating Chart of Accounts: Ledgers and Groups; Creating Inventory Masters: Stock Group - Stock Category - Godown - Unit of Measure - Stock Item; Displaying and altering Inventory Masters

UNIT-II

9 hours

Voucher Entry: Voucher Entry & Invoicing - Accounting Vouchers - Contra Voucher - Payment Voucher - Receipt Voucher - Journal Voucher - Sales Voucher - Credit Note Voucher - Purchase Voucher - Debit Note Voucher - Reversing Journal Voucher - Memo Voucher - Optional Vouchers - Post-dated Vouchers - Creating a New Voucher Type - Pure Inventory Transactions - Entering Inventory Details in Accounting Vouchers – Invoicing - Voucher Class

UNIT-III

9 hours

Cost Centres: Cost Centres and Cost Categories – Introduction - Applying Cost Centres to Ledger Accounts – Cost Centre Reports - Order Processing & Pre-closure of Orders - Purchase Order Processing - Sales Order Processing

UNIT-IV

9 hours

Reports and TDS: Reports – Introduction – Features - Financial Statements - Balance Sheet - Profit and Loss Account - Trial Balance - Ratio Analysis - Books and Registers - Day Book - Purchase and Sales Registers - Cash/Bank Book(s) - Statements of Accounts – Outstanding bills and Report of Statistics - Tax Deducted at Source – Introduction – Features - Implementation of TDS - Quick Setup - Recording Transactions - TDS Reports –Computation - Challan Reconciliation – Return– e-TDS Returns

UNIT-V

9 hours

Advanced Features of ERP: Export and Import of Data - Backup and Restore Company Data - E-mailing - Multi-Currency – Remote access - Support Centre - Password Policy

LAB EXERCISES 1.Creation of a Company, Ledgers and Groups 2.Voucher Entries 3.Applications of Cost centres to Ledger Accounts and Reports 4.Generation of Reports: Financial Statements, Ratio Analysis- Books and Registers - Day Book - Purchase and Sales Registers - Cash/Bank Book(s)- Outstanding bills-TDS Reports-e-TDS Reports

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			ENTERPRISE RESOURCE PLANNING – PRACTICAL			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= 39, Relationship : High										

Prepared By
Dr. A. Khaleelur Rahman

Checked By
Dr. K. Vijayakumar

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

Course Outcomes

- 1 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
- 2 Enhance their ability of analysing the complexities involved in managing individual behavior in the organization as influenced by personality, emotions, attitude and perceptions
- 3 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
- 4 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
- 5 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		ORGANISATION 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= 41, Relationship : High										

Prepared By
Dr. A. Sophia Alphonse

Checked By
Dr. M.Habeebur Rahman

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

- 1 Identify and measure the impact of different factors influencing Consumer Behaviour in the Modern Scenario with reference to change in the Global consumer behaviour
- 2 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
- 3 Interpret the Elements of Consumer Persuasion and to develop a Model for measuring the Consumer Needs
- 4 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
- 5 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.

Online References

<http://www.en.wikipedia.org/wiki/consumer.behaviour>

<http://www.springerlink.com>

<https://www.oxfordreference.com/view/10.1093/oi/authority.20110803100135203>

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<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/>

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<http://euroasiapub.org/wp-content/uploads/2017/07/2IMJune-5026.pdf>

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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