

FIV-01
2021-22

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
MA ENGLISH LITERATURE WITH CA
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

MA ENGLISH LITERATURE WITH CA Programme Outcome	
PO1	To manifest the familiarity with a wide range of archetypal literary rhetorical texts.
PO2	To delve into the logical grounds underlying the critical analysis of literature, rhetoric, or the teaching of reading and writing.
PO3	To explore the functions of texts and their relations with historical, social, and political contexts.
PO4	To examine how purpose, style, and genre function in texts to attain distinct literary, rhetorical, and aesthetic effects.
PO5	To divulge , appraise , and incorporate the available resources for researching a significant scholarly topic; Ability to use appropriate techniques, skills and tools necessary for computing practice in literature.
PO6	To write papers that formulate persuasive and knowledgeable arguments.
PO7	To equip and deliver effective oral presentations and altercations that are pertinent for the English professions. As well as Equip professional and ethical attitude, and a multidisciplinary approach to relate contemporary issues to broader social context.
PO8	To survey current critical advancements in literary studies.
PO9	To administer explicit review of specific periods, movements and locations.
PO 10	To be familiar with the interdisciplinary affiliation of literary studies.

Programme Specific Outcome	
PSO1	To enable students to the advanced usage of relevant critical terminology.
PSO2	To establish the Competence to accredit critical arguments and debates within the discipline as an historical and conceptual discourse.
PSO3	To manifest the competence in planning and execution of essays and other kinds of work.
PSO4	To exhibit information-technology skills such as word processing and electronic data access information.
PSO5	To establish confidence in expression and the articulation of complex ideas.

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SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	III	21165A	CORE: BRITISH LITERATURE	5	25	75	100	6	3	THEORY
I	III	21165B	CORE: INDIAN WRITING IN ENGLISH	4	25	75	100	6	3	THEORY
I	III	21165C	CORE: THE STUDY OF ENGLISH LANGUAGE	4	25	75	100	6	3	THEORY
I	III	21165D	NON-MAJOR: COMPUTER APPLICATIONS IN LITERARY STUDIES - I	3	25	75	100	4	3	THEORY
I	III	21165P	NON-MAJOR: COMPUTER APPLICATIONS IN LITERARY STUDIES I -- PRACTICAL	3	40	60	100	4	3	PRACTICAL
I	III	21165U1	ELECTIVE I : GENDER STUDIES	4	25	75	100	5	3	THEORY
II	III	21265A	CORE: CORPORATE COMMUNICATION	4	25	75	100	6	3	THEORY
II	III	21265B	CORE: AMERICAN LITERATURE	5	25	75	100	6	3	THEORY
II	III	21265C	CORE: SHAKESPEARE	4	25	75	100	6	3	THEORY
II	III	21265D	NON-MAJOR: COMPUTER APPLICATIONS IN LITERARY STUDIES - II	3	25	75	100	4	3	THEORY
II	III	21265P	NON-MAJOR: COMPUTER APPLICATIONS IN LITERARY STUDIES II -- PRACTICAL	3	40	60	100	4	3	PRACTICAL
II	III	21265K	ONLINE COURSE	2						
III	III	21365A	CORE: ENVIRONMENTAL LITERATURE	4	25	75	100	5	3	THEORY
III	III	21365B	CORE: COMPARATIVE LITERATURE	4	25	75	100	6	3	THEORY
III	III	21365C	CORE: LITERARY THEORY AND CRITICISM	4	25	75	100	6	3	THEORY

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Sem.	Part	Subject Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
III	III	21365D	CORE: RESEARCH METHODOLOGY	4	25	75	100	6	3	THEORY
III	III	21365E	NON-MAJOR : ANIMATION TECHNIQUES	3	25	75	100	4	3	THEORY
III	III	21365P	NON-MAJOR : ANIMATION TECHNIQUES PRACTICAL	3	40	60	100	4	3	PRACTICAL
III	III	21365U1	ELECTIVE III: WORLD CLASSICS IN LITERATURE	4	25	75	100	5	3	THEORY
IV	III	21465A	CORE: EUROPEAN LITERATURE	4	25	75	100	6	3	THEORY
IV	III	21465B	NON-MAJOR: DESKTOP PUBLISHING	3	25	75	100	4	3	THEORY
IV	III	21465P	NON-MAJOR: DESKTOP PUBLISHING PRACTICAL	3	40	60	100	4	3	PRACTICAL
IV	III	21465S	CORE: PROJECT	6	25	75	100	13	3	PRACTICAL
IV	III	21465U1	ELECTIVE IV: WEB JOURNALISM	4	25	75	100	5	3	THEORY
			TOTAL	90	635	1665	2300	125		

Sem.	Part	Subject Code	Subject Name
			ELECTIVE I & II
I	III	21165U1	ELECTIVE I: GENDER STUDIES
II	III	21265K	Elective II :ONLINE COURSE
			ELECTIVE III & IV
III	III	21365U1	ELECTIVE III: WORLD CLASSICS IN LITERATURE
IV	III	21465U1	ELECTIVE IV: WEB JOURNALISM

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21165A	CORE: BRITISH LITERATURE	3	2	3	3	2	2	2	2	3	3
21165B	CORE: INDIAN WRITING IN ENGLISH	3	3	3	3	2	2	2	2	3	3
21165C	CORE: THE STUDY OF ENGLISH LANGUAGE	2	2	2	2	3	3	2	3	3	3
21165D	NON-MAJOR: COMPUTER APPLICATIONS IN LITERARY STUDIES - I	3	2	1	1	3	2	3	2	1	3
21165P	NON-MAJOR: COMPUTER APPLICATIONS IN LITERARY STUDIES I – PRACTICAL					3	2	3	1		2
21165U1	ELECTIVE I : GENDER STUDIES	3	3	2	3	2	2	1	2	2	2
21265A	CORE: CORPORATE COMMUNICATION	3	3	2	3	2	2	2	2	3	3
21265B	CORE: AMERICAN LITERATURE	3	2	3	3	2	2	2	2	2	2
21265C	CORE: SHAKESPEARE	3	3	3	3	2	2	1	1	2	2
21265D	NON-MAJOR: COMPUTER APPLICATIONS IN LITERARY STUDIES - II	3	2	1	1	3	2	3	2	1	3
21265P	NON-MAJOR: COMPUTER APPLICATIONS IN LITERARY STUDIES II – PRACTICAL					3	2	3	1		2
21265K	ELECTIVE II: ONLINE COURSE										
21365A	CORE: ENVIRONMENTAL LITERATURE	3	2	3	2	3	2	2	1	1	2
21365B	CORE: COMPARATIVE LITERATURE	3	3	3	3	2	2	2	2	2	2
21365C	CORE: LITERARY THEORY AND CRITICISM	2	2	3	2	3	3	2	2	2	2
21365D	CORE: RESEARCH METHODOLOGY	2	3	2	1	3	2	1	3	3	2
21365E	NON-MAJOR : ANIMATION TECHNIQUES	3	2	1	1	3	2	3	2	1	3
21365P	NON-MAJOR : ANIMATION TECHNIQUES PRACTICAL					3	2	3	1		2
21365U1	ELECTIVE III: WORLD CLASSICS IN LITERATURE	3	3	3	3	2	2	2	2	2	2
21465A	CORE: EUROPEAN LITERATURE	2	2	3	3	1	2	1	1	2	2
21465B	NON-MAJOR: DESKTOP PUBLISHING	3	2	1	1	3	2	3	2	1	3
21465P	NON-MAJOR: DESKTOP PUBLISHING PRACTICAL					3	2	3	1		2
21465S	CORE: PROJECT	2	3	2	2	3	2	3	3	3	3
21465U1	ELECTIVE IV: WEB JOURNALISM	2	2	2	1	3	3	3	3	2	2

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21165A	CORE : BRITISH LITERATURE	5	Theory	-	100

OBJECTIVES OF THE COURSE:

- To pave the foundation for a study of British Literature.
- To introduce the writers of British Literature from Chaucer to Miltonic age.

UNIT I: PROSE (18hrs)

- Francis Bacon: Of Ambition
Of Adversity
Of Parents and children
- Charles Lamb: (Essays of Elia)
New Year's Eve
All Fools Day

UNIT II: POETRY (18hrs)

- John Milton: Paradise Lost Book IX (1 to 1000)
- John Keats : Ode to Psyche

UNIT III: DRAMA (18hrs)

- Dryden: All for Love
- Self-Study: Harold Pinter : The Birthday Party

UNIT IV: FICTION (18hrs)

- Jane Austen: Emma
- Self-Study: Virginia Woolf : To the Lighthouse

UNIT V: CRITICISM (18hrs)

- Wordsworth: Preface to Lyrical Ballads
- Samuel Taylor Coleridge : Biographia Literaria (Chapters 13 & 14)

Total number of instruction hrs: 90

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Prose is meant for learning a language. The learners are taught the skill of reading. The next step is to teach them the core components in Francis Bacon's and Charles Lambs Essays.	K1,K4
CO2	To make the students understand that, Milton begins his poem humbly and ambitiously. His humility is shown by his dependence on God's grace to speak through him. His ambition is to surpass the poems of the classical poets.	K2,K5

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CO3	To discern All for Love; or, the World Well Lost, is a 1677 heroic drama by John Dryden which is now his best-known and most performed play. It is a tragedy written in blank verse and is an attempt on Dryden's part to reinvigorate serious drama.	K4,K1
CO4	To determine "Emma" as a departure for Austen because, unlike her other novels, the work focuses on a wealthy and beautiful heroine with no financial concerns or need to marry.	K2,K3
CO5	To make students learn that criticism is constructive and unbiased opinions, it is also facts instead of emotion or personal preference. It's a great way for people to professionally and tactfully suggest improvements.	K2, K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	2		1	3		1	
CO2		1		3		3			2	
CO3	3	1	3	2				3	2	
CO4		3	3	2		2	1			1
CO5	3	1	3	3		3	1			1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Essays of Francis Bacon	Francis Bacon	Createspace Independent Pub; 1 edition	2014
2	Paradise Lost: Books 9	John Milton	Unique Publishers, New Delhi 2016	2016
3	All for Love	John Dryden	Bloomsbury Publishing India Private Limited	17 November 2014
	The Birthday Party	Harold Pinter	Faber & Faber	1991
4.	Emma	Jane Austen	William Collins; Reprint edition	April 1, 2010
		Virgina Woolf	Pan Macmillan	2017

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	To the Lighthouse			
5	Lyrical Ballads	William Wordsworth and Samuel Taylor Coleridge	Penguin	31 August 2006
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	British Literature: Traditions and Change	Carol Francis, Susan C. Thies	Ingram	2010
2	The Longman Anthology of British Literature	David Damrosch, Kevin J. H. Dettmar	Pearson; 4 edition	2009

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21165B	CORE : INDIAN WRITING IN ENGLISH	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To introduce the learners to a wide range of critical methods and Literature

To familiarize the learners with the trends and cross-disciplinary nature of literary theories in Indian literature.

UNIT I: PROSE

Wings of Fire – Abdul Kalam (18hrs)

The Life Divine Outlining (Chapter1 - 12)- Aurobindo Ghosh

UNIT II: POETRY (18hrs)

Rabindranath Tagore : Gitanjali (Songs 20-40)

Toru Dutt : Our Casuarina Tree

Sarojini Naidu : 1. Summer woods
2. If you call me

Vikram Seth: The Frog & the Nightingale

UNIT III: DRAMA (18hrs)

Nagamandala: Girish Karnad

Self-Study: Tara: Mahesh Dattani

UNIT IV: FICTION (18hrs)

The Inheritance of Loss: Kiran Desai

Self-Study: Aravind Adiga: The White Tiger

UNIT V: CRITICISM (18hrs)

Indian Poetics and Western Literary Criticism – Vinay Lal

Total number of instruction hrs: 90

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the passage and grasp its meaning. To read with correct pronunciation, stress, intonation, pause and articulation of voice. To enable students to understand the passage by silent reading. To enrich their active and passive vocabulary.	K1,K2,K4
CO2	Recognize poetry from a variety of regional cultures, languages and historic periods. Understand and appreciate poetry as a literary art form. Analyze the various elements of poetry, such as diction, tone, form, genre, imagery, figures of speech, symbolism and theme.	K1,K2
CO3	To understand Indian theatre arts and writers. Analyse the various themes, social requirements and didactic elements that is to be	K2,K4

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	conveyed to the readers.	
CO4	Importance of reading and the need to understand the sequence of narration. Emphasize on Characters, plot and narrative styles to be grasped while reading.	K4
CO5	To analyse and evaluate a work of art with the merits and demerits. Philosophical and critical elements, critics, etc to be stressed	K2,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1	3	2	2	1	3	2	3
CO2	2	3	2	3	1		2			2
CO3	3	3	1		1	2	1	2		2
CO4	2	1		3	1	2	1	2		2
CO5	2	2	3	3	1		2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Year
1	Gitanjali [Paperback]	Rabindranath Tagore	Createspace Independent Publishing	2012
	The Life Divine Outlining	Aurobindo Ghosh	Sri Aurobindo Ashram Publication	2005
2	Nagamandala	Girish Karnad	Oxford	2017
	Tara	Mahesh Dattani	Orient Blackswan	1995
3	The Frog & the Nightingale	Vikram Seth	Paperback	2002
4.	The White tiger	Aravind Adiga	Paperback	2009
	The Inheritance of Loss	Kiran Desai	Penguin	2014
5.	Indian Poetics and Western Literary Criticism	Vinay Lal	Paperback	2009

Pedagogy: Assignment, Seminar, Quiz, Lecture

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21165C	CORE: THE STUDY OF ENGLISH LANGUAGE	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To give an adequate knowledge of the history of the English Language.

To expose the major aspects of linguistics.

UNIT I:

(18hrs)

The Origin of language, The Decent of the English Language, The Old English (Anglo-Saxon) Period, The Middle English Period.

UNIT II:

(18hrs)

The Renaissance and After, Growth of Vocabulary, Change of Meaning, The Evolution of Standard English.

UNIT III:

(18hrs)

Idiom and Metaphor, The Foreign Contribution, Conclusion.

UNIT IV:

(18hrs)

Linguistics: Aspects, Levels, Branches and Tools of Phonetics, Vowels and Consonants

UNIT V:

(18hrs)

Diphthongs, Clusters and Syllables, Suprasegmentals or Prosodic Phenomena.

Total number of instruction hrs: 90

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To introduce the learners to the origin of English language and to familiarize them with the development to the language in the Old English and Middle English period.	K2, K4
CO2	To help them understand how the vocabulary changes and acquires different meanings and also the standard language.	K2, K3
CO3	To become acquainted with the various idioms and phrases and their usage in sentences also acquire a thorough knowledge of the words borrowed from other languages.	K2, K4
CO4	To develop a thorough understanding of a few basic linguistic aspects of the language and to recognize various speech sound.	K2, K3, K4
CO5	To provide an insight into linguistic aspect of the language and their importance in the development of the language.	K2, K3, K4

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Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	1	1		1			1
CO2	1	2	3		1		2		2	3
CO3		3	1	2			3		1	
CO4	1		1		2					2
CO5	2	2	3				2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	An Outline History of the English Language	F.T Wood	Trinity Press	2014
2.	Modern Linguistics an Introduction	R.K Verma and Krishnasamy N	Oxford University Press	2014
3.	A Text book for English Phonetics	T. Balasubramaniam	Oxford University press	1987
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Outline to the Study of English Language	Thomas Toller	Nabu publishers	2010
2.	A Text Book of Linguistics and Phonetics	T.Sarangi	Books Way	2015

Pedagogy: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21165D	NON MAJOR : COMPUTER APPLICATIONS IN LITERARY STUDIES - I	3	Theory	-	100

OBJECTIVES OF THE COURSE:

To train the students in the basic usage of computers and wordprocessor and also make efficient use of computers in the literary studies.

UNIT I

(11 hrs)

Exploring Word : Working in the Word Environment - Opening, Moving Around in, and Closing a Document - Displaying Different Views of a Document - Creating and Saving a Document - Previewing and Printing a Document. **Editing and Proofreading Documents :** Making Changes to a Document - Inserting Saved Text - Inserting the Date and Time - Finding the Most Appropriate Word - Finding and Replacing Text - Correcting Spelling and Grammatical Errors. **Presenting Information in Columns and Tables :** Presenting Information in Columns - Creating a Tabular List - Presenting Information in a Table - Formatting Table Information.

UNIT II

(11 hrs)

Working with Diagrams and Charts : Creating a Diagram - Modifying a Diagram - Inserting a Chart - Modifying a Chart - Using Existing Data in a Chart. **Creating Form Letters, E-Mail Messages, and Labels :** Understanding Mail Merge - Preparing Data for Mail Merge - Using an Outlook Contacts List as a Data Source - Preparing a Form Letter - Merging a Form Letter with Its Data Source - Sidebar: Printing Envelopes - Sending a Personalized E-Mail Message to Multiple Recipients .

UNIT III

(11 hrs)

Setting Up a Workbook : Creating Workbooks - Modifying Workbooks - Modifying Worksheets - Customizing the Excel Program Window - Zooming In on a Worksheet - Arranging Multiple Workbook Windows.

Working with Data and Data Tables : Entering and Revising Data - Moving Data Within a Workbook - Finding and Replacing Data - Correcting and Expanding Upon Worksheet Data - Defining a Table.

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UNIT IV

(11 hrs)

Performing Calculations on Data : Naming Groups of Data - Creating Formulas to Calculate Values - Finding and Correcting Errors in Calculations. **Changing Workbook Appearance :** Formatting Cells - Defining Styles - Applying Workbook Themes and Table Styles - Making Numbers Easier to Read - Changing the Appearance of Data Based on Its Value - Adding Images to Worksheets. **Creating Charts and Graphics :** Creating Charts - Customizing the Appearance of Charts - Finding Trends in Your Data - Creating Diagrams by Using SmartArt.

UNIT V

(11 hrs)

Exploring PowerPoint 2007 : Working in the PowerPoint Environment - Opening, Moving Around in, and Closing a Presentation - Displaying Different Views of a Presentation - Saving a Presentation. **Starting a New Presentation :** Quickly Creating a Presentation - Creating a Presentation Based on a Ready-Made Design - Converting an Outline to a Presentation - Exporting a Presentation as an Outline - Reusing Existing Slides. **Working with Slide Text :** Entering Text - Editing Text - Adding and Manipulating Text Boxes - Changing the Default Font for Text Boxes - Correcting and Sizing Text While Typing - Finding and Replacing Text and Fonts - Changing the Size, Alignment, Spacing, and Look of Text . **Adding Animation, Sound, and Movies :** Animating Slide Elements - Adding Transition Effects - Inserting, Playing, and Modifying Sounds.

Total Number of Instruction Hours 55

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Exploring Word, editing documents and working with tables	K1,K2,K3
CO2	Working with diagrams and charts. Creation of form letters and email	K3,K5
CO3	Workbook setting and working with data tables	K3,K4,K5
CO4	Perform calculations on data and creation of graphs and charts	K3,K4,K5
CO5	Creation of presentation adding sounds, animation and movies	K3,K4,K5

Note:

K1- Remembering; K2 - Understanding; K3 - Applying; K4 - Analysing; K5 - Creating & Evaluating.

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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	1	1	3	2	3	1	1	1
CO2		1		2	3		3	2	1	2
CO3	1	2	1		3	1	3		1	2
CO4				1	3	2	3			1
CO5	2	2		1	3		3	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Using Microsoft Office 2007	Woody Leonhard	Ed Boot Pearson Education	2007
2	Step by Step Microsoft Office Word 2007	Joyce Cox and Joan Preppernau	Microsoft Press	2007
3	Step by Step Microsoft Office Excel 2007	Joyce Cox and Joan Preppernau	Microsoft Press	2007
4	Step by Step Microsoft Office Powerpoint 2007	Joyce Cox and Joan Preppernau	Microsoft Press	2007

Pedagogy: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014**

**MA ENGLISH LITERATURE WITH CA
(Under Choice Based Credit System)**

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21165P	NON-MAJOR : COMPUTER APPLICATIONS IN LITERARY STUDIES I –PRACTICAL	3	Practical	-	-

OBJECTIVES OF THE COURSE:

This paper provides practical knowledge of working in Microsoft Office – Word, Excel, Powerpoint

Working with MS-WORD using the following concepts.

1. Formatting a Word Document.
2. Working with Mail Merge Concept.
3. Presenting Information in Columns and Tables.
4. Working with Diagrams and Charts.

Working with MS-EXCEL using the following concepts.

5. Performing Calculations on Data.
6. Working with Charts and Graphs.
7. Working with Data and Data Tables

Working with MS-POWERPOINT using the following concepts.

8. Working with Slide.
9. Adding Animation & Sound

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Explore Word Processor Software, performing calculations on Data using Excel and Presenting contents with Animation and Sound	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		1			3		3	1	1	2

Indicators: 1. Reasonable 2. Significant 3. Strong

Pedagogy: PPT presentation, Demonstration and Observing & Recording the Results.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21165U1	ELECTIVE- I: GENDER STUDIES	4	Theory	-	100

OBJECTIVES OF THE COURSE:

Students develop critical reasoning and analytical skills, a deep appreciation for complexities of power and asymmetries in gender relations across time, class, and cultures, and conceptual tools for social change. Enabling students to trace grounding concepts, key controversies, and the emergence of new theoretical paradigms.

UNIT I: INTRODUCTION AND THEORIES

(15hrs)

1. Basics of gender equality and inequality.
2. Theories of Feminism
3. Influences of gender studies- Sigmund Freud, Jacques Lacan, Julia Kristeva, and Mark Blechner.
4. Feminism versus Humanism.
5. Eugenics and Women.

