

## B.Com.

SEM	COURSECODE	PART	COURSE	COURSE TITLE	Hrs /Week	CREDIT	MARKS		TOTAL
							CIA	ESE	
I	20U1LT1/LA1/LF1/LH1/LU1	I	Language – I		6	3	25	75	100
	20UCN1LE1	II	English - I		6	3	25	75	100
	20UCO1CC1	III	Core – I	FUNDAMENTALS OF ACCOUNTING	4	4	25	75	100
	20UCO1CC2		Core – II	BUSINESS ORGANISATION & MANAGEMENT	4	3	25	75	100
	20UCO1AC1		Allied –I	ECONOMIC ANALYSIS	4	3	25	75	100
	20UCO1AC2		Allied –II	COMMERCIAL LAW	4	3	25	75	100
	20UCN1AE1	IV	AEC-I	VALUE EDUCATION	2	2	-	100	100
TOTAL				30	21			700	
II	20U2LT2/LA2/LF2/LH2/LU2	I	Language – II		6	3	25	75	100
	20UCN2LE2	II	English – II		6	3	25	75	100
	20UCO2CC3	III	Core – III	FINANCIAL ACCOUNTING	5	4	25	75	100
	20UCO2CC4		Core – IV	MARKETING	4	3	25	75	100
	20UCO2AC3		Allied – III	BUSINESS STATISTICS	4	3	25	75	100
	20UCO2AC4		Allied –IV	BUSINESS ENVIRONMENT	3	2	25	75	100
	20UCN2SE1	IV	Skill Enhancement Course – I @	SOFT SKILLS DEVELOPMENT	2	2	-	100	100
TOTAL				30	20			700	
III	20U3LT3/LA3/LF3/LH3/LU3	I	Language– III		6	3	25	75	100
	20UCN3E3	II	English – III		6	3	25	75	100
	20UCO3C5	III	Core– V	ADVANCED ACCOUNTS - I	4	4	25	75	100
	20UCO3C6		Core– VI	BUSINESS CORRESPONDENCE & REPORTING	3	2	25	75	100
	20UCO3A5		Allied– V	INSURANCE & RISK MANAGEMENT	4	3	25	75	100
	20UCO3A6		Allied–VI	INDIAN ECONOMY	3	2	25	75	100
	20UCO3GE1	IV	Generic Elective I #		2	2	-	100	100
20UCN3AE2	AEC-II		ENVIRONMENTAL STUDIES	2	2	-	100	100	
TOTAL				30	21			800	
IV	20U4LT4/LA4/LF4/LH4/LU4	I	Language–IV		6	3	25	75	100
	20UCN4LE4	II	English– IV		6	3	25	75	100
	20UCO4CC7	III	Core– VII	ADVANCED ACCOUNTS - II	4	4	25	75	100
	20UCO4CC8		Core - VIII	PRACTICAL COSTING	4	3	25	75	100
	20UCO4AC7		Allied– VII	BANKING LAW & PRACTICE	4	3	25	75	100
	20UCO4AC8		Allied–VIII	FINANCIAL SERVICES	4	2	25	75	100
	20UCO4GE2	IV	Generic Elective – II #		2	2	-	100	100
20UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-	
TOTAL				30	21			700	
V	20UCO5CC9	III	Core – IX	INCOME TAX LAW & PRACTICE	6	5	25	75	100
	20UCO5CC10		Core – X	CORPORATE ACCOUNTING	5	5	25	75	100
	20UCO5CC11		Core – XI	COMPANY LAW & SECRETARIAL PRACTICE	5	5	25	75	100
	20UCO5CC12		Core - XII	BUSINESS INTELLIGENCE	5	5	25	75	100
	20UCO5DE1	IV	DSE – I **		5	4	25	75	100
	20UCO5SE2		Skill Enhancement Course – II @		2	2	-	100	100
	20UCO5SE3		Skill Enhancement Course – III @		2	2	-	100	100
20UCO5EC1		Extra Credit Course – I	GENERAL INTELLIGENCE FOR COMPETITIVE EXAMINATIONS	-	4*	--	100*	100*	
TOTAL				30	28			700	
VI	20UCO6CC13	III	Core– XIII	MANAGEMENT ACCOUNTING	5	5	25	75	100
	20UCO6CC14		Core– XIV	FINANCIAL MANAGEMENT	5	5	25	75	100
	20UCO6CC15		Core - XV	ENTREPRENEURIAL DEVELOPMENT	5	5	25	75	100
	20UCO6CC16		Core XVI	AUDITING - PRINCIPLES & PRACTICES	5	5	25	75	100
	20UCO6DE2	IV	DSE II **		5	4	25	75	100
	20UCO6DE3		DSE III **		4	4	25	75	100
	20UCN6AE3		AEC-III	GENDER STUDIES	1	1	-	100	100
20UCO6EC2			Extra Credit Course – II	COMMERCE FOR COMPETITIVE EXAMINATION	-	4*	--	100*	100*
	20UCOAECA		Extra Credit Course for All	ONLINE COURSE	-	1*	--	-	-
TOTAL				30	29			700	
GRAND TOTAL				180	140	-	-	4300	

\* Not Considered for Grand Total and CGPA.

**# Generic Elective for other major department**

SEM	COURSE CODE	COURSE TITLE
III	20UCO3GE1	COMMERCE FOR COMPETITIVE EXAMINATIONS
IV	20UCO4GE2	SERVICES MARKETING

**\*\* Discipline Specific Electives**

SEM	COURSE CODE	COURSE TITLE
V	20UCO5DE1A	HUMAN RESOURCE MANAGEMENT
	20UCO5DE1B	LOGISTICS MANAGEMENT
	20UCO5DE1C	CORPORATE FINANCE
VI	20UCO6DE2A	TRAINING & DEVELOPMENT
	20UCO6DE2B	RETAIL MARKETING
	20UCO6DE2C	FINANCIAL MARKET
	20UCO6DE3A	INDUSTRIAL RELATIONS
	20UCO6DE3B	ADVERTISING & SALESMANSHIP
	20UCO6DE3C	FUNDAMENTALS OF INVESTMENT

**@ Skill Enhancement Courses**

SEM	COURSE CODE	COURSE TITLE
V	20UCO5SE2	OFFICE AUTOMATION – PRACTICAL
	20UCO5SE3	COMPUTERISED ACCOUNTING – PRACTICAL

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UCO1CC1	Core – I	FUNDAMENTALS OF ACCOUNTING	4	4	100	25	75

### Course Outcomes

1. to acquire the basic principles of accounting and to develop the accounting practices with relevance to Indian Accounting Standards
2. to prepare the financial statements and to evaluate the performance of a sole proprietary concern
3. To develop the problem-solving skills in the preparation of BRS, Bills of Exchange and Average Due Date
4. to deal with the accounting statement of Non-Trading Concerns and service Oriented organisations like clubs, etc.,
5. to outline the operation of the Consignment taking into consideration the Normal and abnormal loss and also to estimate the operating efficiency of Joint Ventures

### UNIT – I

**14 hours**

Accounting – Meaning - # **Accounting Concepts and Conventions** # – Systems of Accounting – Journal – Ledger – Subsidiary Books - Trial Balance – Rectification of Errors – Suspense Account – Introduction to Indian Accounting Standards.

### UNIT – II

**14 hours**

Final accounts of Sole Trader: Trading A/c – Profit & Loss A/c – Balance Sheet – Adjustment Entries – # **Loss by fire** # - Depreciation Accounting Methods: Straight Line Method- Diminishing Balance Method- Annuity Method – Sinking Fund Method.

### UNIT – III

**10 hours**

Bank Reconciliation Statement – Bills of Exchange: Discounting, Endorsement, Retirement and Renewal of a bill –Accommodation Bills - # **Average Due Date** # - Account current.

### UNIT – IV

**10 hours**

Non-Trading Concerns –Types – Accounting Treatment - Receipts and Payment Account – Income and Expenditure Account – Balance Sheet – # **Distinction between Income and Expenditure A/c and Profit and Loss Account** #.

### UNIT – V

**12 hours**

Consignments: Entries and Ledger Accounts in the books of consignor and consignee – # **Loss of goods** # – Abnormal – Normal Loss – Invoicing goods higher than the cost – Joint Ventures: Entries and ledger accounts when separate set of books is opened.

#.....# **Self - Study portion**

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

**Text Books**

1. R.L.Gupta& M. Radhaswamy - Advanced Accountancy, Sulthan Chand & Sons, New Delhi.
2. R.S.N.Pillai, Bagavathi& S. Uma- Fundamentals of Advanced Accounting (Financial Accounting), S. Chand & Company Ltd, New Delhi.