UNIT II: FICTION

(15 hrs)

Amy Tan – The Joy Luck Club
Self-Study: Buchi Emecheta – The Joys of Motherhood.

UNIT III: PROSE

(15 hrs)

Soraya Mire - The Girl with Three Legs
Living Smile Vidya – I am Vidya

UNIT IV: POETRY

(15 hrs)

Maya Angelou - Caged Bird
Maya Angelou - Still I Rise
Kamala Das – An Introduction
Kamala Das – Summer in Calcutta
Yungbeauti - Being Transgender

UNIT V : DRAMA

(15 hrs)

Long Day's Journey into Night – Eugene O'Neill
Self-Study: A Doll's House - Henrik Ibsen

Total number of instruction hrs: 75

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Examines the gender, the gender binary, societal expectations of	K1,K3

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	gender roles, and stereotypes; and different historical movements.	
CO2	Explores issues related to gender , inequality , postpartum issues in women and to identifies gender and sex-based inequalities in a particular society	K2
CO3	Prose related to the problems of the third gender transgender is incorporated to bring awareness and the psychological pain and issues faced by the transgender	K4,K1
CO4	Different perspectives of gender and gender issues are portrayed in the form of poetic art. It describes gender socialization and its consequences in a particular society	K1,K4
CO5	This unit portrays the similarities and discrepancies among women within and across cultures and at different historical moments. identify gender and sex-based inequalities in a particular society.	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3				1			1
CO2			3	3	3	3			2	
CO3	2				1			3		3
CO4	3	2	2	2				1		
CO5	2	2		2						1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	
1	Gender Trouble: Feminism and the Subversion of Identity	Judith Butler.	Routledge	1990
2	The Transgender Studies Reader	Susan Stryker, Stephen Whittle	Routledge	2006
3	The Joy Luck Club	Amy Tan	G. P. Putnam's Sons	1989
4.	The Joys of Motherhood.	Buchi Emecheta	Allison & Busby	1979
5.	The Girl with Three Legs	Soraya Mire	Zephyr Press	2011

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6.	Iam Vidya	Living Smile Vidya	Paperback	2013
7.	Long Day's Journey into Night	Eugene O'Neill	Paperback	2002
8.	A Doll's House	Henrik Ibsen	Maple Press	(1 August 2011)

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Literary Theories and Criticism beyond Modernism	Avik Gangopadhyay.	Paperback	2014
2	Beginning Theory	Peter Barry.	Manchester University Press	2002
3	Feminism its fallacies and follies	Mr & Mrs John Martin.	Dodd, Mead	1916

Pedagogy: Lecture, PPT presentation, Seminar, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21265A	CORE : CORPORATE COMMUNICATION	4	Theory	-	100

UNIT I

(17 hrs)

Introduction to Soft Skills-Hard skills, employability and career Skills-Grooming as a professional with values-Time Management-General awareness of Current Affairs.

UNIT II

(17 hrs)

Self-Introduction-organizing the material - Introducing oneself to the audience - introducing the topic - answering questions - individual presentation practice- presenting the visuals effectively - 5 minute presentations.

UNIT III

(17 hrs)

Introduction to Group Discussion- Spelt approach - Participating in group discussions - understanding group dynamics - brainstorming the topic - questioning and clarifying -GD strategies- activities to improve GD skills.

UNIT IV

(17 hrs)

Interview etiquette - dress code -body language – resume preparation - attending job interviews-telephone/skype interview -one to one interview &panel interview - FAQs related to job interviews.

UNIT V

(17 hrs)

Recognizing differences between groups and teams- managing time-managing stress- networking professionally- respecting social protocols-understanding career management-developing a long-term career plan-making career changes.

Total Number of Instruction Hours 85

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To Ensure the right communication method to groom into a professional with all career skills and values.	K1,K2
CO2	To transform into a stronger and confident speaker by learning various presentation techniques and thereby leadership qualities are enhanced.	K1,K3
CO3	To interpret body language, positive communication and manage emotions, active listening is practiced to comprehend the issues in a group discussion.	K3,K4

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CO4	To present the self with a positive identity, with all necessitated professional skills and etiquettes are practiced.	K2,K4
CO5	To disclose and integrate the social protocols towards a successful work arena to equip and deliver effective presentations and meetings.	K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2		3	3		2			2
CO2		3	3	2	3				2	
CO3	2				1	3		3		3
CO4	3	2	2	2				1		
CO5	3	3	2				3			1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Communication for Professional Success	E. Suresh Kumar	Orient Blackswan: Hyderabad	2015
2	Jeff Soft Skills for Everyone	Butterfield	Cengage Learning: New Delhi	2015
3	Interact English Lab Manual for Undergraduate Students	Amy Tan	OrientBalckSwan: Hyderabad	2016
4.	Professional Communication	Raman Meenakshi and Sangeeta Sharma	Oxford University Press: Oxford	2014
5.	Soft Skills	S. Hariharanetal.	MJP Publishers: Chennai	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Professional Communication	Koneru	Paperback	2010
2	Professional Communication Skills	Herta A Murphy, Herbert W Hildebrandt, Jane P Thomas	McGrawHill	2018
3	Soft Skills and Personality Development	Prasant Sharma	BPB Publications	2018

Pedagogy: Lecture, PPT presentation, Seminar, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21265B	CORE: AMERICAN LITERATURE	5	Theory	-	100

OBJECTIVES OF THE COURSE:

To demonstrate a broad factual knowledge of American literary history, works, genres, and major theoretical approaches.

To develop a professional concentration in American literature

To demonstrate familiarity with the social and political forces shaping American culture during the time period

UNIT I: PROSE (17hrs)

Walt Whitman: Preface to Leaves of Grass

Where I Lived and What I Lived For - Henry David Thoreau.

UNIT II : POETRY (17hrs)

Walt Whitman : Song of Myself (1-5)

Sylvia Plath : Daddy (The New Poetry edited by Alvarez)

Emily Dickinson : Because I Could not Stop for death

: The soul selects her own Society.

Robert Frost : Mending Wall

UNIT III: DRAMA (17hrs)

Tennessee Williams: A Street Car Named Desire.

Self-Study: Arthur Miller : All my sons

UNIT IV: FICTION (17hrs)

Nathaniel Hawthorne : The Scarlet Letter

Self-Study: Henry James : The Portrait of a Lady

UNIT V: CRITICISM (17hrs)

American Literary Criticism in search of literary theory – Winfried Fluck.

Total number of instruction hrs: 85

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Preface to leaves declares America's enclosure of past and future. To understand the mixture of races, the rich and the poor and to love the earth. Where I lived and what I lived for? Gives an insight of philosophy by conveying the meaning of life and disliking the impostor way of life.	K1,K3

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CO2	Centers the loss of identity and the psychological trauma of the inner human mind and soul. To identify the emotions and feelings.	K2
CO3	Desire being the central theme. Exploring illusion through self-defense. A study of marriage and relationships. Dealing with women submissiveness in the family . To acquire an idea of American culture and diversity through these selections .	K4,K1
CO4	Evaluating the themes like sin, compassion and hypocrisy .Relationship between religion and law in the puritan society. . To keep the students abreast of the American Literary background and culture	K1,K4
CO5	This unit is a study of politicization of literary studies and an evaluation of literature. A philosophical discussion of literature's goals and methods.	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3				1			1
CO2			3	3	3	3			2	
CO3	2				1			3		3
CO4	3	2	2	2				1		
CO5	2	2		2						1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The complete poems of Emily	Emily Dickinson	paperback	1976

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	Dickinson			
2	Ariel	Sylvia Plath	paperback	1999
3	The collection of Robert Frost (North Boston)Poems.	Robert Frost	Britannica	1914
4	Preface to Leaves of grass	Walt Whitman	paperback	2001
5.	Street car named Desire	Tennessee Williams	Penguin Modern Classics	2009
6	The Portrait of a Lady	Henry James	Spark Publishers	2004
7	Walden	Henry David Thoreau	Princeton university press	2004
8	The scarlet letter	Nathaniel Hawthorne	Simon and Shuster	2004
9	All my sons	Arthur Miller	Britannica	2001

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Romance with America? Essays of culture, literature and American studies	Winfried Fluck	Universitätsverlag winter Heidelberg	2009
2	The poetic quests of Emily Dickinson and Sylvia Plath	Wal-yee-Agnes sit	Open dissertation press	2017

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21265C	CORE: SHAKESPEARE	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To appreciate how characters interact and create dramatic tension through their language and actions

To understand the significance of the social, historical and cultural contexts of a Shakespeare's plays

To appreciate the moral and philosophical significance of Shakespeare's plays and their relevance for contemporary audience

UNIT I: SONNETS

(17hrs)

- 1-From fairest creatures we desire increase
- 2-When forty winters shall besiege thy brow
- 21-So is it not with me as with that muse
- 116 -let me not to the marriage of true minds
- 126 -O thou my lovely boy
- 130-My mistress eyes
- 5 – Thou hours that with gentle work did frame
- 35- No more be grieved at that which thou hast done

UNIT II: TRAGEDY

(17hrs)

- King Lear
- Hamlet

UNIT III: COMEDY

(17hrs)

- A Midsummer Night's Dream
- All's Well That Ends Well

UNIT IV: HISTORICAL

(17hrs)

- Richard II
- King John

UNIT V : CRITICISM

(17hrs)

- Stephen Greenblatt- Shakespeare and the uses of power
- T.S.Eliot -Hamlet and his problems

Total number of instruction hrs: 85

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To inculcate in the learners an interest for sonnets and the different aspects of sonnet and acquaint the students with the different features of Shakespearean sonnet.	K2, K4
CO2	To familiarize the learners with the tragedies of Shakespeare with particular reference to King Lear and Hamlet. To discuss the importance of King Lear among the tragedies of Shakespeare.	K2, K5

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CO3	To become acquainted with the Shakespearean comedies with particular reference to Midsummer Nights Dream and All's Well That Ends Well.	K2, K 5
CO4	To develop a thorough understanding of the history plays Richard II and King John its importance among the plays of Shakespeare.	K2, . K4
CO5	To provide an insight into the development of Shakespearean criticism with special reference to article of T.S Eliot and Greenblatt	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	1		1			1
CO2	1	2	3		1		2		2	3
CO3		3	1	2			3		1	
CO4	1		1		2					2
CO5	2	2	3				2			

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The Sonnets	William Shakespeare	Penguin publishers	1990
2	King Lear	William Shakespeare	Tamara Hollingsworth	2010
3	The Midsummer Nights Dream	William Shakespeare	Harper Collins	1998
4	Richard II	William Shakespeare	Penguin Books	1999
5	Hamlet and his problems Shakespeare and the uses of his power	T.S Eliot Stephen Greenblatt	Faber & Faber The New York Review of Books	1950 April, 2007
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Art of Shakespearean Sonnet	Helen Vendler	Belknap Press	1999
2.	An Introduction to Literary Theory and Criticism	Anand Kulkarni	Orient Blackswan	2014

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21265D	NON-MAJOR: COMPUTER APPLICATIONS IN LITERARY STUDIES - II	3	Theory	-	100

OBJECTIVES OF THE COURSE:

The objective of the course is to introduce students with basics of Publisher and basics of Internet and Web designing using HTML and basics of Wordpress.

UNIT I

11 hrs

MS-Publisher: Creating a Publication: Starting with a publisher template – Creating simple web Page. – **Managing the publication Layout:** - Zooming and Moving around your Publication – Grouping and Selecting Objects – View Options. **Master Page:** Creating a Master Page – Printing a Page.

UNIT II

11 hrs

Advanced Features Of MS-Publisher: Working with Text: Laying Out Text- Kerning and Tracking – Inserting Images – **Tables as a Page Layout Tool:** Creating a table – Importing a table – **Customizing Publication:** Customizing Business Information - creating a custom template- Creating Custom Color Schemes.

UNIT III

11 hrs

Introduction to HTML: Document Types - The <Html> tag - The <head> tag: The <title> tag - The <body> Tag -Elements and Characters - The Rules of HTML.

Text, Colors, and Backgrounds: HTML Approach to Visual Design - Basic Text Layout with HTML Elements - the <center> tag - alignment attribute - Text alignment with images -
 - Fonts - Colors in HTML - Color attributes for body - Background Images.

UNIT IV

11 hrs

Core HTML : Paragraphs and Breaks - Division and Centering- Quotations - Preformatted Text - **Lists:** Ordered Lists - Unordered Lists -Definition List - Horizontal Rules.

Introduction to Tables: The rowspan and colspan attribute - Tables for layout – Applied layout using tables.

UNIT V

11 hrs

Introduction to WordPress – Design Wordpress Website – Adding Page – Working with Wordpress Post – Power of Text Widgets - Adding Images – Adding Videos – Set the Home Page of your Wordpress Website.

Total Number of Instruction Hours 55

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Creating and Managing Publication using MS Publisher	K1,K2,K3
CO2	Advanced Features of MS Publisher and Customizing	K4,K5
CO3	Introduction about HTML	K1,K2
CO4	Working with HTML tags	K5
CO5	Introduction about Wordpress and Working with Wordpress	K1,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1			2	3		3		1	
CO2		2		2	3	1	3	1		2
CO3		1		1	3	2	3	2		1
CO4			2		3		3	1	2	
CO5		1		2	3		3	1		2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Using Microsoft Office 2007	Woody Leonhard	Ed Boot Pearson Education	2007
2	Internet and World Wide Web: How to Program	Paul Deitel, Harvey Deitel, Abbey Deitel	Pearson Education	2012
3	HTML and XHTML, The complete reference	Thomas A.Powell	Tata Mc Graw Hill	2004
4	WordPress To Go (Ebook)	Sarah McHarry	-	2013

Pedagogy: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21265P	NON MAJOR : COMPUTER APPLICATIONS IN LITERARY STUDIES II - PRACTICAL	3	Practical	-	

OBJECTIVES OF THE COURSE:

This paper provides practical knowledge of working in Microsoft Office – Publisher, HTML, Wordpress

Working with MS-PUBLISHER using the following concepts.

1. Working with Master Page and Publication Page
2. Working with text.
3. Working with tables.

Create HTML Page using the following concepts.

4. Formatting tags
5. Hyperlinks
6. Tables
7. Images and text wrapping around images
8. Lists

Wordpress concepts.

9. Adding Wordpress Page
10. Adding Images and Video to the Wordpress Website

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Publish the edited contents in Internet using MS-Publisher and design the website using HTML.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	1	2		3	1	3	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation, Demonstration and Observing & Recording the Results.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21365A	CORE: ENVIRONMENTAL LITERATURE	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To bridge the gap between Biology and literature.

To introduce a wide array of writers who have inspired greater attention to and respect for the biophysical world

UNIT I: PROSE (18 hrs)

Journal of the First Voyage to America - Christopher Columbus

Book of Genesis Chapter 1.1-3.24

UNIT II: POETRY (18 hrs)

Tintern Abbey - Wordsworth

The Meadow Mouse - Theodore Roethke

The Cloud - Percy Bysshe Shelley

Hawk Roosting - Ted Hughes

To Autumn - John Keats

UNIT III: DRAMA (18 hrs)

The Tempest - William Shakespeare

Self-Study: Riders to the Sea - J. M. Synge

UNIT IV: FICTION (18 hrs)

Life of Pi - Yann Martel

Self-Study: Fire on The Mountain - Anita Desai

UNIT V: CRITICISM (18 hrs)

Cheryll Glotfelty - Literature Studies in the Age of Environmental Crisis.

Total number of instruction hrs: 90

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Teaching prose enables the students to understand the passage, to read fluently, to enrich their vocabulary and to enjoy reading and writing. It enables the learners to extend their knowledge of vocabulary and structures and to become more proficient in the four language skills.	K1,K3
CO2	Helps to explore and understand the thought and imagination, enables the students to appreciate, enjoy and to train the emotions, feelings and imagination of the students.	K2, K4
CO3	Enables the students in building knowledge and appreciation of the dramatic arts, dramatic literature, and performance in their cultural, historical, and interdisciplinary contexts. Understanding the dramatic	K3,K4

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	arts as a collaborative art form with social impact.	
CO4	Explores the basics of conceptualization of a novel or novella, sharpens critical thinking and critical reading skills, the purpose of fiction is to entertain.	K1,K4
CO5	This unit portrays the similarities and discrepancies of the environment within and across cultures and at different historical moments, various personalities views and opinions about environment.	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		3	2	1		1			1
CO2	1		2	3	2	1	1		1	
CO3	2	2	2	1			1			1
CO4	2		2		1		1		1	2
CO5	2	1	1				1		1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Tempest	William Shakespeare	Digireads.com	2005
2	Riders to the Sea	J. M. Synge	Unique Publisher	2014
3	Life of Pi	Yann Martel	RHC	2012
4.	Fire on The Mountain	Anita Desai	RHI	2008
5.	Bible	King James version	Hendrickson Publishers Inc.	2006
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Future of Environmental Criticism	Buell L.	Oxford: Blackwell	2005
2	Seeking Awareness in American Nature Writing	Slovic S	Salt Lake City	1998
3	Ecocriticism and Environment: Rethinking Literature and Culture	Debashree Dattaray, Sarita Sharma	Primus Books	2018

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21365B	CORE: COMPARATIVE LITERATURE	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To expose the students to the Comparative Literatures in English.

To introduce the new perceptions in Comparative literature.

UNIT I:

(18hrs)

Introduction to comparative Literature – Definition and History of Comparative Literature – Principles of Comparative Literature.

UNIT II: POETRY

(18 hrs)

I felt a Funeral, in my Brain – Emily Dickinson

Time to Come – Walt Whitman

At the Window – D.H. Lawrence

Autumn Song – Sarojini Naidu

UNIT III: DRAMA

(18 hrs)

A Marriage Proposal – Anton Chekov

Self-Study: Bernard Shaw – The Doctor's Dilemma

UNIT IV: FICTION

(18hrs)

R.K. Narayan: Malgudi Days

Self-Study: Thomas More: The Utopia

UNIT V:

(18 hrs)

A Comparative study of a Poem or Short Story from a Language of Student's Choice or in English.

Total number of instruction hrs: 90

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand that comparative literature is an academic field in dealing with the study of literature and cultural expression across linguistic, national and geographical boundaries.	K1,K2
CO2	To explore and to identify the significance of specific themes like the poet's mental condition and inner conflicts. Exhibits a self empowering form which enhances the students to learn the power of self expression beyond physical boundaries.	K2,K4,K5
CO3	The plays filled with wit, irony, brilliantly developed and impassioned characters. To understand the diverse views of different writers and different backgrounds.	K1,K2,K4
CO4	The Malgudi days is a collection of short stories which portrays multiple facets of life in a fictional town called Malgudi Utopia is a socio-political satire which concentrates on how things	K1,K2,K4

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	should be and go on. It applies the theme of being non-denominational in religion and culture.	
CO5	To study, compare and define clearly two cultures, languages or two genres.	K1,K2,K2,K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	2	2	3	1			3
CO2		2		3		3			2	
CO3			2	2	1	2	2			
CO4	3		2	2		2		1	2	
CO5	2		2	2	2				2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Edition
1	The complete poems of Emily Dickinson	Emily Dickinson	paperback	1976
2	The complete poems of Walt Whitman	Walt Whitman	paperback	1995
3	The complete poems of D. H. Lawrence	D. H. Lawrence	Paperback -	1994
4	The Doctor's Dilemma: A Tragedy	Bernard Shaw	Penguin; New Ed edition (November 19, 1987)	1987
5	The marriage proposal	Anton Checkov	Encore performance publishing	1997
6	Utopia	Thomas Moore	Ingram short title	2017
7	Malgudi Days	R.K.Narayan	Indian thought publications	2007
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Comparative Literature: A Critical Introduction	SussanBassnett	Macmillan press	1988
2	Introduction to study of Comparative Literature Theory and Practice	Subramanian.	Madurai: TEESI publication	2000

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21365C	CORE : LITERARY THEORY AND CRITICISM	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To develop the skills of criticizing, reviewing, as well help the students gain command over the language.

To familiarize the students with the different literary theories and criticism.

UNIT I: Classical and Neoclassical Criticism (18hrs)

Aristotle's – Poetics

Samuel Johnson – Preface to Shakespeare

UNIT II: Romantic Criticisms (18hrs)

Samuel Taylor Coleridge - Biographia Literaria (chapter xvii and xviii)

P.B Shelley – A Defence of Poetry.

UNIT III : Formalism and New Criticism (18hrs)

William K. Wimsatt, jr & Monroe C. Beardsley : The Intentional Fallacy & Affective Fallacy

Cleanth Brooks – Language of paradox

UNIT IV: Structuralism, Poststructuralism and Deconstruction (18hrs)

Roland Barthes – The Death of the Author

Jean Baudrillard – Simulacra and Simulations

UNIT V: Reader Response Theory and New Historicism (18hrs)

New Historicism versus Traditional historicism

Northrope Frye – Archetypal Criticism: Theory of Myths

Total number of Instruction hours: 90

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To acquaint the learners with the various critical terms and their usage in the different literary genres .	K2, K3
CO2	To familiarize the learners with the modern literary theories and the usage of these theories in the critical study of various literature.	K2, K3
CO3	To help the learners to know the meaning of orientalism and to understand the Western conception of the East.	K2, K4
CO4	To provide an overview of the Victorian literature from a feministic perspective and help to understand literature from the modernistic point of view	K2, K4,
CO5	To provide an insight into the development of criticism in the 20 th century with special reference to historicism and to understand an evolving culture of belief in the modern society.	K2, K4

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Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	1		1			1
CO2	1	2	2		1		2		2	3
CO3		3	1	2			3		1	
CO4	1		1		2					2
CO5	2	2	3				2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	An Introduction to Literary Criticism	Prasad B	Laxmi Publication	2005
2	A History of Literary Theory and Criticism	M.A.R Habib	Blackwell Publishing	2004
3	Archetypal Criticism : Theory of Myths	Northrope Frye	Princeton University	1959
4	The Death of the Author	Roland Barthes	Princeton University	1967
5	English Literary Criticism and theory	M.S Nagarjun	Princeton University	1978

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Literary theories and criticism beyond modernism	Avik Gangopdhyay	Roman publisher's consortium	2014
2.	A New Approach to Literary theory and criticism	Jagadeesh Batra	Atlantic publisher's	2014

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21365D	CORE : RESEARCH METHODOLOGY	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To give an adequate knowledge on the importance of thesis writing.

To introduce the methods and techniques involved in thesis writing.

To test the hypothesis of a causal relationship between variables (such studies are known as hypothesis-testing research studies)

UNIT I: (18 hrs)

Research study- survey-Psychological research-case studies-Action research-experimental study-Anthropological study-literary research.

UNIT II: (18 hrs)

Choosing the topic-Data collection-Primary and Secondary Sources-working outline-Thesis statement-Final outline- Summing up.

UNIT III: (18 hrs)

Thesis format-Footnotes, Bibliography, Parenthetical Documentation-Corrections, Abbreviation, Punctuation, Margin and Spacing

UNIT IV: (18 hrs)

Writing drafts-the first draft- subsequent draft-writing with a word processor-the final draft and the research project portfolio.

UNIT V: (18 hrs)

Induction and deduction, Margin, Binding, List of Works Cited, Documenting, Abbreviation.

Total number of instruction hrs: 90

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Expose to the significance of research studies, types and scope along with historical and technical or scientific aspects	K1,K2
CO2	Formulation and alignment of data required to complete the research study and framework.	K2
CO3	Inclusions and required elements for the paper outcome of the study and presenting it with accuracy to educate the readers	K2,K3
CO4	Use of computer technology and the process involved in bringing out the final outcome or results	K3
CO5	Emphasize the need to document the referred sources and cultivate the practice of acknowledging among the readers	K2,K3

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Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			2		3	3		2	1	
CO2					3	3		1		1
CO3					3	3		1		1
CO4					3	3				
CO5					3	3				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	
1	M.L.A Hand Book	MLA	MLA	2016
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Research methodology: A Step - by-Step Guide for Beginners	Ranjit Kumar	SAGE Publications	2014
2	The professional Writing Guide	Roslyn Petelin and Marsha Durhars	Business and Professional Publishing Ltd	1992

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21365E	NON-MAJOR: ANIMATION TECHNIQUES	3	Theory	-	100

OBJECTIVES OF THE COURSE:

This course focuses on mastering core tools, layers, selections, masks, and colors paces in-depth treatment of touchup, enhancement, and image creation for the web.

UNIT I

11 hrs

GIMP Basics - Introducing the GIMP Windows and Dialogs - The Toolbox - The Image Window -The Layers, Channels, and Paths Dialogs - The Dialogs for Color, Brushes, Patterns, Gradients, and Palettes -Loading and Saving Images - Creating New Images - RGB, Grayscale, and Indexed Images - Recalling the Last Filter Dialog - Copy, Cut, and Paste Buffers - Zoom and New View - Zoom - New View.

UNIT II

11 hrs

Review of Layers - Layers and the Role They Play in Images- Channels and Their Relationship to Layers - Layer Creation, Deletion, Duplication, and Organization - Layer Export and Import-Floats- Manipulating Layers - Positioning Layers - Resizing and Scaling- Flipping- The Transform Tool - Combining Layers.

UNIT III

11 hrs

Selections - The Basic Selection Tools- The Six Selection Tools from the Toolbox - Selection Tool Options - The Select Menu and Friends- The Paths Dialog - Using Selections Effectively Masks- Channel Masks- Layer Masks- Basic Tools for Working with Channel and Layer Masks

UNIT IV

11 hrs

Touchup and Enhancement- Improving Tonal Range- Highlights and Shadows- Using the Levels Tool - Removing Color Casts - The Curves Tool- Color Correcting by Balancing the Neutrals- Finding the Shadow, Midtone, and Highlight- Other Colors- The Perturbation Technique- Color Correcting Tools- Repairing Blemishes with the Clone Tool- Sharpening

UNIT V

11 hrs

Web-Centric GIMP Web Animations - Clickable Image Maps- Type Effects- Tileable Backgrounds- Web-Safe Color- Semi-Transparency and Indexed Images- GIF or JPEG.

Total Number of Instruction Hours 55

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Study the user interface and the preliminaries associated with the same	K1
CO2	Working with Layer masks which are a fundamental tool in image manipulations	K2
CO3	Usage of Gimp's selections to create any shape of mask to perform animations	K3, K4
CO4	Usage of the different types of masks to refine selection	K4
CO5	Working on Web Animations	K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1				3	1	3	2	2	2
CO2	1	2			3	3	3			
CO3			2	3	3	2	3	1	1	
CO4			3	2	3	3	3	2	3	
CO5		2	3	2	3	3	3	1	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Grokking the GIMP	Carey Bunks	New Riders Publishing	2000, First Edition

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21365P	NON-MAJOR: ANIMATION TECHNIQUES PRACTICAL	3	Practical	-	

OBJECTIVES OF THE COURSE:

This paper provides practical knowledge about the tools in multimedia software.

1. Create an image using simple tools
2. Creation, Deletion, Duplication of layers
3. Manipulating the Layers
4. Transformation Tools
5. Selection Tools
6. Combining Selections
7. Working with Channel masks
8. Color Correcting tools

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Enhance the Computer Literacy with an Opensource Animation Software GIMP and Knowledge on working with Layers & Transformation, improving image quality by using simple tools.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	1	1	2	3	1	3	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation, Demonstration and Observing & Recording the Results.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21365U1	ELECTIVE III: WORLD CLASSICS IN LITERATURE	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To pave the foundation for the study of World Classics and concepts.

Enable the students to appreciate the writings of literary values, to gain knowledge on cultural importance, philosophical and socio-political background to facilitate the development of cross-cultural perspectives.

To introduce the writers of World Classics.

UNIT I: THEORIES (15 hrs)

Classical Literary theory

Aristotle

Horace

Other Classical Schools

UNIT II: POETRY (15 hrs)

Homer : The Iliad Book II

Goethe : The Reunion

UNIT III: DRAMA (15 hrs)

Kalidasa : Sakuntala

Self-Study: Bhasa - Karnabharam

UNIT IV: FICTION (15 hrs)

Somerset Maugham - Of Human Bondage

Self-Study: Charles Dickens: The Pickwick Papers

UNIT V: CRITICISM (15 hrs)

Classical Literary Criticism

Longinus : On the Sublime

Total number of instruction hrs: 75

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Study of Classical Theories gives insight to a student into the critical way of thinking. By studying Classical Criticism students get sense and understanding about how the literary theories increase his/her capacities to think critically without the bias or prejudice or preconceived notions.	K2, K3
CO2	To make the students understand that, In Book 3 of Homer's 'The Iliad', Menelaus and Paris attempt to end the war by engaging in a single	K1, K5

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	combat for Helen, but the interference of the goddess Aphrodite makes the fight end in a controversial draw. The poem describes about the marvelous creative of God.	
CO3	To figure out Abhijnanashakuntala, (Sanskrit: "The Recognition of Shakuntala") drama by Kalidasa composed about the 5th century CE that is generally considered to be the greatest Indian literary work of any period. One act play of karna is of the incidents occurrence in ancient times	K2,K4
CO4	Students will be able to understand the elements of Charles Dickens's life and experiences that shaped his worldview and his writings. Students will be able to analyze the historical and cultural framing for the novel. The novel of maugham is significant and realistic to the incidents of the society	K1,K4
CO5	To make students learn that, Longinus' purpose in writing On the Sublime was to correct a wrong view of poetry that was attracting at least one of his students. Nonetheless, his greater purpose was to treat in a cogent manner the importance of grand thoughts and feelings and language and structure in poetry.	K1, K3, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	2	1			1	1	3	2
CO2	2		3	3					3	
CO3	1		3	3					3	
CO4	3	2	3	3					3	
CO5	1	1		1	1	3		2	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Year of Publications

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1	Classical Literary Criticism	Penelope Murray	Penguin Classics	17 Apr 2000
2	Classical Literary Criticism	Russell, Michael Winterbottom	Oxford World's Classics	30 Nov 2015
3	The Iliad (Penguin Classics) Paperback Homer	Homer	Penguin	30 January 2003
4.	Shakuntala	Kalidasa	Createspace Independent Publication	13 May 2012
5	Karnabharam	Bhasa	Gyan Mandir	1964
6	Of Human Bondage	Somerset Maugham	Doran company	1915
7	A Tale of Two Cities	Charles Dickens	Public Domain Books	1 December 2010
8	Classical literary criticism translated with an introduction by T.S. Dorsch, Penguin books	Penelope Murray	Penguin; Reissue edition	17 April 2000
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Classical Literary Criticism	D. A. Russell, Michael Winterbottom	OUP UK	30 November 2015

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21465A	CORE: EUROPEAN LITERATURE	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To demonstrate a broad factual knowledge of European literary history, works, genres, and major theoretical approaches.

To trace the history of the European literatures by studying texts that have been influential in that history in connection with two inter related ideas.

To develop a professional concentration in European literature.

To demonstrate familiarity with the social and political forces determining European culture during the time period.

UNIT I: PROSE (17hrs)

Gunter Grass : The Tin Drum

Luigi Pirandello : One, No one and one Hundred Thousand

UNIT II: POETRY (17hrs)

Stephen Mallarme : Flowers

Homage to Richard

Bertolt Bretch: Our Solidarity

To Posterity

Anna Akhmatova: I taught myself to Live simply

Our Native Earth

Eugenio Montale: In Sleep

Mediterranean

Seamus Heaney: Blackberry Picking

Death of Naturalist.

UNIT III: DRAMA (17hrs)

Anton Chekhov : The Cherry Orchard

Self-Study: Anton Chekhov : Three Sisters

UNIT IV: FICTION (17hrs)

Leo Tolstoy: Anna Karenina

Self-Study: Fyodor Dostoevsky: Crime and Punishment

UNIT V: CRITICISM (17hrs)

Nicholas T. Rand: Psychoanalytic Literary Criticism

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Total number of instruction hrs: 85

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To inculcate in the learners an interest for literature in languages other than English and to apprise about the culture reflected in the novels prescribed.	K2, K3
CO2	To familiarize the learners with the works of the poets of different languages and their importance among the world poets and the various themes in their poems.	K2, K4
CO3	To become acquainted with the dramatists of world literature with particular reference to Anton Chekhov and his plays. He writes his plays related to the reality and situation occurrence in the society	K2, K4
CO4	To develop a thorough understanding of the novel prescribed and the life and times reflected are both psychological and legal facts of the culture and social life.	K2, K3, K4
CO5	To provide an insight into the development of criticism in the 20th century with special reference to article of Nicholas Rand	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	1		1			1
CO2	1	2	3		1		2		2	3
CO3		3	1	2			3		1	
CO4	1		1		2					2
CO5	2	2	3				2			

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Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	
1	Tin Drum	Gunter Grass	Vintage publishers	1990
2	One ,One Hundred one Hundred Thousand	Luigi Pirandello		
3	The Cherry Orchard	Anton Chekhov	Laxmi Publication	2004
4	Three Sisters	Anton Chekhov	Richard Nelson	1901
5	Anna Karenina	Leo Tolstoy	Fingerprint publishing	1960
6	Crime and Punishment	Fyodor Dostoevsky	The Russian Messenger	1866
7	Deconstruction Theory & Practice	Christopher Norris	Rediff Publication	1977
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	A history of literary Criticism	Dumas A	Laxmi Publication	2008
2.	An Introduction to Literary Theory and Criticism	Anand Kulkarni	Orient Blackswan	2014

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21465B	NON-MAJOR: DESKTOP PUBLISHING	3	Theory	-	100

OBJECTIVES OF THE COURSE:

This paper provides a brief introduction to CorelDraw tools and features to create compelling graphics.

UNIT I

11 hrs

Introductions and Basic drawing tools: Introduction to Corel Draw - Screen components - Document info - Templates - working with Toolbars - Property bar - Docker windows and its operations - view and view manager - Zoom toolbar - Workspaces - Selection techniques - working with selected objects - object locking - Digger - Lines and Freehand Curves - Working with Shapes - Grids, Rulers - Using Guidelines - Snapping objects.

UNIT II

11 hrs

Advanced drawing tools, basic and advanced text work tools: Working with Bezier curves - Polygons - Manipulating objects - Working with nodes - Adding, deleting, rotating and Skewing nodes - Reshaping. Text: The Text tool - Artistic and paragraph text - Type face, Type size - Aligning text and applying text effects - Adjusting space - Shift and rotating text - Text editor - Shortcuts in text - Tabs - Indents - Applying columns - Linking frames - Editing individual characters - Text styles - Fitting text to a path - Spell check - Searching for synonyms - Text searches.

UNIT III

11 hrs

Outline tools and Fill tools: Working with preset outlines - Setting outline widths, Colors, Styles - Creating line styles- Applying outline arrows - Editing arrows -Configuring polygon corners and line curve caps - Applying calligraphic outlines -Outline options and defaults. Overview of fill tool - Applying uniform fills - Pattern fills - Two-color, full-color and bitmap pattern fills - Fountain fills - Texture fills -Interactive fills - Mesh fills - Tiling fills - Postscript fills - Copying fills.

UNIT IV

11 hrs

Artistic Media Tools and Image Tools : Preset mode - Brush mode - Object sprayer mode. An overview of Interactivity - Distorting, Extruding and Blending Objects Interactive envelopes - Free transformations - Interactive shadows. Images: An overview - Image formats - Importing and exporting images - Scrap book - Coloring, Tracing and Cropping Bitmaps - Resizing and rotating / skewing images - Special effects - Color Style.

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UNIT V

11 hrs

Printing Tools: Page layout and Overview - Layout styles - Setting the page size.
Specifying the background color - Adding a printable page frame - Hiding the page border - Facing pages and its manipulation. Printing components - Print styles -Selecting the printer - Print preview - Layout styles - Proofing aids - Printing to a file -Bureau wizard.

Total Number of Instruction Hours 55

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding basic drawing tools in coreldraw	K1,K2
CO2	Advanced drawing tools, basic and advanced text work tools	K3,K5
CO3	Understanding and Applying Outline tools and Fill tools	K4,K4,K5
CO4	Applying Artistic Media Tools and Image Tools	K4,K4,K5
CO5	Understanding Printing Tools	K2,K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1				3	1	3	2	2	2
CO2	1	2			3	3	3			
CO3			2	3	3	2	3	1	1	
CO4			3	2	3	3	3	2	3	
CO5		2	3	2	3	3	3	1	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Coreldraw 12 The Official Guide	Nick Wilkinson And Steve Bain	Dreamtech Press	2007
2	Coreldraw In Easy Steps	Stephen Copestake	Dreamtech Press	2005

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3	Coreldraw X6 in Simple Steps	Kogent Learning Solutions	Dreamtech Press	2013
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Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21465P	NON-MAJOR: DESKTOP PUBLISHING PRACTICAL	3	Practical	-	

OBJECTIVES OF THE COURSE:

This paper provides practical knowledge about the tools in Coreldraw software.

1. Creation of basic shapes such as Ellipse and Polygon.
2. Creation of Bezier curves.
3. Creation of variable sided polygons.
4. Customize line design with calligraphic pen.
5. Applying Fill tools and graph paper tools.
6. Using Artistic media tool to specialize curves.
7. Using knife tool and smudge tool.
8. Creation of Envelope effects.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Aware and Explore the concepts of Coreldraw and perform basic functions, using the tools in Coreldraw.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1		2	1	3	1	3	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation, Demonstration and Observing & Recording the Results.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21465S	CORE: PROJECT	6	Practical	-	-

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	To Equip the students with research aptitude and to explore the work of their own choice. To apply critical and theoretical approaches and to identify, analyze and interpret critical ideas in the text of their choice.	K2, K3, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	2	1	1	1	2	2	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	An Overview of Research Methodology: MLA Handbook	MLA	Affiliated East – West press pvt ltd	2008

Pedagogy: Lecture, PPT presentation, Seminar, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21465U1	ELECTIVE IV : WEB JOURNALISM	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To teach the nuances and concepts of Journalism.

To equip the students with the techniques of Web Journalism.

UNIT 1 - INTRODUCTION TO NEWS WRITING

(15hrs)

News: Definition, types, news value, techniques of newsgathering, interviewing skills, attribution, problem of planted stories • Sources of News: Traditional Sources, Media Sources, Cross Media Sources including Radio, TV and internet, Ethical issues regarding sources, Gate-keeping and validation of news sources.

UNIT 2 - NEWS STRUCTURE AND VARIOUS REPORT FORMATS

(15 hrs)

Structure of a news report: Types of leads: inverted pyramid style, hour glass style and nut graph • Covering beats, Press conferences, Speech reports, Seminars, Press releases Reporting for a news agency- Specialized reporting like Investigative journalism, Sports Journalism etc.

UNIT 3 - AN OVERVIEW OF WEB JOURNALISM

(15 hrs)

Definition – WEB Journalism - Multimedia Journalism – Convergence - Online-only Newspapers- Hybrid Newspapers- Internet television - The Changing Landscape: newspapers and broadcast outlets on the web - Unique features of news websites: Multimedia, and interactive chats and blogs.

UNIT 4 - PRODUCTION IN DIGITAL JOURNALISM

(15 hrs)

Tools and resources available online. - Sources on the Internet and data search. - Visual, sound and textual aspects of digital journalism: rules and techniques. - Developing a website. - Blogs and infographics - Producing, editing and publishing journalistic content online. - Creating a digital newspaper.

UNIT 5 - PRACTICAL EXERCISES

(15 hrs)

1. Writing Press releases
2. Conducting a mock press conference
3. Writing news for Online Newspaper – Different Beats of news
4. Analysing the content and writing style of the Web news (Political News, Sports News, Entertainment News)

Total Number of Instruction Hours 75

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Journalism	K2 & K3
CO2	Functions of Newspaper Organization	K2 & K3
CO3	Importance of Web Journalism	K2, K3 & K4
CO4	Knowledge of Online Journalism	K3 & K4
CO5	Content and News Writing Style	K3, K4 & K5

Note: K1-Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	3	3	3	3	2	3	3
CO2	3	3	3	3	2	3	3	3	2	3
CO3	3	3	3	2	3	3	3	3	2	3
CO4	2	3	2	3	2	3	3	3	3	2
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No	Title	Author	Publishers	Year of Publications
1	An introduction to journalism		Surjeet Publication	First Indian Reprint
2	Online journalism: Principles and practices of news for the web	foust, James Holcomb	Hathwars publishers, Scottsdale, AZ	2005

Reference Books				
S.No	Title	Author	Publishers	Year of Publications
1	Metrics at Work - Journalism and the Contested Meaning of Algorithms	Angele Christin	Princeton University Press	2020
2	Journalism:Publishing AcrossMedia Second Edition, Revised	Janet E well , Michelle Balmeo , Ellen Austin , Randy Hamm.	Goodheart Willcox Company	2019
3	Journalism Next: A Practical Guide to Digital Reporting and Publishing	Mark E. Briggs	Sage Publications	Fourth edition, 2019
4	Metro Dailies in the Age of Multimedia Journalism	<u>Marv Lou Nemanic</u>	Temple University Press	1st edition, 2020

Pedagogy: Lecture along with Supportive AV Presentation, e-content, seminar, Practical Assignment, Quiz, Group Discussion

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A-1-01
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Programme Outcome	
PO1	Apply knowledge of management theories and practices to solve business problems.
PO2	Analytical and critical thinking abilities for data-based decision making.
PO3	Ability to develop Value based Leadership ability
PO4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
PO5	Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.
PO6	Apply ethical principles for making judicious managerial decisions
PO7	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO8	Adapt and develop research acumen and thereby engage in independent and life-long learning.
PO9	Determine the entrepreneurial skills and choose the best possible investment decisions for an enterprise.
PO 10	Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations, etc.) to solve business problems



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Programme Specific Outcome	
PSO1	To equip the students with requisite knowledge, skills and right attitude necessary to create efficient Global Managers and Executives.
PSO2	To develop competent management professionals with strong ethical values capable of assuming a significant role in Corporate and Society.
PSO3	Providing leadership training and team work activities in order to enable them well fulfilling the corporate professional needs.
PSO4	Promote Entrepreneurial spirit, innovative skills, and problem-solving ability and developing the attitude social responsibility.
PSO5	Imparting adequate theoretical knowledge on various core disciplines of management science and providing consultancy, research and development perspectives.