**Books for References**

1. T.S. Reddy & A. Murthy - Financial Accounting, Margham Publications, Chennai.
2. S.P. Jain & K.L. Narang - Advanced Accountancy, Kalyani Publications, New Delhi.
3. M. C. Shuckla, T. S. Grewal & S.C. Gupta – Advanced Accounts, S.Chand& co, New Delhi.

**Online References:**

1. <http://www.ddegjust.ac.in/studymaterial/bba/bba-104.pdf>
2. [https://icmai.in/upload/Students/Syllabus2012/Study\\_Material\\_New/Foundation-Paper2-Revised.pdf](https://icmai.in/upload/Students/Syllabus2012/Study_Material_New/Foundation-Paper2-Revised.pdf)
3. <https://www.icsi.edu/media/webmodules/publications/FULL%20FAA%20PDF.pdf>

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

Semester	Code			Title of the Paper			Hours		Credits	
I	20UCO1CC1			FUNDAMENTALS OF ACCOUNTING			4		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										

Checked By  
**Dr. K. VIJAYAKUMAR**

Prepared By  
**Dr. S. RIZVAN AHAMED**

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UCO1CC2	Core – II	<b>BUSINESS ORGANISATION &amp; MANAGEMENT</b>	4	3	100	25	75

### Course Outcomes

1. explain the concept of business, its system, scope and objectives with relevance to modern business scenario
2. understand the different forms of business organization in order to identify the right form of business
3. develop the skill in the selection of appropriate Plant location and Layout from among different types
4. acquire the knowledge regarding the functions of Management including the process of planning and its application
5. gain knowledge and skills in organizing, leadership and control functions of management

### Unit – I

**12 hours**

Business – Meaning – Definition – Classifications - Business System - Scope and Objectives of Business – Evolution of Business - Modern Business– Online Business Transaction.

### Unit – II

**12 hours**

Forms of Business Organisation – Sole Trading concern – Partnership Firm – Joint Stock Companies - Cooperative Organisation – Government and Public Enterprises – MNCs.

### Unit – III

**12 hours**

Plant Location – Factors influencing Plant Location – Plant Layout – Kinds of Layout.

### Unit – IV

**12 hours**

Management Thought – F.W. Taylor’s Scientific Management – Henry Fayol’s Modern Management – Functions of Management – Steps in Planning – Types of Planning

### Unit – V

**12 hours**

Delegation- Centralisation Vs. Decentralisation–Leadership – Traits – Basic Leadership Styles – Control – Steps in Controlling – Techniques of Control.

**Note: #.....# Self - Study portion**

### Text Books

1. C.B. Gupta – Business Organisation & Management, Sultan Chand & Sons
2. Kathiresan&Radha – Business Organisation, Prasanna Publishers
3. Y.K. Bhushan - Business Organisation, Sultan Chand & Sons
4. P.N. Reddy - Principles of Business Organisation and Management, Sultan Chand & Sons
5. Dr. I. Abbas Khan – Production Management, Raja Publications, Tiruchirappalli

**Books for References**

1. S.A. Sherlekar, V.S. Sherlekar - Modern Business Organisation & Management, Himalaya Publishing House
2. M.C. Shukla - Business Organisation & Management, Sultan Chand & Sons
3. Make in India – A long felt of the Indian Economy – Dr. Alope Kumar Goyal

**Online References**

1. <https://www.toppr.com/guides/business-studies/forms-of-business-organisations/>
2. <https://www.goodreads.com/book/show/26213807-business-organisation-and-management>
3. [https://www.pmindia.gov.in/en/major\\_initiatives/make-in-india/](https://www.pmindia.gov.in/en/major_initiatives/make-in-india/)

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

Semester	Code			Title of the Paper			Hours		Credits	
I	20UCO1CC2			BUSINESS ORGANISATION & MANAGEMENT			4		3	
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. I. ABBAS KHAN**

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Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UCO1AC1	Allied – I	ECONOMIC ANALYSIS	4	3	100	25	75

### Course Outcomes

1. Acquire knowledge about the core economic activities of business at domestic and global level
2. Understand Law of Diminishing Marginal Utility and Indifference curve analysis and devise models and software for measuring the Utility
3. Deduce the significance of Law of Demand and its practical application highlighting the social and ethical implications
4. Get insights into different laws of production along with the production factors and to criticize the different theories of factors of production
5. Analyse and understand the Break Even point and its usage in business and also the concept of National income

### UNIT – I

**12 hours**

**Economics:** – Definition – Division of Economics – Methods of Economic Analysis – Deductive – Inductive – Theories of Micro and Macro Economics – **#Economic System in India #**.