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**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022
SCHEME OF EXAMINATIONS**

Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	-	21151A	Core: Management Principles and Practices	3	25	75	100	4	3	THEORY
I	-	21151B	Core: Organisational Behaviour	3	25	75	100	4	3	THEORY
I	-	21151C	Core: Managerial Economics	3	25	75	100	4	3	THEORY
I	-	21151D	Core: Accounting for Decision Making	3	25	75	100	4	3	THEORY
I	-	21151E	Core: Quantitative Methods for Management – I	3	25	75	100	4	3	THEORY
I	-	21151P	Core: Practical: IBM – Business Analytics	4	40	60	100	4	3	PRACTICAL
I	-	21151F	Core: Marketing Management	3	25	75	100	4	3	THEORY
I	-	21151Q	Core: Practical- Statistical Software Lab	3	40	60	100	4	3	PRACTICAL
II	-	21251A	Core: Operations Management	3	25	75	100	4	3	THEORY
II	-	21251B	Core: Financial Management	3	25	75	100	4	3	THEORY
II	-	21251C	Core: Quantitative Methods for Management – II	3	25	75	100	4	3	THEORY
II	-	21251D	Core: Human Resource Management	3	25	75	100	4	3	THEORY
II	-	21251E	Core: Research Methods for Management	3	25	75	100	4	3	THEORY
II	-	21251K	Core: Practical - Online Swayam Course Effective Business communication	4						
II	-		Elective – I	3	25	75	100	4	3	THEORY
II	-		Elective – II	3	25	75	100	4	3	THEORY
II	-		Elective – III	3	25	75	100	4	3	THEORY
III	-	21351A	Core: Management Information System	3	25	75	100	4	3	THEORY
III	-	21351K	Core: Online Swayam Course - Strategic Management	4						

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Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
III	-	21351B	Core: International Business	3	25	75	100	4	3	THEORY
III	-		Elective – IV	3	25	75	100	4	3	THEORY
III	-		Elective – V	3	25	75	100	4	3	THEORY
III	-		Elective – VI	3	25	75	100	4	3	THEORY
III	-		Elective – VII	3	25	75	100	4	3	THEORY
III	-		Elective – VIII	3	25	75	100	4	3	THEORY
III	-	21351P	Core: Practical - Self Study - Business Ethics	2	40	60	100		2	PRACTICAL
III	-	21351S	Core: Internship Training	3	40	60	100		3	PRACTICAL
IV	-	21451P	Core: Practical - Self Study - Corporate Social Responsibility	2	40	60	100		2	PRACTICAL
IV	-	21451S	Core: Major Project & Viva Voce	5	50	150	200		6	PRACTICAL
	-		Total	90	775	2025	2800			

Sem.	Part	Subject Code	Subject Name
ELECTIVE - I, II & III			
II	-	21251W1	Elective: Financial Services
II	-	21251W2	Elective: Banking and Insurance Management
II	-	21251U1	Elective: Human Resource Development
II	-	21251U2	Elective: Organisational Change and Development
II	-	21251V1	Elective: Services Marketing
II	-	21251V2	Elective: Consumer Behaviour
II	-	21251V3	Elective: Management
II	-	21251X1	Elective: Enterprise Resource Applications

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II	-	21251X2	Elective: Knowledge Management and Information Systems
II	-	21251X3	Elective: Business Applications using AI& Machine Learning
II	-	21251Y1	Elective: Lean Manufacturing
II	-	21251Y2	Elective: Technology Management
ELECTIVE - IV, V, VI, VII & VIII			
III	-	21351W1	Elective: International Financial Management
III	-	21351W2	Elective: Equity Research and Portfolio Management
III	-	21351W3	Elective: Mergers and Acquisitions
III	-	21351W4	Elective: Taxation Management
III	-	21351W5	Elective: International Financial Reporting Standards
III	-	21351U1	Elective: Strategic Human Resource Management
III	-	21351U2	Elective: Labour Welfare and Industrial Relations
III	-	21351U3	Elective: Organisational Dynamics
III	-	21351U4	Elective: Managing Interpersonal Effectiveness
III	-	21351V1	Elective: Retail Management
III	-	21351V2	Elective: Digital Marketing
III	-	21351V3	Elective: Sales and Distribution Management
III	-	21351V4	Elective: Brand Management
III	-	21351X1	Elective: Software Project Management
III	-	21351X2	Elective: Information Security Management System
III	-	21351X3	Elective: Data Warehousing and Data Mining
III	-	21351X4	Elective: E – Governance
III	-	21351Y1	Elective: Project Management
III	-	21351Y2	Elective: Supply Chain Management
III	-	21351Y3	Elective: Total Quality Management
III	-	21351Y4	Elective: Business Process Re - engineering and Value Engineering

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21151A	Core: Management Principles and Practices	3	2	2	2	1	2	2			
21151B	Core: Organisational Behaviour	3	2	3	1	2	1	3	1		2
21151C	Core: Managerial Economics	3	2	3	3	1	2	1	1	2	1
21151D	Core: Accounting for Decision Making	2	3	1	2	1	3	1	2	2	2
21151E	Core: Quantitative Methods for Management – I	2	3	1	2	2	3	1	2	2	2
21151P	Core: Practical: IBM – Business Analytics	2	3	1	3	2	1		2	2	2
21151F	Core: Marketing Management	2	3	2	2	1	2	2	2	3	2
21151Q	Core: Practical - Statistical Software Lab	2	3	1	3	2	1		2	2	2
21251A	Core: Operations Management	2	2	1	1	1	2	1	2	2	2
21251B	Core: Financial Management	2	3	1	2	1	3	1	2	2	2
21251C	Core: Quantitative Methods for Management – II	2	3	1	2	2	3	1	2	2	2
21251D	Core: Human Resource Management	2	2	1	2	1	2	3	1		3
21251E	Core: Research Methods for Management	2	3	2	2	2	3	2	2	2	2
21251K	Core: Practical - Online Swayam Course–Effective Business Communication	2	2		3	1	2	1	1		1
21251W1	Elective: Financial Services	2	3	1	2	1	3	1	2	2	2
21251W2	Elective: Banking and Insurance Management	2	3	1	2	1	3	1	2	2	2
21251U1	Elective: Human Resource Development	2	2		2	1	1	2	1		2
21251U2	Elective: Organisational Change and Development	1	2		2	2	1	2	2		2
21251V1	Elective: Services Marketing	2	3	2	2	1	2		2	3	2
21251V2	Elective: Consumer Behaviour	2	3		1	1	2	2		3	2
21251V3	Elective: Media Management	2	3		2		2	2	2	3	2
21251X1	Elective: Enterprise Resource Applications	1	2	2			2	1		3	2
21251X2	Elective: Knowledge Management and Information Systems	1	2	2			2	1		3	2
21251X3	Elective: Business Applications using AI& Machine Learning	3	2	2	3	2	2	2	2	2	3
21251Y1	Elective: Lean Manufacturing	2	2	1	1	1	2	1	2	2	2
21251Y2	Elective: Technology Management	2	2	1	1	1	2	1	2	2	2
21351A	Core: Management Information System	3	2	3	1	2	3	1	2	2	3
21351K	Core : Online Swayam Course - Strategic Management	3	3	3	2	2	2	2	2	3	3

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21351B	Core: International Business	3	3	3	2	2	3	2	2	2	2
21351W1	Elective: International Financial Management	2	3	1	2	1	3	1	2	2	2
21351W2	Elective: Equity Research and Portfolio Management	2	3		2		3	1		2	2
21351W3	Elective: Mergers and Acquisitions	2	3	1	2	1	3	1	2	2	2
21351W4	Elective: Taxation Management	2	3				3	1		2	2
21351W5	Elective: International Financial Reporting Standards	2	3	1	2	1	3	1	2	2	2
21351U1	Elective: Strategic Human Resource Management	3	2	3	3	2	1	2	2	2	2
21351U2	Elective: Labour Welfare and Industrial Relations	1	2		1	2	1	1	1	2	2
21351U3	Elective: Organisational Dynamics	1	2	1	1	1	1	1	1	2	2
21351U4	Elective: Managing Interpersonal Effectiveness	2	2	2	1	3	1	3	3		2
21351V1	Elective: Retail Management	2	3	2	2		2	2		3	2
21351V2	Elective: Digital Marketing	2	3		1	1	2	2	2	3	2
21351V3	Elective: Sales and Distribution Management	2	3	1	2	1		2	2	3	2
21351V4	Elective: Brand Management	2	3	2	2		2	2		3	2
21351X1	Elective: Software Project Management	1	2	2			2	1	3	3	2
21351X2	Elective: Information Security Management System	1	2	2			2	1		3	2
21351X3	Elective: Data Warehousing and Data Mining	1	2	2			2	1		3	2
21351X4	Elective: E – Governance	1	2	2			2	1		3	2
21351Y1	Elective: Project Management	2	2	1	1		2	1	2	2	2
21351Y2	Elective: Supply Chain Management	2	2	1	1	1	2			2	2
21351Y3	Elective: Total Quality Management	2	2	1		1		1	2	2	2
21351Y4	Elective: Business Process Re-engineering and Value Engineering	2	2	1	1			1		2	2
21351P	Core: Practical - Self Study - Business Ethics	2	3	2	1	1	2	2	1	2	2
21351S	Core : Internship Training	3	3	2	2	2	3	2	3	2	3
21451P	Core: Practical - Self Study - Corporate Social Responsibility	2	3	2	1	1	2	2	1	2	2
21451S	Core : Major Project & Viva Voce	3	3	2	2	2	3	2	3	2	3

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Indicators: 1. Reasonable

2. Significant

3. Strong

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE
ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21151A	CORE: MANAGEMENT PRINCIPLES AND PRACTICES	3	Theory	-	100

Objectives of the Course:

- To provide an insight on the concepts of management and its applications in organizations.
- To impart knowledge on the new trends in the field of management.

UNIT I :MANAGEMENT CONCEPTS

(Teaching hours: 7)

Management – Arts, Science and Profession – Management Process – Scope – Evolution of Management – Managers – Kinds and their Role – Management and Society – Social Responsibility and Ethics – Global and Comparative Management.

UNIT II: PLANNING AND DECISION MAKING

(Teaching hours: 7)

Planning – Nature – Purpose – Planning Process – Planning Premises – Types of Plans - Objectives – Strategies & Policies – Nature & Purpose – Strategic planning Process – Kinds of Strategies & Policies – Decision Making – Need - Process - Decision Making in Organization.

UNIT III: ORGANIZING

(Teaching hours: 7)

Organizing – Formal and Informal organization – Organization divisions – levels – Span of Management – Principles of Span of Management – Factors affecting effective Span – Structure and process of Organizing – Basic Departmentation – Types.

UNIT IV: AUTHORITY AND COORDINATION

(Teaching hours: 7)

Line and Staff Authority – Authority & Power – Concepts – Functional Authority – Benefits & limitations of Staff – Decentralization of Authority – Delegation of Authority – Co - ordination functions in Organization – Techniques of Co-ordination.

UNIT V: CONTROLLING

(Teaching hours: 7)

Basic Control process – Critical control points and standards – control as a feedback system – real time information & control – feed forward control – requirement for effective control – control techniques and Information Technology.

Total Hrs: 35



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the management concepts	K1, K2
CO2	Practice the process of management functions: planning, organizing and decision making.	K2, K3
CO3	Learn the Organizing nature of business	K1, K3
CO4	Apply the Authority and Coordination aspects of business	K3, K4
CO5	Learn about the Control processes in management.	K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1		1	1			1	
CO2	2	1		1	1	1	2	1	2	1
CO3	1	1					2	1		2
CO4	1	1	2	1		2	2			2
CO5	1	2	1		1		2	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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National Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles and Practices of Management	L M Prasad	Sultan Chand & Sons	Edition 2006
2	Management Principles and Practices	ParagDiwan	Excel Books	First Edition
3	Management Principles And Practice	Srinivasan R, Chunawalla	Himalaya Publishing House	2 nd edition
International Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management	Ricky. W. Griffin	Biztantra	8th Edition 2005
2	Principles of Management – A Global Perspective	Heinz Wehrich, Harold Koontz	McGraw – Hill International	2005 10 th Edition

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case studies, GD.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21151B	CORE: ORGANISATIONAL BEHAVIOUR	3	Theory	-	100

Objective of the Course:

To enable the students to learn the principles and practices of Organizational Behavior.

UNIT - I: FOUNDATION OF OB

(Teaching hours : 7)

Historical background: Hawthorne studies (Illumination studies) - Theories of Management leading to OB – Organizationalbehaviour responses to global and cultural diversity, challenges of OB

UNIT - II:INTRODUCTION TO INDIVIDUAL PROCESS

(Teaching hours : 7)

Perception and process – Attribution theory in social perception - Nature and types of Learning –Nature and types of Personality – Nature and types of Attitude at work– Nature and types of Values – Nature and types of Stress.

UNIT - III:INTRODUCTION TO GROUP PROCESS

(Teaching hours : 7)

Foundation of group behaviour – Formation of groups – Synergies of group - working – Roles in groups – Factors effecting group effectiveness – Understanding teams – types of teams– group decision making process – Team development process

UNIT – IV:POWER DYNAMICS IN ORGANIZATIONS

(Teaching hours : 7)

Nature of power – Bases of power – Direction of flow of power in various types of organizational structures – Politics.

Understanding conflict – Meaning and causes of conflict – sources of conflict at various levels – Managing conflict – Negotiation process – Elements and factors affecting negotiation- Negotiation analysis: Suggestions for effective negotiation.

UNIT - V: LEADERSHIP AND MOTIVATION THEORIES

(Teaching hours : 7)

Leadership styles and theories – implications and importance- Situational Leadership Model – Managerial Grid Styles – Path - Goal Theory. Transactional Versus Transformational Leadership - Leadership as effective change agents – Emerging leadership issues and capabilities. Basic Motivation Concepts, theories, and its applications – Maslow’s Need theory, McClelland (Motive theory), Herzberg (two - factors theory), Alderer (ERG theory), Vroom’s VIE theory.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To enable the students to learn the history of organizational behaviour and it's response to globalized business environment.	K2 & K5
CO2	To get insight into the personal aspects of individuals.	K1 & K3
CO3	To enrich the students with the group process and team development	K5
CO4	To orient them with the Power dynamics in organizations and conflict management	K1 & K4
CO5	To enhance knowledge in organizational Leadership and Motivation	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	3	2	1	2	3	1	3
CO2	2	3	1	3	2	2	3	1	2	1
CO3	3	2	2	3	3	1	2	3	1	2
CO4	2	3	1	2	3	1	3	2	3	3
CO5	3	2	1	12	3	2	3	2	3	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Organisational Behaviour and Human Resource Management	Dr.K.K.Ramachandran	McGraw Hill Education	2003 - Third Edition.
2	Organization Behaviour – Text and case,	Umasekaran	The Tata McGraw Hill	2004, Second edition.
3	Organizational behaviour Text and case	Dr.S.S.khanka -	S.Chand & Company Ltd,	2009 – VIIth Edition.
International				
S.No.	Title	Author	Publishers	Year of Publications
1	Organizational Behaviour, Edition,	Fred Luthans	Mc GrawHill International	X th edition, 2005.
2	Organizational Behaviour,	Stephen Robbins and Seema Sanghi,.	Pearson Education	XVI th Edition

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case studies, GD, TED talks,



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21151C	CORE: MANAGERIAL ECONOMICS	3	Theory	-	100

Objective of the Course:

To sharpen the analytical skills of management students through integrating the knowledge of the economic theory with decision making techniques.

UNIT I: INTRODUCTION

(Teaching hours: 7)

Meaning, Nature and Scope of Managerial Economics –Managerial Economics and Business decision - making - Fundamental concepts of Managerial Economics - Profit Policies –Profit Maximization, Alternative objectives of the firm. - Theories of profit - Accounting profit vs Economic Profit.

UNIT II: DEMAND AND SUPPLY ANALYSIS

(Teaching hours: 7)

Demand and Supply Concepts - Demand theory - Demand determinants - Types of demand - Market Equilibrium - Demand elasticity: Types, Measurement and Factors. Uses of elasticity concept in business decision making.

UNIT III: PRODUCTION AND COST DECISIONS

(Teaching hours: 7)

Production function with one variable and two variable inputs - Returns to a factor and Returns to Scale - Isoquants –Isocost curves and Ridge lines –Optimum factor Combination – Managerial uses of production functions - Cost Concepts, Classifications and Determinants - Cost –Output Relationship in the Short - run and Long - run –Cost functions - Economies and Diseconomies of Scale –Economies of Scope –Learning Curve.

UNIT IV: MARKET STRUCTURE AND PRICING

(Teaching hours: 7)

Features of and pricing - output decisions in Perfect Competition, Monopoly, Oligopoly and Monopolistic Competition - Pricing methods and practices of modern business firms: Cost - based and demand based pricing strategies –Price Discrimination.

UNIT V: MACRO ECONOMIC ANALYSIS

(Teaching hours: 7)

Business cycle and Business policies –National Income –Fiscal policy - Monetary Policy - Inflation –Deflation.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Knowing about various basic concepts of Managerial Economics can be used to take managerial decisions and how to maximize profit with the help of the principles offered by Managerial Economics	K1, K2 and K3
CO2	Examining the behaviour of Buyers through the demand curve: The relationship between price & quantity demanded, the behaviour of Sellers through the supply curve: The relationship between price & quantity supplied, how demand and supply determine the price and quantity of a good sold in a market and the elasticity of demand & supply and their applications.	K1, K2, K3 & K4
CO3	Describing short and long run production functions to know law of variable proportion, to understand equilibrium of a firm, to describe various concepts of costs, to differentiate between fixed and variable costs and short-run and long-run costs, to explain economies and diseconomies of scale and scope and to describe application of cost analysis in managerial decision making.	K1, K2, K3 & K4
CO4	Knowing the meaning and classification of market, describing meaning and features of various forms of market, understanding procedure of price determination and understanding various cost based and demand based pricing strategies.	K1, K2 and K3
CO5	Defining national income, gross and net domestic products, gross and net national products, explaining three methods of measuring national income, describing meaning, types and effects of inflation, discussing measures to control inflation, defining deflation, explaining meaning, objectives and tools of monetary policy, knowing various phases of business cycle and understanding meaning and objectives of fiscal policy.	K1, K2 and K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2						2	1	1
CO2	2	2		2				2	1	1
CO3	2	2		2				2	1	1
CO4	2	2		2				2	1	1
CO5	2	2		2				2	1	1

Indicators: 1. Reasonable 2. Significant 3. Strong

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Text Books				
S. No.	Title	Author	Publishers	Publication Year & Edition
1	Managerial Economics	Varshney and Maheshwari	Sultan Chand & Co	2008, 19 th Edition
2	Managerial Economics	P.L.Mehta	Sultan Chand & Co	2008, 12 th Edition
3	Managerial Economics	Suma Damodaran	Oxford University Press	2010, 2 nd Edition
Reference Books				
S. No.	Title	Author	Publishers	Year of Publications
1	Managerial Economics	Dominick Salvatore	Thomson Learning	2012, 7 th Edition
2	Managerial Economics	H.Craig Peterson, W.Cris Lewis and SudhirJain	Pearson Education	2005, 4 th Edition

Pedagogy:Lecture, PPT presentation, e-content seminar, Assignment&Group Discussion.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21151D	CORE: ACCOUNTING FOR DECISION MAKING	3	Theory	80%	20%

Objective of the Course:

To inculcate the basic financial, management and cost accounting concepts and methods and its application in managerial decision-making.

UNIT – I: FINANCIAL ACCOUNTING

(Teaching Hours : 7)

Definition – Accounting Principles – Concepts and conventions. Basics of Accounting: Rules for Debit and Credit, Journal, Ledger, Trial Balance. Preparation of Trading, Profit and Loss Account, Balance Sheet (Problems). Depreciation methods – Straight line and Written Down Value Methods (Problems).

UNIT – II: FINANCIAL STATEMENT ANALYSIS

(Teaching Hours : 7)

Objectives – Techniques of financial Statement Analysis – Comparative and Common Size Statement Analysis, Trend Percentage Analysis, Ratio Analysis: Accounting ratios: Liquidity (short - term solvency), Profitability and Turnover ratios - Construction of Balance Sheet - Problems and interpretations.

UNIT – III: FUND FLOW STATEMENT ANALYSIS

(Teaching Hours : 7)

Meaning of 'Fund' – Sources and Applications of funds – Statement of changes in working capital - Computation of Fund from Operations – Preparation of Fund Flow Statement. (Problems) - Cash Flow Statement – Distinction between Fund Flow and Cash Flow Statement.

UNIT – IV : COST ACCOUNTING

(Teaching Hours : 7)

Meaning – Elements of Cost – Cost Sheet – Problems. Budget: Types of budgets – Preparation of Production, Sales, Purchases, Cash, and Flexible budgets - Problems – Zero based budgeting.

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UNIT – VMARGINAL COSTING

(Teaching Hours : 7)

Definition – Decision making under marginal costing system – Contribution, P/V ratio, margin of safety, Break - even point – Break - even chart. Problems on computation of Break - even point.

Total Hrs. 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students will familiarize with basic accounting concepts and enriched with knowledge of ascertaining the net results of a business	K1, K2&K3
CO2	The students will gain knowledge of grouping the Income statement and Balance sheet and will be able to suggest decisions on the basis of the ratios drawn.	K4
CO3	The students will analyze the flow of funds and flow of cash of a concern and draw inferences. The students will be able to identify the various cost elements and prepare a cost sheet	K4
CO4	The students can prepare various functional budgets and the cash required for a future period and estimate the cost and profit at different levels of production	K3&K4
CO5	The students will understand the application of marginal costing to solve some practical problems requiring taking some decisions	K4&K5

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2		2	1	2		1	2	2
CO2	2	3	1	2	1	2	1	3	3	2
CO3	3	3	1	2	2	2	1	2	2	2
CO4	3	3	2	3	2	2	1	2	2	3
CO5	3	3	2	3	2	2	1	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	A Text Book of Accounting for Management	S.N.Maheswari	Kalyani Publication	2012, 3 rd Edition
2	Cost and Management Accounting	S.P. Jain & K.L. Narang	Kalyani Publication	5 th Edition
3	Cost and Management Accounting	T.S.Reddy and Y. Hariprasad Reddy	Margham publication	2011, 4 th edition
Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	Reddy T.S and Murthy	Margham publication	2012
2	Management Accounting	Khan and Jain	Tata McGraw - Hill publication	2002 - 4 th Edition
3	Advanced Accountancy	M.C.Shukla, T.S.Grewal and S.C.Gupta	S Chand Publications	2013 Revised edition

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion etc.



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21151E	CORE: QUANTITATIVE METHODS FOR MANAGEMENT - I	3	Theory	50	50

Objective of the Course:

- To understand relevance & need of quantitative methods for making business decisions.

UNIT I: SET THEORY

(Teaching hours: 7)

Set Theory – Definition - Types of Set – Operations of Set -only through Venn diagram – De-Morgan’s law – Simple Problems. Matrix –definition – Types of Matrices - basic operations with simple business problems, EOQ – Cost associated with inventories –Factors affecting inventory control – Deterministic inventory Problems with no Shortages – Fundamental EOQ Problems.

UNIT - II: DATA ANALYSIS: UNIVARIATE

(Teaching hours: 7)

Statistics- Definition, Meaning and Applications of Statistics in business decision making and research. Collection, Tabulation, organising data and presentation of data - Descriptive measures - Measures of central Tendency- Advantages and Limitations – Problems- Measures of dispersion – Importance – Problems related to Range, Quartile deviation, Mean deviation and S.D. deviation, Co-efficient of variation.

UNIT - III: DATA ANALYSIS: BIVARIATE

(Teaching hours: 7)

Bivariate Distribution –Correlation – Concept and importance –Types of correlation - Correlation Analysis - Karl Pearson’s co-efficient of correlation-Spearman’s rank correlation – Regression equations- Problems related to business applications.

UNIT - IV: INDEX NUMBERS

(Teaching hours: 7)

Introduction; Meaning of index number; Types of index number; Uses of Index Numbers; Methods of constructing Index Numbers; Test For Adequacy of Index Number Formulae; Consumer Price Index Number- Assumptions of cost of living index number; Methods of constructing Consumer Price Index, Limitations of Index Numbers.

UNIT - V: TIME SERIES ANALYSIS

(Teaching hours: 7)

Introduction; Meaning of Time Series; Applications of Time Series; Variations in Time Series; Measurement of trend or secular trend; Measurement of seasonal variations.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Familiarize with basic concepts-Set operations and functions, Cost optimization techniques and EOQ.	K1 &K2
CO2	Gain knowledge of Graphical representation of functions, Advantages and Limitations of central tendency	K5
CO3	Explore on Bivariate distribution and its applications in business.	K2
CO4	Measure the changes in the value of money for determining the production	K3&k4
CO5	Understand the applications of Time series and measurement of secular trend.	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	3	2	2	3	2	1	2
CO2	2	2		2	1		1	2		
CO3		2	1			2	3		1	3
CO4	1			3	2	2	1	2	2	
CO5	1	2				1	2		3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Statistics for Management	Richard.I.Levin, David.S.Rubin	Pearson Education	7 th Edition, 2011.
2	Business Statistics	G.C.Beri	TataMcGraw-Hill publishing company Ltd	3 rd edition ,2012.
3	Statistical Methods	S.P.Gupta	Vikas Publishing	2004 Edition

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Statistics	N.D.Vohra	Tata McGraw-Hill	2012 Edition.
2	Statistics for Management	Srivatsava TN and ShailajaRego	Tata McGraw-Hill	2008 Edition.

Pedagogy:Lecture, PPT presentation, Assignment.



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problem s %	Theory %
FIRST	21151P	CORE: PRACTICAL: IBM – BUSINESS ANALYTICS	4	Practical	-	-

Objectives of the course:

- To create report, present data graphically, Analyze and extend reports with report studio.
- To highlight the key capabilities and manage content.

UNIT I :OVERVIEW OF BUSINESS INTELLIGENCE (Teaching hours : 7)

Overview of Business Intelligence – Business Intelligence Capabilities – Extend BI Enterprise – Examine Cognos Workspace Advanced – Creating reports using Relational Data – Crosstab report – Echart objects – Combined report.

UNIT II : DATA PROCESSING (Teaching hours : 7)

Dimensional Data – ROLAP data – Member Options – Set Operations – Grouping, Sorting and Filtering of Relational and Dimensional Data – Integrating external Data – Process, Link and Attributes – Analyzing data using charts and graphs.

UNIT III: CREATING REPORTS (Teaching hours : 7)

Report Studio – Capabilities and Creation of report Studio – Report Development process – Use of check list – Identify the Business Need – Visual Communication Considerations and Techniques – Employing clarity and creating Effective report.

UNIT IV :DATA ANALYSIS (Teaching hours : 7)

Analysis Studio – Tools for investigation – Nest Data in Cross Tabs – Building advanced Cross Tabs – Focussing with Filters – Extending the Analysis

UNIT V (Teaching hours : 7)

Case Studies



Total Hrs : 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the overview of Business Intelligence	K1
CO2	To highlight the key capabilities and manage content	K1 & K2
CO3	To create report, present data graphically, Analyze and extend reports with report studio	K3
CO4	To Foster an ability to critically analyse, synthesise and solve complex unstructured business problems.	K4
CO5	To familiarize with the live cases and applications of Business Analytics	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	2	2	2	1	3	2	
CO2	2	3	2	2	1	3			2	1
CO3	3	2	2	2	2	2		2	2	2
CO4	3	3	2	2	1	3		2	2	2
CO5	3	3	2	2	2	3	1	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books

This course is Web based and delivered on - line.

Pedagogy: On hands, PPT Presentation, Assignment, Seminar, Case studies,

**EFFECTIVE FOR THE STUDENTS ADMITTED DURING
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21151F	CORE: MARKETING MANAGEMENT	3	Theory	-	100

Objectives of the Course:

- To provide knowledge on the importance, scope and fundamental concepts of marketing.
- To learn planning, organizing, implementing and controlling of marketing strategies and plans.
- To impart knowledge on the insights of marketing and the decisions taken under each element.

UNIT I: MARKETING FUNDAMENTALS: (Teaching hours: 7)

Defining Marketing: Importance and scope of marketing – Exchange and Transactions – Company orientations toward the marketplace – Fundamental marketing concepts, trends and tasks. The nature and contents of a marketing plan. Gathering Information and Scanning the Environment: Marketing Information System – Internal Records System – Marketing Intelligence System – Analysing the macroenvironment factors. Conducting Marketing Research and Forecasting Demand: Marketing Research System – Forecasting and demand measurement.

UNIT II: CONSUMER BEHAVIOUR & SEGMENTATION: (Teaching hours: 7)

Creating Customer Value, Satisfaction and Loyalty: Building customer value, satisfaction and loyalty – Maximising customer lifetime value – Customer Relationship Management – Customer Databases and Database Marketing. Analysing Consumer Markets: Factors influence Consumer Behaviour – Key psychological processes – Managing Business to Business customer relationships – Institutional and Government Markets. Identifying Market Segments and Targets: Levels of market segmentation – Segmenting consumer markets – Bases of segmenting business markets.

UNIT III: NEW PRODUCT DEVELOPMENT & BRANDING : (Teaching hours: 7)

Introducing the New Market Offerings: Challenges in New Product Development – Managing the new product development process – The consumer adoption process. Building Strong Brands - Crafting the Brand Positioning: Developing and communicating a positioning strategy – Differentiation strategies – Product Life Cycle marketing strategies. Dealing with Competition: Competitive Forces – Identifying and analysing competitors – Competitive strategies for market leaders, challengers, followers and nichers – Balancing customer and competitor orientations. Setting Product Strategy: Product characteristics and classifications – Differentiation – Product and brand relationships – Packaging, labelling, warranties and guarantees.

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UNIT IV: MARKETING CHANNELS & PRICING: (Teaching hours: 7)

Developing Pricing Strategies and Programmes: Understanding Pricing – Setting the price – Adapting the price – Initiating and responding to price changes. Designing and Managing Value Networks and Channels: Marketing channels and value networks – The role of marketing channels – Channel Design decisions – Channel management decisions – E-commerce marketing practices.

UNIT V: PROMOTION MIX: (Teaching hours: 7)

Managing Mass Communications – Advertising, Sales Promotions, Events, and Public Relations: Developing and Managing an Advertising Programme – Deciding on media and measuring effectiveness – Sales Promotion – Events and experiences – Public Relations. Managing Personal Communications – Direct Marketing and Personal Selling: Direct Marketing – Interactive Marketing – Designing the sales force – Managing the sales force – Principles of personal selling. The Digital Marketing Landscape: Role of Digital Marketing – Emerging Trends – Technology shift – Online ecosystem. Methods of Digital Marketing.

Total Hrs: 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students get to develop strong conceptual knowledge about marketing management.	K1, K2
CO2	Know the consumer behavior and decision making process.	K2, K3
CO3	Make decisions based on product, price, promotion & distribution.	K3, K4
CO4	To instil awareness about Channels and its functions	K2, K3
CO5	To know about the various promotion mix in marketing.	K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1		1			1		
CO2	2	2	2	1	2	2	1	2	2	2
CO3	1	3		1	1	2	1	2	2	2
CO4	1	1	1	2			2	2		
CO5	1	3	1		1	2	1	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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National Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Marketing Management	Rajan Saxena	Tata McGraw Hill Company Ltd., New Delhi	2002, 2 nd Edition
2	Marketing Management	Ramasamy and Namakumari	Macmillan India Ltd.	2002, 3 rd Edition
3	Application Exercises in Marketing: The Indian Context	S.Ramesh Kumar	Vikas Publishing House Pvt. Ltd., New Delhi	2000, First Edition
4	Marketing Management	S.A. Sherlekar	Himalaya Publishing House	2010 edition
International Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Marketing Management	Philip Kotler and Kevin Lane Keller	Pearson Education (Singapore) Pte. Ltd., Indian Branch, New Delhi	2006, 12 th Edition
2	Basic Marketing: A Global Managerial Approach	William D. Perreault, Jr. and E. Jerome McCarthy	McGraw Hill / Irwin, The McGraw Hill Companies Inc., New York	2002, 14 th Edition

Pedagogy: Lecture, PPT presentation, Marketing road show, Newspaper content, e-content, seminar, Videos, Group presentation.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING
THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21151Q	CORE: PRACTICAL - STATISTICAL SOFTWARE LAB	3	Practical	-	-

Objectives of the course: The course is designed to provide students with transferable skills, to understand the uses of SPSS, and also enable the students to learn the applications of Excel.

UNIT -I : MICROSOFT WORD AND EXCEL

(Teaching hours: 7)

Creating, Formatting and designing the document in MS Word - Uses of Excel - Basic Formulas and Use of Functions - Manipulating of Data - using Data Names and Ranges - Filters and Sort and Validation Lists, Managing, Inserting, and Copying Worksheets - Data Analysis Using Charts and Graphs.

UNIT- II:INTRODUCTION TO SPSS

(Teaching hours: 7)

Descriptive statistics – measures of central tendency - mean, median, mode, standard deviation, co-efficient of variance – charts and graphs – testing of normality - testing of homogeneity - testing of linear relationship (scatter plot) - sample size determination.

UNIT -III: HYPOTHESIS TESTING

(Teaching hours: 7)

Conditions for single and two means - one sample t - test - paired sample t - test - statistical inference - Z - Test- F - Test – statistical inference.

UNIT – IV: REGRESSION ANALYSIS

(Teaching hours: 7)

Introduction to simple regression analysis - determining the equation of a regression using SPSS - Multiple regression analysis - statistical inference for r - square, adjusted r square and overall F - Test.

UNIT – V: GOODNESS OF FIT AND ANOVA:

(Teaching hours: 7)

Introduction to chi - square test - chi - square test of homogeneity - chi - square test of Independence - Introduction to ANOVA - one way ANOVA - Two way ANOVA

Total Hrs: 35



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the basic functions of EXCEL	K2 , K3
CO2	It enable the students to learn the SPSS	K2 , K4
CO3	Understand the tools for data analysis	K2, K4
CO4	Understand the statistical tool regression analysis	K2, K4
CO5	To learn the about ANOVA for data analysis	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

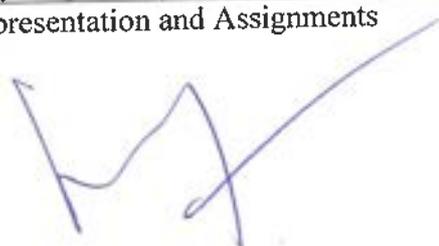
Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3		2		1			2	2
CO2	2	2		2		2				2
CO3	2	1		3		1		1	1	3
CO4	2	1		2		2		2		2
CO5	2	2		2		2		1		2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Research Methods in Business	Dr.R.Nandagopal, Dr.Arulrajan&Dr.N.Vivek	Excel books	2007 3 rd Edition
2	Excel 2007 Formulas	John walkenbach	Wiley indiaPvt.Ltd	2007 3 rd Edition
3	Microsoft office 2007	John walkenbach	Wiley indiaPvt.Ltd	2007 3 rd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Research methodology	Dr.Deepak Chawla &Dr.NeenaSondhi	Vikas Publishing House	2007 3 rd Edition
2	Excel 2007, Power programming with VBA	John walkenbach	Vikas Publishing House	2007 3 rd Edition
3	IBM SPSS Statistics 23 Step by Step:	Paul Mallery, Darren George	Routledge	2016 & 14 Edition

Pedagogy: PPT presentation and Assignments



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**EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE
 ACADEMIC YEAR 2021-2022**

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251A	CORE: OPERATIONS MANAGEMENT	3	Theory	10	90

Objectives: To introduce the concepts of operations Management and help to learn how those concepts are being applied in the industry by working out problems in relevant areas and also by taking mini projects.

UNIT - I: OPERATIONS MANAGEMENT (Teaching hours: 7)
 Operations Management– meaning – importance – Historical contributions – Systems view of OM –Functions of OM – Basic functions–Plant location - factors influencing location - plant layout - product layout, process layout, advantages and limitations - Models of production systems - continuous and intermittent production systems.

UNIT – II: PRODUCTION PLANNING AND CONTROL (Teaching hours: 7)
 Production Planning and Control – Meaning – Functions – Aggregate planning (AP)– forecasting for AP - strategies for AP - Master Production Schedule (MPS) – Material requirement planning (MRP) – BOM – MRP objectives - advantages and limitations of MRP–MRP system components - MRP in a changing environment - Planning and controlling system of MRP II - Problems in MRP.

UNIT - III: CAPACITY REQUIREMENT PLANNING (CRP) (Teaching hours : 7)
 Capacity requirement planning (CRP): capacity planning decisions - Introduction to ERP and ERP packages. Inventory control – Types of Inventory – Safety stock –Re order point – Service level – Inventory control systems – inventory costs - Perpetual – Periodic – JIT – KANBAN – Bottlenecks in implementing JIT in Indian Industry.

UNIT – IV: INSPECTION AND QUALITY CONTROL (Teaching hours: 7)
 Inspection and quality control– Purposes – Control charts for measuring variables – Control charts for measuring attributes – problems in control charts - Acceptance Sampling – Quality Circle – An introduction to new concepts such as TQM, Six Sigma concept, ISO 9000.

UNIT - V: ERGONOMICS (Teaching hours: 7)
 Ergonomics – meaning –importance – Work study – Time study – Motion study – Charts – Standard time – Time study analysis – problems – Job design.

Total Hrs : 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To enable the students to learn the meaning of Operations Management and its importance.	K2
CO2	To get insight into the Production and Planning and Control & M R P	K1 & K3
CO3	To orient the students with the capacity planning and inventory control.	K5
CO4	To highlight them with the Quality Control practices in the organization.	K1
CO5	To enhance knowledge in work measurements.	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	1	2	3	1	2	3	2	1
CO2	3	1	3	3	2	3	1	3	3	2
CO3	1	3	2	2	3	2	3	2	2	1
CO4	2	1	3	2	2	1	2	1	2	3
CO5	3	2	1	3	2	1	2	3	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Production and Operations management.	N G Nair	Tata McGraw - Hill Pub. Co.Ltd.	2002, 5 th Edition.
2	Production and operations management	SN Chary,	Tata McGraw - Hill Pub. Co. Ltd	2006, 13 th reprint
3	Production and Operations Management	Panneerselvam,	P H I	2001, 3 rd print.

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International:				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Production and Operations Management	Richard R Chase, Nicholas J Aquilano, F Robert Jacobs	TataMacGrawhill Pub, Co. Ltd.	2002, 6 th Reprint.
2	Production and operations management	Everette E Adam.Jr., Ronald J Ebert.	PHI	2006, 5 th edition.

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case studies, GD, TED talks,



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251B	CORE: FINANCIAL MANAGEMENT	3	Theory	50	50

Objective of the course:

To enable the students to understand the concepts of Time value of money, short term and long term financing decisions.

UNIT - 1: FOUNDATIONS OF FINANCE (BOTH THEORY AND PROBLEM)

(Teaching hours: 7)

Financial management – An overview, Time value of money: Calculating Future value, Present value and annuity. Sources of finance - Concept of risk and return, measurement of risk and return of a single asset and of a portfolio.

UNIT II: INVESTMENT DECISIONS (PROBLEMS)

(Teaching hours: 7)

Capital Budgeting: Principles and techniques, Evaluation techniques - Discounted and non - discounted cash flow techniques: Pay back, Accounting rate of return, Net present value, Internal Rate of Return, Profitability index, Comparison of DCF techniques, Project selection under capital rationing.

UNIT III: FINANCING DECISIONS (BOTH THEORY AND PROBLEM)

(Teaching hours: 7)

Capital structure, Theories of capital structure, Determinants of capital structure. Cost of Capital: Importance, Computation of cost of specific sources and overall cost of capital (weighted average cost of capital) Leverages: Concepts, operating, financial and combined leverage.

UNIT IV: DIVIDEND DECISION (BOTH THEORY AND PROBLEM)

(Teaching hours: 7)

Concept, Forms of dividend, relevance and irrelevance theories of dividend. Dividend policy: Types of dividend policy, Determinants of dividend policy. Bonus shares, Stock splits, Share buyback.

UNIT V: WORKING CAPITAL MANAGEMENT (Both Theory And Problems)

(Teaching hours: 7)

Principles of working capital: Concepts, need, Determinants of working capital, Operating cycle. Working capital financing: Sources of working capital, Working capital policy, Estimation of working capital requirement.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the concept of time value of money	K2 , K3
CO2	Identify the different investment proposals	K4 , K5
CO3	Learn the long term financing decisions of the organizations.	K2, K3
CO4	Understand the significance of dividend decisions	K2, K4
CO5	To learn the short term financial decision of the firm	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2				2			3	3
CO2	2	2				3			3	3
CO3	3	2				3			3	3
CO4	2	3				2			3	3
CO5	2	2				2			3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.N o.	Title	Author	Publishers	Publication Year & Edition
1	Financial Management: Principles and practice	Dr.S.N.Maheswari	Sultan Chand & Sons	2013, 15 th edition
2	Financial Management: Text, Problems and cases	M.Y Khan and P.K Jain	Tata MacGraw Hill	2004, 4 th edition
3	Financial Management	I.M Pandey	Vikas publishing House Pvt Ltd.	2001, 8 th edition

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Reference Books				
S. No	Title	Author	Publishers	Year of Publication
1	Fundamentals of Financial Management	Rjiv Srivastava and Anil Misra	Oxford University presses	2008, 4 th Edition
2	Fundamentals of Financial Management	Brigham, Eugene F., Houston, Joel F	Harcourt brace & Company Asia Pvt. Ltd	2015, 14 th edition
3	Financial Management	Mc Menamin, Jim	Oxford University Press	2000, 3rd edition

Pedagogy: PPT presentation and Assignments



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251C	CORE: QUANTITATIVE METHODS FOR MANAGEMENT - II	3	Theory	50	50

Objective of the Course:

To enable the students to learn the techniques of Operations Research and resource management and their application in business management.

UNIT I: INTRODUCTIONS TO LINEAR PROGRAMMING (Teaching hours: 7)

Introduction to applications of operations research in functional areas of management. Mathematical Models - Deterministic and Probabilistic - Simple Business examples - linear programming - Formulation - Graphical Solution - Dual of Linear Programming Problem - Economic interpretation (No Computation for simplex method).

UNIT - II: TRANSPORTATION MODEL (Teaching hours: 7)

Usefulness in business and industry - Balanced and unbalanced Problems – N-W Corner Rule – Algorithm – Initial Basic feasible solution, Least cost and Vogel’s approximation methods – Algorithm & IBFS. Check for optimality – Algorithm - Solution by MODI Method – Optimum Solution (only for Non-Degeneracy) - Transshipment model - Assignment model.

UNIT - III: NETWORK SCHEDULING (Teaching hours: 7)

Network and basic components – Common Errors – Rules for Network Construction - CPM - Critical path - PERT - Time Estimates. Waiting line models - Structure of Model –M/M/1 for infinite Population for Business decisions – Simple Problems.

UNIT - IV: MAINTENANCE AND REPLACEMENT MODELS (Teaching hours: 7)

Areas of Maintenance – objectives of Maintenance – Economy of Maintenance – Problems related to Replacement of Items that Deteriorates gradually – Value of Money change with time – does not change with time – Replacement of items that Fails suddenly – Individual and Group replacement (Simple Problems only).

UNIT - V: GAME THEORY (Teaching hours: 7)

Introduction – Types of Games – Assumptions/ Rules of Games- Games with Saddle point - Problems – Games with Mixed Strategies – Dominance Theory - Rule of Dominance – Simple Problems – Solving games by Graphical Method.

Total Hrs: 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Identify and develop operational research models from the verbal description of the real system.	K1& K5
CO2	Understand the mathematical tools that are needed to solve optimization problems.	K2 & K4
CO3	Understand the role and application of <i>PERT/CPM</i> for project scheduling.	K2&K3
CO4	Enable the students in making decisions for replacing a used equipment with a substitute	K5
CO5	Determine the outcomes according to a solution concept.	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2	1		2	3	2	2		1
CO2										
CO3	2			3			3			2
CO4			2			2		3		
CO5	3								2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Operations Research - An Introduction	Hamdy A	TataMcGrawhill	1998, Second Edition.
2	Operations Research	DharaniVenkitakrishnan	Keerthi Publications	2000, Fourth Edition
3	Operations Research,	KantiSwarup, Gupta and Man Mohan	Jai Pub.Ltd.	1997, Fifth Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International Series in Operations Research & Management Science	Hiller, Camile.	C.E(d),Series Ed.	2003.
2	Operations Research Models and Methods	by Paul A. Jensen and Jonathan F. Bard	John Wiley and Sons.	2003.