### UNIT – II

**12 hours**

**Utility Analysis:** Marginal Utility – Law of Diminishing Marginal Utility – Assumptions – **#Importance#**- Indifference Curve Analysis: Assumptions – Properties of Indifference Curve.

### UNIT – III

**12 hours**

**Demand Analysis:** Exception to the Law of Demand – Elasticity of Demand – Price Elasticity of Demand – Factors Influencing Elasticity of Demand.

### UNIT – IV

**12 hours**

**Production and Cost Analysis:** Law of Production – Law of Variable Proportion – Assumptions – Stages of Law – Cost – **#Classification#**- Keynes Liquidity Preference of Interest - Motive – Criticism.

### UNIT – V

**12 hours**

**Break Even Analysis (BEA):** Meaning – Assumptions – Uses of BEA – Limitations - National Income (NI): computation of National Income– Difficulties – Factors Determining National Income.

**Note: #.....# Self - Study portion**

### Text Books

1. Ahluwalia, I.J. and I.M.D. Little (Eds.) (1999), India's Economic Reforms and Development (Essays in honour of Manmohan Singh), Oxford University Press, New Delhi.
2. Dr.Sankaran .S. Margham Publications, Chennai.

### Books for References

1. Uma Kapila, Indian Economy since Independence, Academic Foundation, 19th edition (2009).
2. Datt, R. and K.P.M. Sundharam, "Indian Economy", S. Chand & Company Ltd., New Delhi.

**Online References**

1. [www.unionbudget.nic.in](http://www.unionbudget.nic.in)
2. [www.economist.com](http://www.economist.com)

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

Semester	Code					Title of the Paper			Hours	Credits
I	20UCO1AC1					ECONOMIC ANALYSIS			4	3
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= 35, Relationship : Moderate										

Prepared By  
**Dr. G. HADI MOHAMED**

Checked By  
**Dr. K. VIJAYAKUMAR**



Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
I	20UCO1AC2	Allied – II	COMMERCIAL LAW	4	3	100	25	75

### Course Outcomes

1. Demonstrate the concepts of business law, sources, types and essential elements of a contract
2. Evaluate legal principles relating to consideration and capacity and incapacity of parties
3. Identify the different modes of performance and discharge of contract and concepts of indemnity and guarantee and bailment and pledge
4. Identify the concepts of creation and termination of agency and rights and duties of principal and agents
5. Understand the law relating to contract of sale, conditions and warranties, caveat emptor and Transfer of Property

### UNIT – I

**12 hours**

Commercial Law – Meaning – Definition – Contract – Nature – Essentials of a valid Contract – # **Offer and Acceptance – Essentials** # - Types of Contracts.

### UNIT – II

**12 hours**

Legal Rules of Consideration - Capacity of Parties – # **Incompetent Persons** # - Free Consent – Coercion – Undue Influence – Misrepresentation – Fraud – Mistake.

### UNIT – III

**12 hours**

Performance of Contract and Discharge of Contract - Modes - Breach of Contract – Remedies - Indemnity and Guarantee – Essentials -Bailment and Pledge – Types – Duties and Rights.

### UNIT – IV

**12hours** Essentials of

Contract of Agency – Principal vs Agent - types of Agents – Rights and Duties of an Agent – Rights and Duties of Principal – Creation and Termination of Agency.

### UNIT – V

**12 hours**

Contract of Sale - Essentials – # **Classification of Goods** # —Documents of Title to Goods— Delivery of Goods – Conditions and Warranties - Caveat Emptor – Transfer of Property – Rights of an Unpaid Seller.

**Note: #.....# Self - Study portion**

### Text Book

1. N.D. Kapoor – Business Laws, Sultan Chand & Sons, New Delhi, 2011
2. P.S. Gogna – Business and Industrial Laws, S.Chand& Co Ltd., New Delhi, 2010.