Pedagogy: Lecture, PPT Presentation, Assignment.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251D	CORE: HUMAN RESOURCE MANAGEMENT	3	Theory	-	100

Objectives of the Course:

To provide an insight on the various human resources concepts and practices in organizations and impart the importance of HR in an Organisations

UNIT - I :INTRODUCTION TO HRM:

(Teaching hours :7)

Human Resource Philosophy – Changing environment of HRM – strategic human resource management – Trends in HRM – Organization of HR departments – Line and staff functions – Role of HR Managers

UNIT – II :RECRUITMENT & SELECTION:

(Teaching hours :7)

Job analysis: Meaning - Methods. Recruitment and selection process: Building employee commitment: Promotion from within – Sources- Employee Testing & selection: selection process, types of test, selection techniques, interview

UNIT – III:TRAINING, DEVELOPMENT& APPRAISAL:

(Teaching hours :7)

Orientation & training: orienting the employees, the training process, need analysis, training techniques. Developing Managers: Management development –On the job and off - the - job development techniques - Performance management: Methods of appraisal – problems and solutions – MBO approach – The appraisal interview – performance appraisal in practice. Managing careers: Career planning and development.

UNIT – IV: COMPENSATION AND BENEFITS:

(Teaching hours :7)

Basics of compensation – factors determining pay rate current trends in compensation – Job evaluation – pricing managerial and professional jobs. Money and motivation – incentives for operations employees and executives - organization wide incentive plans – Benefits and services: statutory benefits – non - statutory (voluntary) benefits and other welfare measures to build employee commitment.

UNIT – V :CONTEMPORARY HRM PRACTICES

(Teaching hours :7)

Competency based HR functions –HR Audit- Human Resource Accounting – Wellness and Wellbeing - Future of HRM – HRIS - Global HR practices.

Total Hrs : 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To impart the importance of HR in an Organizations.	K2
CO2	To enrich the students with the recruitment and selection aspects followed in today's scenario	K2 & K3
CO3	To Develop, implement, and evaluate employee orientation, training and development programs.	K4
CO4	To provide an insight on the various human resources concepts and practices in organizations.	K1 & K5
CO5	To emphasize on the legal, welfare and industrial relations practices of HR.	K1 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	2	2	2	1	2
CO2	3	2	3	2	2	1	2	1		2
CO3	2	1	2	2	2	2	1	3	2	2
CO4	2	1		2	2	3		1	1	1
CO5	2	2	3	2	3	3	2	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Organisational Behaviour and Human Resource Management	Dr.K.K.Ramachandran	McGraw Hill Education,	ISBN - 97813073012.
2	Human Resource Management	Dipak Kumar Bhattacharya	Excel Books	First Edition.
3	Industrial Relations	Monal Arora	Excel Books	First Edition.
4	Human Resource Management	Seema Sanghi	Macmillan publishers India Ltd	First Published, 2011
International				
S.No.	Title	Author	Publishers	Year of Publications
1	Human Resource Management	Gary Dessler	Prentice Hall of India P Ltd, Pearson	Tenth Edition
2	Human Resource Management	Cynthia D Fisher, Lyle F Schoenfeldt, James B Shaw	Biztantra	5 th Edition

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Simulation games, TED talks,

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE
ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251E	CORE: RESEARCH METHODS FOR MANAGEMENT	3	Theory	-	100

Objective of the Course:

To familiarize the students with methodology of research and its application in business management.

UNIT I: INTRODUCTION

(Teaching hours: 7)

Concept of Research and Its Application in Various Functions of Management, Types of Research, Types of Business Problems Encountered by the Researchers, Ethics in research. Steps Involved in Research Process. Hypothesis – Qualities of a good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance. Research Design: Exploratory Research Design –Descriptive Research Designs –Experimental Design.

UNIT II: MEASUREMENT

(Teaching hours: 7)

Concept of measurement– Nominal, Ordinal, Interval, Ratio - Validity and Reliability of the research instrument. Attitude Scaling Techniques: Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison.

UNIT III: COLLECTION OF DATA

(Teaching hours: 7)

Concept of Sample, Sample Size and Sampling Procedure, Various Types of Sampling Techniques, Determination and Selection of Sample Member. Types of Data: Secondary and Primary, Various Methods of Data Collection, Preparation of Questionnaire and Schedule. Qualitative methods of data collection.

UNIT IV: ANALYSIS OF DATA

(Teaching hours: 7)

Coding, editing and tabulation of data; various kinds of charts and diagrams used in data analysis; Application of statistical techniques for analyzing the data, Descriptive statistics - “t” test ,z test ,Chi - square test ,Correlation ,ANOVA (Using of Data Analysis Tools like SPSS and Excel).

UNIT V: REPORT PREPARATION

(Teaching hours: 7)

Interpretation of Data and Report Writing – Layout of a Research Report; Bibliography and Annexure in report; Drawing conclusions; Giving suggestions and recommendations to the concerned persons.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To Understand the meaning of research and its application in Management, various steps involved in the research process and to discuss various types of research designs.	K1, K2 and K3
CO2	To know the concept of measurement and the basic scales involved in measurement, the ways and means to test the soundness of measurement instruments through validity and reliability and to discuss various scaling techniques.	K1, K2, K3 & K4
CO3	To know various probability and non-probability sampling methods, understand various methods to collect primary data & secondary data and to know the ways and means of designing a questionnaire.	K1, K2 & K3
CO4	To know how to code, edit and tabulate data, how to use various kinds of charts and diagrams and how to analyze data by using SPSS & Excel.	K1, K2, K3 & K4.
CO5	To know the layout of a typical research report, the various rules of preparing Bibliography and appreciate the importance of giving suggestions and recommendations through research report.	K1, K2 and K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2		2				3	1	
CO2	2	2	1	2				3	1	
CO3	2	2		2				3	1	
CO4	2	2		2				3	1	
CO5	2	2		2				3	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S. No.	Title	Author	Publishers	Publication Year & Edition
1	Research Methodology	Kothari, C R	New Age International	2004, 2 nd Edition
2	Research Methods for management	Dr.S.Shajahan	JAICO publishing house	2006, 3 rd Edition
3	Research methods in business	R.Nandagopal, K.Arulrajan and N.Vivek	Excel Book	2007, 1 st Edition.
4	Research Methodology, Concepts and Cases	Dr.Deepak Chawla, Dr.Neenasondhi	Vikas publishing house private limited	2011, 1 st Edition.
Reference Books				
S. No.	Title	Author	Publishers	Year of Publications
1	Research Methods	William G.Zikmund	Thomson Southwestern	2003, 7 th Edition
2	Business Research Methods	Donald R. Cooper and Pamela s. Schindler	Tata McGraw-Hill	2011, 12 th Edition

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment & Group Discussion.

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251K	CORE:PRACTICAL: ONLINE SWAYAM COURSE: EFFECTIVE BUSINESS COMMUNICATION	4	-	-	-

The Course will be offered through SWAYAM Platform with the duration of 6 weeks. The students shall adhere to all instructions mentioned under Swayam to complete the Course.

• **Objective of the Course:**

This course will help you improve the Communication skills by exploring the inherent challenges and providing techniques to overcome the Hurdles.

COURSE LAYOUT

Week 1 - The Process of Communication

- Overview of Communication
- Meta-Communication
- Essential Communication Skills
- Effectiveness of Communication

Week 2 - Professional Writing - The Basics

- Written Business Communication Basics
- Being Managerially Appropriate
- Getting it Write the First Time

Week 3 - Professional Writing - Applications

- Business Correspondence
- Reports and Summaries
- Informative and Persuasive Communication

Week 4 - Oral Communication

- Fundamentals of Oral Communication
- Glossophobia and Lack of Confidence

Week 5 - Presentations

- Making Professional Presentations
- Plan and Prepare
- Practice and Perform

Week 6 - Interpersonal Skills

- Introduction to Interpersonal Communication
- Behavior and Communication
- Personality and Communication

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251W1	ELECTIVE: FINANCIAL SERVICES	3	Theory	10	90

Objective of the course : To provide an understanding of various financial services.

UNIT - I: INDIAN FINANCIAL SYSTEM

(Teaching hours: 7)

Institutional framework of Indian financial system - Financial services - meaning - Classification - Scope - New financial products and services. Merchant banking - origin - functions - Scope of merchant banking in India - SEBI guidelines on merchant banking in India. NBFC's in India.

UNIT - II: HIRE PURCHASE & LEASING

(Teaching hours: 7)

Hire purchase - concept - Evaluation of hire purchase proposals. Leasing - concept - types - tax aspects - lease accounting - evaluation of leasing proposals (Problems)

UNIT - III: MUTUAL FUNDS & VENTURE CAPITAL

(Teaching hours: 7)

Mutual funds - Meaning - types - Organization of fund - Operations of the fund - SEBI guidelines for mutual funds. Venture capital - Meaning - Features - Scope of venture capital - Venture capital guidelines - Methods of venture financing - Present scenario.

UNIT IV: FACTORING & CREDIT RATING

(Teaching hours: 7)

Factoring services - meaning - Modus operandi - Functions - Types of factoring - Benefits - Factoring in India. Factoring Vs Bill discounting - Factoring Vs Forfeiting. Credit rating - Definition and meaning - Functions of credit rating - Origin Benefits of credit rating - Credit rating agencies in India - Limitations of credit rating.

UNIT - V: SECURITIZATION & DEPOSITORY SERVICES

(Teaching hours: 7)

Securitization of debt - meaning - Modus operandi - Structure for securitization - Securitizable assets - Benefits - Securitization in India. Depository services - Definition and meaning - Objectives - Activities - Interacting institutions - Depository process - Trading in a depository system - Depository system in India - SEBI (Depository and participants) Regulation Act - NSDL - CSDL - drawbacks - Remedial measures.

Total Hrs: 35



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn Indian financial system	K2 , K3
CO2	Identify the profitable financial proposals	K5
CO3	Learn the concepts of hire purchase and leasing	K2, K3
CO4	Understand the significance of credit rating	K2, K4
CO5	To learn the Securitization & Depository services	K2, K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3		1		1	1		2	
CO2	3	2		2		2			2	3
CO3	2	1		2		1			1	3
CO4	2	1		2		2	1		2	
CO5	2	2		2		2	1		2	

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial markets and services	E.Gordon, K.Natarajan	Himalaya publishing house	2009 & 5th edition
2	Financial services	M.Y. Khan	Tata McGraw Hill Publication	2008 & 3 rd edition
3	Financial services and system	Dr.S.Gurusamy	Vijay Nicole imprints Pvt Ltd	2004 3 rd edition
Reference Books				
S. No	Title	Author	Publishers	Year of Publications
1	Indian Financial System	H.R. Machiraju	Vikas Publishing House (P) Ltd	2002 2 nd edition
2	Financial Services and System	K.Sasidharan and Alex K Matthew	Tata McGraw Hill Publications Ltd.,	2009 3 rd edition
3	Financial services	NaliniPravaTripathy	PHI learning private Limited	2007 3 rd edition

Pedagogy: PPT presentation, Seminar and Assignments



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251W2	ELECTIVE: BANKING AND INSURANCE MANAGEMENT	3	Theory		100%

Objectives of the course:

To introduce the essentials of banking and its growth in India and make the students understand the types of deposits and advances.

UNIT – I: BANKING STRUCTURE

(Teaching Hours : 7)

Introduction to banking - organization & structure of banks - rights and liabilities of banker and customer. Corporate banking services – private banking services - personal banking services - universal banking - net banking – Payment banks.

UNIT – II: PERFORMANCE EVALUATION

(Teaching Hours : 7)

Financial statements of banks - off balance sheet items - measuring and Evaluating bank performance - CAMEL model.

UNIT – III: RISK MANAGEMENT IN BANKS

(Teaching Hours : 7)

Risk management in banks - types of risk: Credit risk, market risk, operational risk - Risk management system. Asset liability management in banks - BASEL norms –capital adequacy norms - lending policies - managing banks investment portfolio and liquidity position - banking ombudsman.

UNIT – IV: INTRODUCTION TO INSURANCE

(Teaching Hours : 7)

Insurance - meaning, nature & significance: Risk - risk management - Identification - measurement - Diversification. Insurance regulation - IRDA.

UNIT – V: TYPES OF INSURANCE

(Teaching Hours : 7)

Life Insurance – principles, Unit linked Insurance - General Insurance: marine - Fire - Automobile Insurance - Home Insurance - Medical Insurance - Social security –Retirement plans - Cases. Bancassurance: concepts.

Total Hrs 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students will understand the basic terms of banking, structure of banking in India and functioning	K2
CO2	Students will possess a knowledge of how the banking financial statements are prepared and what are the off-balance sheet items of banks. Students will be able to evaluate the banking performance using CAMELS model	K3,K4,K5
CO3	Students will be enabled to identify various risks involved in banks and know how to manage the risks in accordance with international norms. Students will understand the BASEL norms I, II & III to control the banking operations internationally.	K4&K5
CO4	Students will understand the insurance regulations issued by IRDA. Students will possess the knowledge about various insurance schemes offered by different insurance companies	K3&K4
CO5	Students will be equipped to choose right kind of insurance policy from the right insurance company that will provide the maximum benefit	K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2			1		1		1		
CO2	3	3	1	3	2	3	1	2	2	3
CO3	2	3	1	3	2	3	2	2	2	3
CO4	2	2		2	2	2	2	2	2	2
CO5	3	2	1	1	2	1		1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S. No.	Title	Author	Publishers	Publication Year & Edition
1	Banking: Theory, Law and Practice	E.Gordon, K.Natarajan	Himalaya Publishing House	2011 edition
2	Banking Theory, Law and Practice	Dr.S.Gurusamy	Vijay Nicole Imprints Private Limited, Chennai	Second reprint 2014
3	Insurance products and services	IIB	Taxmans	2007 edition
4	Insurance and Risk Management	Dr.P.K.Gupta	Himalaya Publishing House	1 st Edition, 2010

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Reference Books				
S. No.	Title	Author	Publishers	Publication Year & Edition
1	Commercial Banking Management	Peter S Rose	McGraw Hill Higher Education	5 th Edition
2	Risk management & Insurance	Scott E. Harrington & Gregory R. Niehaus	McGraw Hill publishing company	2 nd edition, 2008

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion etc.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251U1	ELECTIVE: HUMANRESOURCE DEVELOPMENT	3	Theory	-	100

Objective of the course:

To enable the students to learn the principles and practices of developing Human resources.

UNIT - I:INTRODUCTION TO HRD (Teaching hours : 7)

Introduction to the concept and philosophy of HRD: Meaning, scope and Importance - Differences between traditional personnel management and HRD. Designing and implementing HRS - Role analysis and HRD - key performance areas, critical attributes, role effectiveness - role analysis methods.

UNIT - II:PERFORMANCE APPRAISAL & DEVELOPMENT (Teaching hours : 7)

Performance appraisal and performance development: Objectives - Performance Management Skills – Operationalising Performance Management, development oriented appraisal System. - Appraisal tools in performance management. Performance Counselling- giving and receiving feedback - dynamic relationship through effective counselling – 720 degree Performance Appraisal system.

UNIT - III:POTENTIAL APPRAISAL & DEVELOPMENT (Teaching hours : 7)

Potential appraisal and development – objectives of potential appraisal - Steps to be followed in a potential appraisal system. Role and importance of Assessment centres.Career Planning and development - career strategic process - issues in organization.

UNIT – IV:LEARNING ORGANISATION (Teaching hours: 7)

Learning organisation - Learning models – approaches to process of learning – creating learning organization and learning culture - Self-directed learning.Employee empowerment – types, process and strategies.

UNIT - V:CULTURE AND CLIMATE (Teaching hours : 7)

OCTAPACE culture and HRD climate – Organizational development - QWL –importance, determinants and ways to increase QWL.Quality circle – constitution process of quality circle.Employee Engagement.

Total Hrs : 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To enable the students to learn the principles and practices of developing Human resources.	K2 & K5
CO2	To get insight into performance appraisal and development system.	K1 & K3
CO3	To enrich the students with the potential appraisal procedure and career planning and managing.	K5
CO4	To orient them with the advanced development practices in the organization.	K1
CO5	To enhance knowledge in organizational climate and culture	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	2	2	2	1	2
CO2	3	2	3	2	2	1	2	1		2
CO3	2	1	2	2	2	2	1	3	2	2
CO4	2	1	3	1	1	3	3	1	2	1
CO5	2	2	3			3	2	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Designing and Managing Human resource system	Udaipareek and T.V.Rao	Oxford & IBH publishers	2003 - Third Edition.
2	Human resource Development – theory & practice	Tapomoy Deb	Ane books India	2006, first edition.
3	HRD theories and practice	Edited by Harish Chandra	Akansha Publishing house	2006, 1st Edition.

International

S.No.	Title	Author	Publishers	Year of Publications
1	Human resource Development - learning and training for individuals and organisations	Edited by John P Wilson	Kogan Page Ltd	2005, II nd edition.
2	Human resource development	Randy L Desimore, Jon M Werner, David M harris	Thomson South Western	2002, IIIrd edition

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case studies, GD, TED talks,

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251U2	ELECTIVE: ORGANISATIONAL CHANGE AND DEVELOPMENT	3	Theory	-	100

Objectives of the course:

To enable the students need for organizational change & various principles of developing organizations

UNIT – I: ORGANISATIONAL CHANGE (Teaching hours: 7)

Organisational Change – Nature of change - Importance – The Imperative of Change – Forces of change – models of change

UNIT – II: ORGANISATIONAL DEVELOPMENT (Teaching hours: 7)

Organisational Development – Characteristics – Foundations of Organisational Development – Organizational Development Process – Action Components – Program Management component

UNIT – III: ORGANISATIONAL DEVELOPMENT INTERVENTIONS (Teaching hours: 7)

Organisational Development Interventions – Need and Characteristics – Interpersonal and Team Intervention – Process Consultation – Intergroup and third party peace making Interventions

UNIT – IV: CLIENT CONSULTANT RELATIONSHIP (Teaching hours: 7)

Comprehensive Interventions - Structural Interventions - Issues in Consultant and Client Relationship

UNIT – V: APPLICATION OF ORGANISATIONAL DEVELOPMENT (Teaching hours: 7)

Application of Organisational Development – Organisational Development in Global Settings and Future Directions in Organisational Development – Organisational Development in Indian Organization

Total Hrs: 35



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To study the basics of organizational change & various principles of developing organizations.	K1
CO2	To understand the foundations of OD	K2 & K3
CO3	To familiarize the various types of OD Interventions	K2
CO4	To Know the issues involved in Client Consultant Relationships	K4
CO5	To enrich on the areas of Applications of OD	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1		2	2	2	1	2
CO2	3	2	3	2	1	1	2			
CO3	2	1	2	2	2	2	1	3	2	
CO4	2	1	2	1	1	3	3	1	2	
CO5	2	2	3			3		1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Organization Change and Development	Kavitha Singh	Sage Publications	First Edition 2005
2	Organization Development	S.Ramarajan, T V Rao, Kuldeeph Singh	Sage Publications - India	
3	Management of change and organization development	Bhatia S.K	Deep and Deep Publications	
International				
S.No.	Title	Author	Publishers	Year of Publications
1	Organization Development	Wendell L French, Cecil H Bell Jr	Prentice Hall Of India	Sixth Edition
2	Organizational Change	Barbara Senior, Joceljne Fleming	Pearson Education	Third Edition

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case studies, GD.,

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251V1	ELECTIVE: SERVICES MARKETING	3	Theory	-	100

Objective of the Course:

This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.

UNIT I: A BASIC UNDERSTANDING OF THE NATURE OF SERVICES:

(Teaching hours: 7)

Definition of services, nature of services, difference between Services and goods, classification of services, contribution of service Sector to the economy. Trends in services marketing

UNIT II: MARKETING MIX IN SERVICE MARKETING:

(Teaching hours: 7)

Product, Price - Pricing methods - Pricing problems - Place: Key issues regarding location - Channel of distribution for services - Electronic channels Promotion: Promotion mix of services, People, Process: Concept - Service blueprinting - Service mapping Physical Evidence: Concept - Importance - Types

UNIT III: SERVICE QUALITY:

(Teaching hours: 7)

Concept, Dimensions & determinants Service Quality Models (SERQUAL & GAP) Service marketing triangle - internal marketing, external marketing, interactive Marketing. Service failures, Service Recovery Process

UNIT IV: MARKETING APPLICATIONS IN SELECT SERVICE INDUSTRIES:

(Teaching hours: 7)

Hospitality Services, Airlines, Tourism Services, Education Services, Information Technology and communication services, Media Services marketing, charities marketing.

UNIT V: THE INTERNATIONALIZATION OF SERVICES:

(Teaching hours: 7)

The growth in international markets, Impact of globalisation on the services, Opportunities overseas, foreign market entry decisions, specific considerations for international services. Technology in services marketing.

Total Hrs: 35

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351W1	ELECTIVE: INTERNATIONAL FINANCIAL MANAGEMENT	3	Theory	10	90

Objective of the course: To familiarize the students about multinational financial systems, foreign exchange markets and foreign exchange exposure.

UNIT I: FOREIGN EXCHANGE **(Teaching hours: 7)**

International Financial Management – Components, Importance, Nature & Scope. Foreign Exchange – Meaning – Exchange rate – Quotations – Factors affecting Exchange rate – Foreign Exchange Market.