### Books for Reference

1. R.S.N. Pillai and Bagavathi – Business Law, S.Chand& Company, New Delhi, 2010.
2. P.C. Tulsian – Business Law, Tata McGraw-Hill Education, 2000

## Online Reference

1. <https://www.udemy.com/courses/search/?ref=home&src=ukw&q=commercial%20law>

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

Semester	Code			Title of the Paper			Hours		Credits	
I	20UCO1AC2			COMMERCIAL LAW			4		3	
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= 35, Relationship : Moderate										

Prepared By  
**Dr. M. SIRAJUDEEN**

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Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UCO2CC3	CORE – III	FINANCIAL ACCOUNTING	5	4	100	25	75

### Course Outcomes

1. describe theoretical back ground different grounds of accounting systems including single entry, Branch accounting, Insolvency accounting and so on
2. prepare accounting statements using accounting software based on the background knowledge of accounting in real business scenario
3. Identify the practical oriented problems in the management of a business concern with relevance to accounting and to solve them keeping in mind accepted accounting principles
4. Measure the performance of different type of business concerns employing the interpretation skills which will help to approach real problems like insurance claims, Hire Purchase system, etc
5. Appraise the result of operations and to write reports on the value of the customers and estimate the efficiency of the business

### UNIT-I

**15 hours**

**Single Entry System** – Meaning - Definition - # **Salient Features** # - Disadvantages - Ascertainment of Profit or Loss - Statement of Affairs Method - Conversion Method.

**Self-Balancing Ledgers** - Meaning - Types of Ledgers - Procedure of Self-Balancing – Adjustment Accounts - # **Advantages of Self-Balancing System** #.

### UNIT-II

**15 hours**

**Branch Accounts:** Meaning – Objects - Types of Branches - Dependent Branches - Accounting in respect of Dependent Branches - Debtors Method - Stock and Debtors Method - Independent Branches - Accounting in respect of Independent Branches - Incorporation of Branch Trail Balance in Head Office Books

**Departmental Accounting:** Meaning – Need - Distinction between Branch and Departmental Accounts - Inter Departmental Transfer.

### UNIT-III

**15 hours**

**Royalty Accounts:** Royalty - Meaning - Minimum Rent - Short Workings - Recoupment of Short Workings - Accounting Treatment - Books of Lessee - Books of Lessor.

**Fire Insurance Claims** - # **Need for Fire Insurance** # - Methods of Claim - Loss of Stock - Average Clause.

### UNIT-IV

**15 hours**

**Insolvency Accounts:** Meaning of Insolvent–Relevant Acts- Insolvency of an Individual – Preparation of Statement of Affairs and Deficiency Account - Differences between Balance Sheet and Statement of Affairs.

### UNIT-V

**15 hours**

**Hire Purchase System:** Definition- Main Features - # **Distinction between Hire Purchase and Instalment Purchase Systems** # - Accounting treatment for Hire Purchase System - Calculation of Interest - Default and Repossession.

**Instalment Purchase System** - Meaning- Accounting Treatment-Books of Buyer- Books of Vendor.

**Note: #.....# Self - Study portion**

**Text Books:**

1. M. C. Shukla, T. S. Grewal & S.C. Gupta – Advanced Accounts, Vol. I, S.Chand & Company Ltd, New Delhi, Revised Edition 2016.
2. Prof. T.S. Reddy & Dr. A. Murthy, Financial Accounting, Margham Publications, Chennai, 2018.

**Books for Reference**

1. R.L. Gupta & M. Radhasamy – Advanced Accountancy, Sultan Chand and Sons, 13th Edition 2012, New Delhi
2. Jain & Narang – Advanced Accountancy, Kalyani Publishers, Ludhiana, 2012.
3. N. Vinayakam & B. Charumati – Financial Accounting – S.Chand & Company Ltd.

**Online References**

1. [www.icaai.org](http://www.icaai.org)
2. <http://www.accountingformanagement.org/>

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

Semester	Code		Title of the Paper			Hours		Credits		
II	20UCO2CC3		FINANCIAL ACCOUNTING			5		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. S. GOPI**

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**Dr. K. VIJAYAKUMAR**

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UCO2CC4	CORE – IV	MARKETING	4	3	100	25	75

#### Course Outcomes:

1. Acquire knowledge of Marketing Terminologies and Concepts.
2. Identify the nature and type of Consumers and their Buying Behaviour Process.
3. Explain the Individual Components of the Marketing Mix.
4. Derive a suitable Marketing Mix for a Product.
5. Observe the Recent Developments in Marketing.

#### UNIT I

**12 hours**

Marketing – Meaning – Definition – Importance - # **Classification of Markets** # – Marketing Concepts – Functions of Marketing – Marketing Mix – Meaning - Elements.

#### UNIT II

**12 hours**

Consumer Behaviour – Meaning – Importance – # **Types of Buying Motives** # - Consumer Buying Decision Making Process – Determinants - Market segmentation - Concept – Bases.

#### UNIT III

**13hours**

Product - Meaning – Importance - # **Product Classifications** # - Concept of Product Mix - Product Life Cycle - New Product Planning and Development - Branding, Packaging and Labelling – Types – Importance - Product Positioning, Product Differentiation – Concept and Importance.

#### UNIT IV

**13 hours**

Pricing – Meaning – Objectives – Significance -Influential Factors in Pricing Decisions – Methods and # **Kinds of Pricing** # - Promotion - Nature and Importance - Promotion Tools: Advertising, Personal Selling, Public Relations & Sales Promotion – Concept and Characteristics - Promotion mix – Concept and Factors affecting Promotion Mix Decisions.

#### UNIT V

**10 hours**

Distribution - Channels of Distribution - Meaning and Importance - Types – Influential Factors in Selection of Distribution Channel – Functions of Middlemen – # **Types of Retail Outlets** # - Recent Developments in Marketing: Social Marketing; Digital Marketing, Direct Marketing, Services Marketing, Green Marketing - Concept and Characteristics.

#### #.....# Self Study Portion

#### Text Books

1. Philip Kotler; Garry Armstrong – Principles of Marketing, Pearson Education, 12<sup>th</sup> Edition, 2007.
2. Dr. N. Rajan Nair; Sanjith R. Nair – Marketing, Sultan Chand & Sons, New Delhi, 2017.
3. R.S.N. Pillai&Bagavathi – Modern Marketing: Principles and Practices, S. Chand Publishing, New Delhi,2018.

### Books for Reference

1. Simon Manjaro - The Essence of Marketing, Prentice-Hall of India, New Delhi.
2. T.N. Chhabra, - Principles of Marketing, Sun India Publication, New Delhi.
3. Dr. L. Natarajan – Marketing, Margham Publication, Chennai.

### Online References

1. [https://swayam.gov.in/nd2\\_imb19\\_mg11/preview](https://swayam.gov.in/nd2_imb19_mg11/preview)
2. [http://www.pondiuni.edu.in/storage/dde/downloads/mbaii\\_mm.pdf](http://www.pondiuni.edu.in/storage/dde/downloads/mbaii_mm.pdf)
3. <http://www.universityofcalicut.info/SDE/BComBBAMarketing.pdf>

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

Semester	Code			Title of the Paper			Hours		Credits	
II	20UCO2CC4			MARKETING			4		3	
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= 35, Relationship : High										

Prepared By  
**Dr. A. MEHATHAB SHERIFF**

Checked By  
**Dr. M. HABEEBUR RAHMAN**

Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UCO2AC3	Allied – III	BUSINESS STATISTICS	4	3	100	25	75

### Course Outcomes

1. Remember the basic concepts of mean, median, mode with examples.
2. Calculate measures of dispersion and quartile deviation with illustrate the examples.
3. Applying domain knowledge of mathematical ideas through skewness and correlation co-efficient.
4. Explain the accurate and efficient use of regression analysis and moving averages.
5. Demonstrate mathematical ideas through analyzing and explaining concepts from interpolation, extrapolation and graphic method.

### UNIT - I

**12 hours**

Introduction – Tabulation and Classification – Diagrams and Graphs – Measures of Central Tendency – Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean.

### UNIT - II

**12 hours**

Measures of Dispersion – Range – Quartile-Deciles-Percentiles – Quartile Deviation – Mean Deviation – Standard Deviation – # **Co-efficient of Variation** #

### UNIT - III

**12 hours**

Measurement of Skewness – Karl Pearson and Bowley Methods – Correlation – Simple, Rank – Coefficient of Concurrent Deviations.