UNIT II: THEORIES IN FOREIGN EXCHANGE MARKET **(Teaching hours: 7)**

Theories: Interest rate parity theory – Purchasing Power Parity Theory Law of one price – Exchange rate equilibrium – Arbitrage problems. Foreign Exchange Exposure : Concept – Types – Managing Foreign Exchange Exposure.

UNIT III: FUTURES CONTRACT **(Teaching hours: 7)**

Specifications of Futures Contract – Margin Requirements – Marking to Market – Hedging using Futures, Types of Futures Contracts – Securities, Stock Index Futures, Currencies and Commodities – Delivery Options – Relationship between Future Prices, Forward Prices and Spot Prices.

UNIT IV: OPTIONS AND SWAPS **(Teaching hours: 7)**

Definition – Exchange Traded Options, OTC Options -- Specifications of Options – Call and Put Options – American and European Options – Intrinsic Value and Time Value of Options – Option payoff, options on Securities, Stock Indices, Currencies and Futures – Options pricing models – Differences between future and Option contracts. Swaps – meaning – Currency swaps.

UNIT V: FOREIGN DIRECT INVESTMENT **(Teaching hours: 7)**

Foreign Direct Investment: Growth and problems of FDI – Multinational Diversification – American depository receipts – Global depository receipts – International investment Strategies.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the concept of FOREX market	K2 , K3
CO2	Learn how to apply the theories of FOREX in real life situation	K4 , K5
CO3	Understand the pros and cons of future market	K2, K3
CO4	Understand the significance of options and swap	K2, K4
CO5	Identify the international investment strategies and learn the process of depository receipts.	K4

Note:

K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3		2	2	1	1		2	2
CO2	3	2		2	1	2			2	3
CO3	2	1		3	2	2			1	3
CO4	2	1		2	1	2	1		2	3
CO5	2	2		2	1	2	1		2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.N o.	Title	Author	Publishers	Publication Year &Edition
1	International Financial Management	V.Saran	Prentice Hall of India Ltd	2001 & 4th Edition
2	International Financial Management	Jain, Peyard & Yadav	Macmillan India	1998 – 6th Edition.
3	International Financial Management	D Levi	Tata McGraw Hill	2001 4th Edition

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Reference Books				
S.N o.	Title	Author	Publishers	Year of Publications
1	Multinational Financial Management	A.C. Shapiro	Prentice Hall of India	2000 - 4th Edition
2	International Financial Management	P.G. Apte	Tata McGraw - Hill	2017 - 7th Edition
3	Theory of financial risk and derivative pricing	Jean -Philippe Bouchaud,	Cambridge University Press	2003 - 2 nd Edition

Pedagogy: PPT presentation and Assignments



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351W2	ELECTIVE: EQUITY RESEARCH & PORTFOLIO MANAGEMENT	3	Theory	10	90

Objectives:

To introduce security analysis concept and Portfolio performance evaluation concept.

UNIT – I: INVESTMENT SETTING (Teaching hours: 7)

Investment setting – Securities – Securities market – Stock exchange – functions of stock exchange – Listing of securities – NSE, BSE – Stock market Indices – Sources of investment information – Investment process – capital market developments – Global and India.

UNIT – II: FUNDAMENTAL ANALYSIS (Teaching hours: 7)

Fundamental analysis – Salient features – Economic forecasting – Economy and Industry analysis – Industry life cycle – Company analysis – Analysis of financial statements – Share valuation models.

UNIT – III: TECHNICAL ANALYSIS (Teaching hours: 7)

Technical analysis – Technical Vs Fundamental analysis – Methods – chart patterns – Moving averages – Relative Strength Index – Moving Average Convergence and Divergence – Rate Of Change – Asset pricing theories – Capital Asset Pricing Model– Arbitrage Pricing Theory – Portfolio theory – Efficient market hypothesis

UNIT – IV: PORTFOLIO PERFORMANCE EVALUATION (Teaching hours: 7)

Portfolio performance evaluation: Portfolio Markowitz model – Dimensions of evaluation – Sharpe's Measure – Treynor's measure – Jensen's measure – Comparisons of the three measures of portfolio performance. Risk and return calculations of portfolio.

UNIT – V: PORTFOLIO REVISION (Teaching hours: 7)

Portfolio revision– Need for portfolio revision – passive management and active management– Constrains in portfolio revision – Methods of revision – Formula plan for revision: Constant value plan – Constant ratio plan – Variable ratio plan – Rupee cost averaging plan.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To introduce security analysis concept and Portfolio performance evaluation concept.	K1
CO2	Apply portfolio management concepts and techniques to their specific business problems.	K3
CO3	Understand and evaluate major portfolio management and risk concepts.	K2
CO4	To develop the students on Portfolio performance evaluation	K5
CO5	To enrich the students on the strategies of Portfolio revision	K4

Note:

K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	2	3	1	2	1	2	1
CO2	3	1	3	3	2	3	1	3	3	2
CO3	1	3	2	1	2	2	3	1	2	1
CO4	2	1	3	2	2	1	3	1	2	3
CO5	3	2	1	2	1	1	2	3	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Security analysis and portfolio Management	PunithavathyPandian	Vikas Publishing House Pvt. Ltd, Delhi	2 nd edition – 2012.
2	Security analysis and portfolio management	V.K.Bhalla	Sultan chand Company limited.	1999 – Seventh edition.
3	Investment Analysis and Portfolio Management	Prasanna Chandra	Tata McGraw – Hill	

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Security analysis and portfolio management	Donald E. Fischer and Ronald J. Jordan,	Prentice Hall of India Private limited	2000 – sixth edition
2	Investment analysis and portfolio management	Frank K. Reilly	The Dryden press	2000 – Fourth edition.

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case studies, GD, TED talks,



THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351W3	ELECTIVE: MERGERS AND ACQUISITIONS	3	Theory	20	80

Objective of the course: To understand the corporate restructuring process in the business and to describe how Merger & Acquisitions are financed.

UNIT – I MERGERS AND ACQUISITIONS (Teaching hours: 7)

Concept of Merger and acquisitions – Motives for mergers – Advantages – Types of Mergers – Dangers of mergers – Theories of merger – Merger and acquisition in India.

UNIT – II EVALUATION OF MERGER GAINS AND LOSSES (Teaching hours: 7)

Evaluating merger gains and losses(Problems) – Different methods of valuation of tangibles of merger firm: Earnings approach – Market value approach Book value approach Fair value approach – Methods of accounting for merger (Problems).

UNIT – III CORPORATE RESTRUCTURING (Teaching hours: 7)

Forms of corporate restructuring: Contraction, Spin – off – split– offs – Divestiture – Equity Carve – out and asset sale. Going private: Meaning – Motives for going private – Leverage buy outs (LBO) – Meaning – Process – General economic and financial factors for LBO's – Management buy outs.

UNIT – IV CROSS BORDER MERGER (Teaching hours: 7)

Cross border merger: Meaning – Motives for cross border merger – Post merger Integration issues – Issues in cross border merger. Cross border merger in India.

UNIT – V TAKEOVER (Teaching hours: 7)

Takeover: Meaning – Motives – Synergies of takeover – Evaluation of takeover. SEBI Guidelines on corporate takeovers – Hostile takeover – Defensive Strategies.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the basic concept of merger and acquisitions	K2 , K3
CO2	Identify the different methods of accounting merger and evaluating the merger proposal.	K4 , K5
CO3	Learn the various forms of corporate restructuring	K2, K3
CO4	Understand the significance of cross border merger	K2, K3
CO5	To learn various defensive strategies for takeover	K2,K3

Note: K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3					1		2	1
CO2	3	2				2			2	1
CO3	2	2		3		3		1	2	
CO4	2	2		2		2	1	2	3	
CO5	2	2		2		2	1	1	3	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.N o.	Title	Author	Publishers	Publication Year &Edition
1	Financial Management: Principles and practice	Dr.S.N.Maheswari	Sultan Chand & Sons	2019 & 15 th Edition
2	Financial Management: Text, Problems and cases	M.Y Khan and P.K Jain	Tata MacGraw Hill	2018 & 8 th edition
3	Financial Management	I.M Pandey	Vikas publishing House Pvt Ltd.	2015 & 11 th edition
Reference Books				
S. No	Title	Author	Publishers	Year of Publications
1	Mergers And Acquisitions	Rajeshwer C.H	Icfai University Press	2001 2 nd edition
2	Mergers Restructuring and Corporate	Weston Chung Hoag	Prentice Hall.	1990 2 nd edition
3	Financial Management	Jim ,McMenamin	Oxford University Press	2002 2 nd edition

Pedagogy: PPT presentation and Assignments

EFFECTIVE FOR THE STUDENTS ADMITTED DURING
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351W4	ELECTIVE: TAXATION MANAGEMENT	3	Theory	10%	90%

Objectives of the Course:

To enable the students to understand the basic concepts of Direct and Indirect Taxes, the basic exemptions to claim deductions under different Heads of Income and to develop skills in the tax assessment of a firm.

UNIT – I DIRECT TAX

(Teaching hours: 7)

Direct Tax Reforms: Income – tax Act 1961, Deemed Income – Residence concept, Registered Firm, Hindu Undivided Family, Companies, Association of Persons and Trust, Minors, Cooperatives, Non – Resident Indians and avoidance of Double Taxation.

UNIT – II HEADS OF INCOME (Problems)

(Teaching hours: 7)

Salaries, Perquisites, Gratuity and Retirement Benefits, Income from House Property, Capital Gains – LTCG Tax, Income from business and profession, Income from other Sources, Set off and carry forward of losses. TDS, Filing Procedure – refund of tax.

UNIT – III INDIRECT TAX

(Teaching hours: 7)

Goods and Service Tax (GST): Indirect tax structure in India – Introduction to Goods and Service Tax (GST) – Key Concepts – Phases of GST, GST Council – Taxes under GST. Registration under GST: Threshold for Registration – Regular Tax Payer – Composition Tax Payer – Casual Taxable Person – Non – Resident Taxable Person – Unique Identification Number – Registration Number Format – E – way bills

UNIT – IV SUPPLY UNDER GST AND VALUATION OF SUPPLY

(Teaching hours: 7)

Supply – Place of Supply, Interstate Supply, Export of Service, Export of Goods, Import of Service, Import of Goods. Valuation of Supply (Numerical on valuation and calculation of tax)

Input Tax Credit under GST & Returns: Input tax credit process – Negative List for Input tax credit – Input Tax Credit Utilization and Input Tax Credit Reversal – Types of GST returns and their due dates, late filing, late fee and interest.

UNIT – V CUSTOM DUTY AND INDIRECT TAXATION

(Teaching hours: 7)

Definitions of certain terms relating to the custom act, custom tariff act, Levy and types of custom duties – Indirect taxation applicable to few commodities levied by either Central or State Government.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students will understand the basic terms regarding Tax Law and the important provisions of Income Tax Act 1961. Students will be able to ascertain the residential status of different kind of persons	K2, K3
CO2	Students will assess the taxable income under the various heads of income and understand the deductions allowed under different sections. Students will assess the total taxable income for different types of persons and they will understand the filing of Tax Returns properly.	K2, K3, K4
CO3	Students will understand the cascading effect of tax, the need for tax reforms and the necessity of implementation of GST. Students will understand the process of Registration of goods and services under GST Act	K2
CO4	Students will gain knowledge on different types of supply of goods and services and the inclusions in / exclusions from the value of taxable supply. Students will be able to compute the value of taxable supply	K2, K3
CO5	Students will know various types indirect taxes on few commodities like Customs duty and its types. Students will possess the knowledge on indirect taxes levied by the State and Central Governments	K1, K2

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2		1	1	1	1	1	1	1
CO2	3	3		3	2	2	2	2	2	2
CO3	2	2		2	2	2	2	1	2	2
CO4	3	2	1	3	2	2	2	2	2	2
CO5	2	1		2	1	1	1	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
Sl. No.	Title	Author	Publishers	Publication Year & Edition
1	Direct Taxes Law and Practice	Dr. Vinod K Singhanian and Dr.KapilSinghanian	Taxmann Publications, New Delhi	2019 edition
2	Indirect Taxes Law & Practice	V.S. Datey	Taxmann Publications, New Delhi	2019 edition
3	Income Tax	K. Durairandian and M. Akbar	Vikas Publishing House, New Delhi	2017 edition

Reference Books / Journals / websites				
S. No.	Title	Author	Publishers	Year of Publications
1	Professional Approach to Direct Taxes	Girish Ahuja and Ravi Gupta	New Delhi: Bharat Law House Pvt	2011 Edition
2	Students Workbook on Indirect Tax Laws	V.S. Datey	Taxmann Publications, New Delhi	2019 edition
3	The Chartered Accountant, The Management Accountant	National Journals		2019 issues
4	Website of Custom Department, Website of Excise Department, Website of Sales Tax Department	Department of Customs & Excise duty and Department of Sales Tax		-

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e –content seminar, Assignment, Quiz, Group Discussion etc.

EFFECTIVE FOR THE STUDENTS ADMITTED DURING
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351W5	ELECTIVE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	3	Theory	10%	90%

Objectives of the Course:

To develop, in the public interest, a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.

UNIT – I IASB & IFRS

(Teaching hours: 7)

Structure of the IFRS/IASB – Extant standards of the IASB – The framework – The status of IFRSs around the world – The use of IFRS around the world – The IASB roadmap – The annual IASB bound volume and its use – Principal differences between Indian GAAP and IFRS – Proposals for change.

UNIT – II PRESENTATION AND PROFIT

(Teaching hours: 7)

IAS 1: Presentation of financial statements – IFRS 15: Revenue from contracts with customers – IAS 8: Accounting policies, changes in accounting estimates and errors.

UNIT – III ACCOUNTING FOR ASSETS AND LIABILITIES

(Teaching hours: 7)

IAS 16: Property plant and equipment – IAS 38: Intangible assets – IAS 40: Investment Property – IAS 36: Impairment of assets – IAS 23: Borrowing costs – IAS 20: Accounting for government grants and disclosure of government assistance – IAS 2: Inventories – IAS 17: Leases – IFRS 5: Non – current assets held for sale and discontinued operations – IFRS 13: Fair Value Measurement – IFRS 32: Financial instruments – presentation – IFRS 9: Financial instruments – IFRS 7: Financial instruments: disclosures – IFRS 2: Share – based payment – IAS 37: Provisions, contingent liabilities and contingent assets – IAS 10: Events after the reporting period – IAS 19: Employee benefits – IAS 12: Income taxes – IAS 41: Agriculture – IFRS 6: Exploration for and evaluation of mineral resources.

UNIT – VI GROUP ACCOUNTING

(Teaching hours: 7)

IFRS 10: Consolidated Financial Statements – IAS 27 (revised 2011): Separate financial statements – IFRS 3: Business Combinations – IAS 28 (revised 2011): Investments in associates and joint ventures – IFRS 11: Joint arrangements – IFRS 12: Disclosure of interests in other entities – IAS 21: The effects of changes in foreign exchange rates – IAS 29: Financial reporting in hyperinflationary economies.

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UNIT – V DISCLOSURE STANDARDS (Teaching hours: 7)

IAS 7: Statement of cash flows – IAS 24: Related party disclosures – IAS 33: Earnings per share – IAS 34: Interim financial reporting – IFRS 4: Insurance contracts – IFRS 1: First time adoption of IFRS – IFRS 8 – Operating segments.

Total Hrs: 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students will understand the framework of IFRS and the roadmap of IASB. They will be able to differentiate between Indian GAAP and IFRS	K1, K2
CO2	The students will understand the standards of IAS with regard to the presentation of Financial statements, standards of IFRS regarding to Accounting policies, changes in accounting estimates etc.	K2,K3
CO3	The students will gain knowledge and they can apply the standards of IAS and IFRS with regard to the presentation of various Assets and Liabilities, Provisions, employee benefits, income tax etc.	K2,K3,K4
CO4	The students will familiarize with the standards of IAS and IFRS for preparing the consolidated financial statements, business combinations, investment in associates etc.	K2,K3,K4
CO5	The students will understand to prepare the Statement of cash flows and the disclosures, Interim financial reporting and the procedure for first time adoption of IFRS	K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1		2	2	1	1	1	1	2
CO2	2	3		3	3	2	2	1		2
CO3	3	3	1	3	3	3	3	2	1	3
CO4	2	3		3	3	2	3	2	1	3
CO5	2	2	1	3	2	2	2	2	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
Sl. No.	Title	Author	Publishers	Publication Year & Edition
1	International Financial Reporting Standards (IFRS) & Indian Accounting practices	JagadishR.Raiyani	New Century Publications	1 st Edition 2012
2	Accounting Standards	M.P.Vijaykumar,	Snow White Publications Pvt. Ltd., Mumbai	
3	Accounting Theory and Standards	P.Mohana Rao	Deep & Deep Publications Pvt. Ltd, New Delhi	

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International Financial Reporting Standards: A Practical Guide	Henie Van Greuning	World Bank Publications	2009
2	International Financial Reporting Standards: A Practical Guide	Henie Van Greuning	World Bank Publications	2009
3	IFRS Simplified: A fast and easy – to – understand overview of the New International Financial Reporting Standards	Mika Morley	Amazon Digital South Asia Services, Inc.	2019
4	Global Financial Reporting and Analysis	Alexander, Britton, Jorissen	Cengage Learning India Pvt. Ltd, New Delhi.	2018

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e –content seminar, Assignment, Quiz, Group Discussion etc.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351U1	ELECTIVE: STRATEGIC HUMAN RESOURCE MANAGEMENT	3	Theory	-	100

Objectives:

To expose students to the newer areas of HR practices, systems and tools / techniques and facilitate them to pick up necessary skills to design and implement the same in organizational context.

UNIT I: STRATEGIC HRM

(Teaching hours: 7)

Introduction to Strategic HRM - need and importance - linkages to business and corporate strategies - Developing HR plans and policies - Global Environment of HR: Change & Diversity

UNIT II: E - HRM

(Teaching hours: 7)

e- Employee profile - e- selection and recruitment - Virtual learning and Orientation - e- training and development - e- Performance management and Compensation design - Development and Implementation of HRIS - Designing HR portals - Issues in employee privacy - Employee surveys online.

UNIT III: RETENTION & SEPARATION STRATEGIES

(Teaching hours: 7)

Executive education - Flexi timing - Telecommuting - Employee Empowerment - Employee involvement - Autonomous work teams. Retrenchment strategies - Early retirement plans - Project based employment, Downsizing, Pink - slip concept.

UNIT IV: PERFORMANCE BASED SHRM

(Teaching hours: 7)

Creating learning organization - Competency mapping - Multiskilling - Succession planning - Cross cultural training - Performance Management strategies - Defining key result areas (KRA) - Result based performance - Linking performance to pay - Merit based promotions Reward and Compensation Strategies - HR Outsourcing. Technological Advancements in Managing HR - HR Skills for Future.

UNIT V: HUMAN ASPECTS OF STRATEGY IMPLEMENTATION

(Teaching hours: 7)

Project based employment - Human Aspects of Strategy implementation - Behavioural issues in strategic implementation - Matching culture with strategy - Human side of mergers and acquisitions - Leadership, power and politics - Employee morale - Personal values and

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business ethics Global HR Strategies Introduction to global HR strategies - Developing HR as a value added function six sigma practices in HR research.

Total Hrs: 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the meaning and nature of strategic HRM	K1
CO2	To expose students to the newer areas of HR practices, systems and tools / techniques	K2 & K5
CO3	To familiarize the recent Retention and Recruitment Strategies in the organisation	K3& K4
CO4	To educate the students on the Performance based SHRM practices	K2 & K4
CO5	To facilitate them to pick up necessary skills to design and implement the same in organizational context.	K5

Note:

K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	2	2	2	1	2
CO2	3	2	2	2	2		2	1	2	2
CO3	2	1	2	2	2	2	1	3	2	2
CO4	1	1		2	2	3		1	1	1
CO5	2	2	2	2	3	3	2	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Strategic Human Resource Management – A General Managerial Approach	Greer, R, Charles	Pearson Education, New Delhi,	2nd Edition, 2006
2	Industrial Relations	VenkataRatnam, C.S.	Oxford Press, New Delhi	2006
3	Human Resource Strategy – Architecture for Change	Chanda, Ashok and Kabra, Shilpa	”, Response Books, New Delhi	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Strategic Human Resource Management	Mello, A, Jeffery	South Western, New Delhi,	2007
2	Strategic Human Resource Management	Schuler R S and Jackson S E	Blackwell Publishers, New Delhi	2nd edition, 2008.

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case Studies, TED talks.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351U2	ELECTIVE:LABOUR WELFARE AND INDUSTRIAL RELATIONS	3	Theory	-	100

Objectives of the Course: To familiarize the students with the knowledge of Industrial Relations and the legal framework of labour management.

UNIT I: INDUSTRIAL RELATIONS (Teaching hours: 7)

Evolution – Objectives, Participants in IR and their changing role – Successful IR programme – IR in National and International levels – State and IR policy – IR Trends in India. Trade unionism – Theories – Structure – types – Trade Union Movement in India – Industrial Employment (Standing Orders) Act.

UNIT – II: INDUSTRIAL UNREST IN INDIA (Teaching hours: 7)

Industrial Disputes – Grievances – Causes – Grievance Redressal – Settlement of disputes – Industrial Disputes Act, 1947 – Object, Authorities under the act, provisions regarding Strike Lockout, Layoff, Retrenchment and Closure.

UNIT – III: COLLECTIVE BARGAINING (Teaching hours: 7)

Process, Principles and forms – Conditions for effective Collective Bargaining – Collective Bargaining in India – Workers Participation Management – Role and Methods of Workers Participation – Workers Participation in India.