### UNIT - IV

**12 hours**

Regression Analysis – Simple – Regression Equations –X on Y-Y on X-Time Series Analysis – Components – Fitting a Straight Line by the Method of Least Squares – Moving Averages.

### UNIT - V

**12 hours**

Interpolation – Extrapolation – Graphic Method – Newton's Forward Difference Method – #**Newton's Backward Difference Method**# – Legrange's Method.

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

**Note: #.....# Self - Study portion**

### Text Book

Business Tools for Decision Making, PA. Navanitham, Jai Publishers, Trichy- 21, 2016.

### Books for Reference

1. Business Mathematics and Statistics, Dr.S. Ismail Mohideen, Mr.A. Mohamed Ismayil& Mr. A. Prasanna, Jayam Publications, Trichy, 2011.
2. Business Mathematics, D.C. Sancheti&V.K.Kapoor, Sultan Chand & Sons, New Delhi - 1993.
3. Statistics, R.S.N. Pillai and Bhagawathi, S.Chand& Sons, New Delhi -2007
4. Basic Mathematics and Statistics, PA.Navnitham, Jai Publishers, Trichy, 2016.
5. Business Statistics, K.Alagar, Tata McGraw, Hill Education Private Limited, 2<sup>nd</sup> Edition 2009.

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

Semester	Code			Title of the Paper			Hours		Credits	
II	20UCO2AC3			BUSINESS STATISTICS			4		3	
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. A. Prasanna**

Checked By  
**Dr. M.Marimuthu**



Semester	Code	Course	Title of the Course	Hours	Credits	Max. marks	Internal marks	External marks
II	20UCO2AC4	Allied – IV	<b>BUSINESS ENVIRONMENT</b>	3	2	100	25	75

## Course Outcomes

1. Familiarize with the nature of business environment and its components
2. demonstrate and develop conceptual framework of business environment and generate interest in international business
3. evaluate the legal, social and economic environments of business and able to describe the global environment of business
4. demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business
5. apply knowledge of business concepts and functions in an integrated manner

### UNIT – I

**9 hours**

**Business Environment:** Meaning – Nature – Objectives - Types – # **Significance** # – Internal Environment and its Elements - Micro Environment and its Elements – Macro Environment and its Elements – Impact of Environment on Business.

### UNIT – II

**9 hours**

**Environmental Analysis:** Meaning – Process – Importance – # **Limitations** # – Environmental Techniques: SWOT Analysis – ETOP Analysis.

### UNIT – III

**9 hours**

**Environmental Culture:** Definition – Elements of Culture – Characteristics - Impact of Foreign Culture on Business - Business Ethics: - Nature – Need for Ethics in Business – # **Levels of Business Ethics** # - Benefits for Ethics.

### UNIT – IV

**9 hours**

**Global and Social Environment:** Foreign Direct Investment (FDI) – Determinants of FDI – Multi National Corporation (MNC) – Concept of MNC - Social Responsibility of Business – Concept – Nature - # **Guidelines** #.

### UNIT – V

**9 hours**

**Economic Environment** – Economic Systems– Mixed Economy- Features – Advantages - Parameters and their impact of Business - GDP – Per Capita Income – New Economic Policy – LPG - Five Year Planning – Niti aayaog

## #.....# Self Study Portion

### Text Books

1. Dr.C.D. Balaji, Business Environment, Margham Publications, Chennai, 2017.
2. Dr.C.B.Gupta, Business Environment, Sultan Chand & Sons, New Delhi, 2010.
3. Dr. Sheeba Julius, Business Environment, Charulatha publications, Chennai, 2016.

### Books For References

1. Francis Cherunilam, Business Environment Text and Cases, Himalaya Publishing House, 2014.
2. Aswathappa K, Essentials of Business Environment, Himalaya Publishing House, Mumbai 2014.
3. Dr.S.Sankaran, Business Environment, Margam Publications, Chennai 2011.
4. Justin Paul, Business Environment: Tata McGraw-Hill Publishing, Co. Ltd. 2018.

### Online References

1. [www.ncdrc.nic.in/11.html](http://www.ncdrc.nic.in/11.html)
2. [www.modir21.com](http://www.modir21.com)

Semester	Code		Title of the Paper			Hours		Credits		
II	20UCO2AC4		BUSINESS ENVIRONMENT			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= 33, Relationship : Moderate										

Prepared By  
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