UNIT – IV: LEGISLATIVE ACTS (Teaching hours: 7)

Factories Act - 1948; Workmen's Compensation Act - 1923; ESI Act - 1948; Child Labour (Prohibition and Regulation) Amendment Act, 2016.

UNIT – V: LEGISLATIVE ACTS (Teaching hours: 7)

Payment of Wages Act, Minimum Wages Act, Gratuity Act, Employees Provident Fund and Miscellaneous Provision Act.

Total Hrs: 35



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Acquire a solid theoretical, practical and ethical perspective on many aspects of industrial relations.	K1
CO2	Students will familiarize with the knowledge of Industrial Relations and the legal framework of labour management	K2
CO3	Students can know the laws relating to Industrial Relations, Social Security and Working conditions.	K4
CO4	Students will know the development and the judicial setup of Labour Laws.	K3
CO5	Enabling the students to know about labour legislations pertaining to Industrial Relations.	K3&K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2				2			2	
CO2	2		3	1			1			3
CO3	1			2	3		2	1		
CO4	3		1			3			2	1
CO5		2		1	2			3		2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	“Elements of Mercantile Law’	N D Kapoor	Sultan Chand & Sons	1997 – Twenty Ninth Edition .
2	Industrial Relations	ArunMonappa	Tata McGraw – Hill Publishing Co	First Edition

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Industrial Relations	Monal Arora	Excel Books	First Edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351U3	ELECTIVE: ORGANISATIONAL DYNAMICS	3	Theory	-	100

Objectives of the Course: The objective of the course is to understand how organizations shape behavior. This course has been designed to provide insights about organizational design, structure, roles and culture and its significance.

UNIT I: DESIGNING AN ORGANISATION **(Teaching hours: 7)**

Organization design – Creating organizational design by choosing its elements of relevance of effective organizational design – objectives of organizational design – factors effecting design – parameters of organizational design – structural and process related choices – Retaining design effectiveness.

UNIT –II:STRUCTURING AN ORGANIZATION **(Teaching hours: 7)**

Creating structure to support effective behavior – Evolution of structures – Elements of organizational structures – structural variables – creating different parts and coordinating those in the organizations – forms of organizational structures – structures and the individuals

UNIT – III:CREATING ROLES **(Teaching hours: 7)**

Creating Organizational Roles – Relevance of studying roles – Role performance – organizational role dynamics – Making effective organizational role – Negative impacts on organizational role

UNIT – IV:TEAM CULTURE **(Teaching hours: 7)**

Definition – Why Teams? – Difference between Group and Team – Characteristics of Team – Team Effectiveness model – Understanding teams – Types of teams – Life cycle of Team – Leaders as effective change agents – Resistance to Teams in organizations.

UNIT – V:MOTIVATORS OF CHANGE **(Teaching hours: 7)**

Organizational Culture – Strong and weak cultures – Creating Sustaining Culture – Organizational Ethics and Values – Cross Cultural Dynamics – Organizational Change and Organizational effectiveness – Social Responsibility of Organizations

Total Hrs: 35



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Impact the dynamics of the organizational structure as it relates to performance and productivity.	K1 & K2
CO2	Understand the behavior of people in the organization.	K2
CO3	Identify and compare multiple perspectives on people and work in organizations.	K4
CO4	The relationship between general group and team management with various structures and techniques.	K3
CO5	Analyze the complexities associated with management of the group behavior in the organization.	K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1				1			3		1
CO2		2		2		2	2			
CO3	3		3					1	2	3
CO4	2			2		1				2
CO5		1			2		2		2	

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Organizational Behaviour	Margie Parkh and Rajangupta	Tata McGraw Hill Publications.	Fourth Edition.
2	Organization Behaviour – Text and case	Umasekaran	The Tata McGraw Hill	Second Edition
3	“Human Relations & Organizational Behaviour – A Global Perspective“	R S Dwivedi	Macmillan Publishers (I) Ltd	Fifth Edition.
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	“Organizational Behaviour”	Stephen P Robbins, Timothy A Judge, SeemaSanghi	Pearson/Prentice Hall of India	Thirteenth Edition
2	Organizational Behaviour – Managerial strategies for performance	R.DennisMiddlemest, Michael A. Hitt	West Publishing Company	

Pedagogy: Lecture, PPT presentation, seminar, Assignment.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351U4	ELECTIVE: MANAGING INTERPERSONAL EFFECTIVENESS	3	Theory	-	100

Objectives:

To provide an insight on Self, TA, Emotional Intelligence and its applications on individual, groups and organizational context.

UNIT I:SELF

(Teaching hours: 7)

Self: Defining and perceiving, self – effectiveness, self – presentation: motives and strategies, Self Protection strategies at work place – Well Being and Mindfulness.

UNIT II:TRANSACTIONAL ANALYSIS

(Teaching hours: 7)

TA philosophy and principles – Ego states as a model of personality – Types of transaction and rules of communication – Strokes and Motivation – Rackets and Stamps – life positions and time structuring.

UNIT III:EMOTIONAL INTELLIGENCE

(Teaching hours: 7)

Meaning, importance – mental intelligence and emotional intelligence – factors.Emotional intelligence in work place – developing emotional intelligence – EI models.

UNIT IV:COUNSELLING

(Teaching hours: 7)

Counselling – Techniques, types, process and measures of effective counselling, Coaching – types, process and techniques, Mentoring – types, mentoring process and mentoring lifecycle.

UNIT V:ASSERTIVENESS

(Teaching hours: 7)

Anxiety and stress at work.Assertiveness: Nature, importance and relevance in organization. How assertiveness could improve individual – assertive communication exercises.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To provide an insight on self and various aspects of Self	K2
CO2	To familiarize the students with the psychoanalytical concept -Transactional analysis.	K3 & K4
CO3	To Understand about Emotional Intelligence and its applications on individual, groups and organizational context.	K3 & K5
CO4	To help the student know himself better -his interests, abilities, aptitudes, opportunities and problem solving.	K2
CO5	To imbibe the confidence by using assertive skills to achieve results without sacrificing themselves and others	K1 & K5

Note:

K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	2	1	2	2	3	3	2	2
CO2	2	3	3	2	2	3	3	1	1	1
CO3	2	3	3	1	2	3	3	2	3	1
CO4	2	3	3	1	2	3	2	2	1	1
CO5	2	3	3	2	2	3	2	2	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	I'm Okay, You're Okay	Thomas Harris	Mass market Publications	2005 – 4th Edition.
2	Getting to say Yes – Negotiating an agreement without giving in.	FishertUray	Farrey Publications	2006 –2nd Edition.
3	Counselling and guidance	S.Narayana Rao.	Tata McGraw-Hill Publishing company Ltd., New Delhi –	2006, II edition

International				
S.No.	Title	Author	Publishers	Year of Publications
1	Positive Psychology	Alan Carr	Routledge Publications	2007
2	Emotional Intelligence works – developing “people smart” strategies	S Micheal Kravitz, Susan D Schubert	Viva Books Pvt Ltd	2007

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Exercise, Role Plays, TED talks.

**EFFECTIVE FOR THE STUDENTS ADMITTED DURING
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351V1	ELECTIVE: RETAIL MANAGEMENT	3	Theory	–	100

Objective of the Course:

Impart essential skills and knowledge on managing all essential aspects of a retail business to students.

UNIT I:INTRODUCTION TO RETAILING (Teaching hours: 7)

The concept of retailing – The retailer’s role in a supply chain – Different types of Retailers – Major retail channels – Multi channel retailing – Indian Retail Industry: Structure, size, growth and future prospects – Opportunities in Retailing.

UNIT II:RETAIL STRATEGY&SITE LOCATION (Teaching hours: 7)

The concept of retail strategy – Ways and means for a retailer to build a sustainable competitive advantage – Types of locations available to retailers – Evaluating specific areas for locating a retail store – Trade area – Factors affecting the size of the trade area – Estimating potential sales for a store site.

UNIT III:SUPPLY CHAIN MANAGEMENT & MERCHANDISE MANAGEMENT (Teaching hours: 7)

Creating strategic advantage through supply management and information systems – The flow of information and products in a supply chain – The distribution center – Collaboration between retailers and vendors in SCM – Merchandise Management – Merchandise classifications and organization – Develop an assortment plan – Determine appropriate inventory level and product availability – allocate merchandise for stores – Brand Alternatives – Buying merchandise – National brands and private labels – Analyzing Merchandise Management performance.

UNIT IV:STORE LAYOUT, VISUAL MERCHANDISING AND STORE MANAGEMENT (Teaching hours: 7)

Responsibilities of store managers – Store design objectives – Store design elements – Space Management – Visual Merchandising – Creating an appealing store atmosphere – Using communication programs to develop brand images and brand equity – Methods of communicating with customers – Pricing Strategies – Setting retail prices – Markup and Mark down.

UNIT V: CUSTOMER RELATIONSHIP MANAGEMENT & CUSTOMER SERVICE

(Teaching hours: 7)

The CRM Process Cycle – Collecting customer data – Analyzing customer data and identifying target customers – implementing CRM programs – developing CRM programs – Customer services offered by retailers – customer evaluations of service quality – The gaps model for improving retail customer service quality – Effective service recovery.

Total Hrs: 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To discuss the concept of Retailing and classification of Retailers and understand Trends, composition and challenges in Indian Retail Industry	K1, K2 & K3
CO2	To discuss the various steps involved in Strategic Retail Planning Process to build a sustainable competitive advantage, develop thorough understanding about Retail Site Location and do Trade area analysis	K1, K2, K3 & K4
CO3	To create strategic advantage through supply management and information systems and discuss the various aspects of Merchandise Management	K1, K2 & K3
CO4	To discuss about Creating an appealing store atmosphere and develop thorough understanding about methods of communicating with customers and pricing strategies	K1, K2 & K3
CO5	To discuss the CRM Process, know the ways to collect and analyze Customer data and identify target customers and discuss the gaps model for improving retail customer service quality	K1, K2 & K3

Note:

K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating. Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3		1			2	2	3	
CO2	3	3	1	1			2	2	3	2
CO3	3	3	1	1		1	2	2	3	2
CO4	3	3	1	1	2	1	2	2	3	
CO5	3	3	1	1	2		2	2	3	

Indicators: 1. Reasonable 2. Significant 3. Strong

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Text Books

S. No.	Title	Author	Publishers	Publication Year & Edition
1	Retail Management Functional Principles & Practices	Gibson G. Vedamani Ph.D.	Jaico Publishing House	2012, 4 th Edition
2	Retail Management	Chetan Bajaj, Rajnish Tuli & Nidhi Varma Srivastava	Oxford University Press	2016, 3 rd Edition
3	Retailing Management, Text and Cases	Swapna Pradhan	Mc - Graw Hill Education (India) Private Limited	2012, 4 th Edition

Reference Books

S. No.	Title	Author	Publishers	Year of Publications
1	Retailing Management	Michael Levy, Barton A. Weitz and Ajay Pandit	Mc - Graw Hill Education (India) Private Limited	2014, 8 th Edition
2	Retail Management - A Strategic approach	Barry Berman, Joel R. Evans and Ritu Shrivastava	Pearson	2017, 13 th Edition

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment & Group Discussion.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351V2	ELECTIVE: DIGITAL MARKETING	3	Theory	-	100

Objectives of the Course:

Understand the concepts of digital marketing; develop core business skills and competencies in various functional areas related to digital marketing.

UNIT I: INTRODUCTION

(Teaching hours: 7)

Going digital – Importance and scope of digital marketing – Traditional and Digital Marketing – digital marketing strategy – components, understanding the digital consumer, 10Cs for Internet Marketers, 7Ps of Marketing.

UNIT II: WEBSITE

(Teaching hours: 7)

Website – Need for website – Steps in building an effective website, Domain name, Hosting – types, Web developer – Website Designing – Website Content.

UNIT III: SEARCH ENGINE

(Teaching hours: 7)

Search Engines – Process – Types – Search Engine Optimization (SEO) – Negative SEO, Advertising on Search Engines – Pay per click, Google Adwords. E – Mail marketing – Email campaign creation and management – Dos and don'ts of an e – mail marketing campaign.

UNIT IV: SOCIAL MEDIA

(Teaching hours: 7)

Social media – need, forms of social media – Social bookmarking, Forums and discussion sites, Media sharing sites, Reviews and rating sites, Social networking sites, Blogs, Podcast, Micro – blogging, Wikis. Using Facebook, Linked – in, twitter, You tube.

UNIT V: MEDIA ENGAGEMENT

(Teaching hours: 7)

Online PR – Blogger outreach, Company Blog, Social media engagement – Reputation management. Website analytics – Web server log files, Page tagging, Cookies – Advantages. Online display advertising – Trends – Viral marketing, Mobile marketing, Augmented reality, Future.

Total Hrs: 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the field of digital marketing, strategies and typical characteristics of digital consumers and marketers	K1, K2 & K3
CO2	To appreciate the importance of having a website and to understand various intricacies building and designing a website	K1, K2 & K3
CO3	To understand various digital marketing strategies that include Search Engine Optimization and E-mail based marketing strategies	K1, K2 & K3
CO4	To have a comprehensive insight about various social media and to know ways and means to utilize social media for marketing purposes	K1, K2 & K3
CO5	To come to know various cutting edge digital marketing tools and to understand how these tools can be effectively deployed for executing marketing strategies	K1, K2 & K3

Note:

K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating. Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3				2	2	2		2
CO2	3	3				2	2	2		2
CO3	3	3	2		2	2	2	2	2	2
CO4	3	3	2		2	2	2	2	2	2
CO5	3	3	2		2	2	2	2	2	2

Indicators: 1. Reasonable 2. Significant 3. Strong

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Text Books				
S. No.	Title	Author	Publishers	Publication Year & Edition
1	Understanding Digital Marketing: Marketing strategies for engaging the digital generation	Damian Ryan & Calvin Jones	Kogan Page publication	2009, 1 st Edition
2	Digital Marketing: Strategies for Online Success	Godfrey Parkin	New Holland Publishers Ltd	2009, 1 st Edition
3	E – Marketing Excellence: Planning and optimizing your digital marketing	Dave Chaffey and PR Smith	Butterworth – Heinemann (Elsevier)	2008, 3 rd Edition
Reference Books				
S. No.	Title	Author	Publishers	Year of Publications
1	E – Marketing	Judy Strauss and Raymond Frost	Prentice Hall India	2009, 5 th Edition
2	Online marketing: A customer – led approach	Richard Gay, Alan Charlesworth and Rita Esen	Oxford University Press	2007, 1 st Edition

Pedagogy: Lecture, PPT presentation, e –content seminar, Assignment & Group Discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351V3	ELECTIVE: SALES AND DISTRIBUTION MANAGEMENT	3	Theory	-	100

Objective of the Course:

Familiarize and make the students to assimilate the basic concepts of Sales and Distribution Management.

UNIT I: SALES MANAGEMENT IN BUSINESS ENTERPRISES (Teaching hours: 7)

Developing market – oriented sales organization, Purposes of sales organization, defining objectives, types of sales Organizational structures, Interdepartmental relations and coordination, Determining sales related marketing mix strategies, Forecasting market demand, Sales budget decisions, sales quota decisions ,designing sales territory, Case analysis and exercises.

UNIT II: SALES FORCE DESIGN

(Teaching hours: 7)

Sales force objectives, sales force size, sales force structure; Theories of personal selling; Personal selling process, Social, ethical and legal responsibilities in selling, Case analysis and exercises.

UNIT III: SALES FORCE MANAGEMENT

(Teaching hours: 7)

Sales force recruitment, selection, sales force training, financial and non – financial motivational techniques, compensation plans, monitoring parameters, performance evaluation, sales meetings, sales contests, Case analysis and exercises.

UNIT IV: MARKETING CHANNEL DESIGN

(Teaching hours: 7)

Channel functions, Channel structure, and evaluation of channel alternatives, channel members selection, Case analysis and exercises, Distribution Cost Analysis and Risk Analysis.

UNIT V: MARKETING CHANNEL MANAGEMENT

(Teaching hours: 7)

Training channel members, performance appraisal, causes of channel conflicts, resolution strategies, physical distribution system – order processing, transportation decisions, warehousing decisions, inventory management, Customer service standards, Case analysis and exercises.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To know the basic concepts of Sales management.	K1, K2
CO2	To engage in designing the organization Sales force.	K2, K3
CO3	To learn the management of Sales force	K2, K3
CO4	To understand and design the marketing channels for an Organization.	K3, K4
CO5	To learn the various forms of channel management.	K4, K5

Note:

K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1		1				1
CO2	2		1	1	1	1	2	2	1	2
CO3		2	3		1	2	2	1	2	1
CO4	1	2		1						1
CO5	1		2		1	2		2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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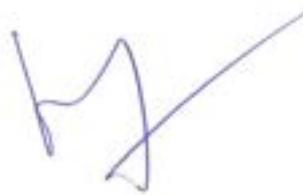
Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Sales and Distribution Management – Text and cases – An Indian perspective	Dr.S.L.Gupta	EXCEL Books	2 nd edition
2	Sales and Distribution Management – Text and cases	Krishna.K.Havaladar, V.M.Cavale	Tata Mc – graw Hill Publications	2011, 2 nd edition
3	Sales and Distribution Management	Tapan.K.Panda, Sunil Sahadev	Oxford University Press	2 nd edition

Reference Books

S. No.	Title	Author	Publishers	Year of Publications
1	Sales Management – Analysis & Decision making	Ingram, La Forge, Avila, Schwepker.J.V, Williams	Cengage Learning	6 th edition
2	Sales Management – Decision, Strategies and Cases	Richard R.Still, Edward W.Cundiff, Norman A.P.Govoni	Pearson Publication	2011, 5th edition

Pedagogy: Lecture, PPT presentation, Newspaper content, e –content, seminar, assignment, Videos, Group Discussion.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351V4	ELECTIVE: BRAND MANAGEMENT	3	Theory	--	100

Objectives of the Course:

To introduce the concepts of brand management and also help them to learn how these concepts are applied in business world by way of case study, mini product and discussions.

UNIT I: BRAND IDENTITY & BRAND ATTRIBUTES (Teaching hours: 7)

Creating Brand identity and image, six facets of identity, sources of identity. Brand Names and Symbols, Brand awareness, Launching New Brands – defining brand platform, determining typical products. Brand attributes, brand benefits, message Communication, brand elements – criteria for choosing brand elements, options and tactics for brand elements, Brand campaign, Brand – product relationship.

UNIT II: BRAND EQUITY & BRAND POSITIONING (Teaching hours: 7)

Brand Equity, sources of brand equity – Financial Evaluation and accounting for brands: The discovery of financial value of brands, various types of brand valuation, Brand acquisition – strong brands – steps in building strong brand, Brand Loyalty, Brand Positioning and values – identifying and establishing brand positioning, Brand personality.

UNIT III: BRAND STRATEGY (Teaching hours: 7)

Multi brand portfolios, brand portfolios and market segmentation, multi brand strategies, Brand Extension – Advantages and Limitations of brand extension, evaluating brand extension opportunities, Distributors own brand portfolio's, – Retailers branding strategies – Brands Transfer – Types and Reasons for Brand Transfer.

UNIT IV: GLOBAL BRANDS (Teaching hours: 7)

Decline, ageing and revitalization of brands, factors for decline, Making global brands – opportunities, advantages and disadvantages of global brands, conditions favouring global brands, barriers to globalization – standardization and customization – steps in building global brands. Online Branding.

UNIT V: BRAND LIFE CYCLE STRATEGY (Teaching hours: 7)

Branding the services, brand life cycle Strategies for local brands, Store brands, National brands – Destination branding – Brand alliances – Brand cults – Brand wars. Online display advertising – Trends – Viral marketing, Mobile marketing, Augmented Reality, Future.

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Total Hrs: 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the concept of brand identity and its various facets and to know the relationship between brand identity and brand image. To Have a detailed discussion on various brand elements	K1, K2 &K3
CO2	To understand the concept of brand equity and its various sources. To get acquainted with the concept of brand valuation. To come to know the series of steps involved in building a strong brand. To discuss various means and ways to craft unique brand positioning and brand personality	K1, K2&K3
CO3	To know how to manage multi brands, brand extension strategies and brand transfer	K1, K2 &K3
CO4	To understand the ways and means to develop global brands and to have an insight over online branding	K1, K2 & K3
CO5	To develop an insight over brand life cycle strategies for local brands, store brands and national brands. To come to know various cutting edge technological avenues for branding	K1, K2 &K3

Note:

K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating. Course Outcome mapping with Programme outcome

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3		1		3	2	3		2
CO2	3	3		1	2	3	2	3		2
CO3	3	3		2	2	3	2	3	2	2
CO4	3	3		2	2	3	2	3	2	2
CO5	3	3		2	2	3	2	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S. No.	Title	Author	Publishers	Publication Year & Edition
1	Brand management	Harsh V Verma	Excel Books	2003, 2 nd Edition
2	Brand Management	S.A.Chunawalla	Himalaya Publishing House	2004, 1 st Edition
3	Brand Management	Naveen Das	ICFAI University Press	2004, 3 rd Edition
Reference Books				
S. No.	Title	Author	Publishers	Year of Publications
1	Strategic Brand Management	Jean - Noel Kapferer	Kogan page India Private Limited	2001, 2 nd Edition
2	Strategic brand management	Kevin Lane Keller	Prentice Hall of India Private Limited	2003, 2 nd Edition
3	Branding	Brad Van Auken	Jaico Publishing House	2007, 1 st Edition

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment & Group Discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351X1	ELECTIVE: SOFTWARE PROJECT MANAGEMENT	3	Theory	-	100

Objective of the Course: Understand the problems, concerns, needs and success of the software project team and to understand the various approaches for managing the software development process

UNIT I: INTRODUCTION TO SOFTWARE PROJECT MANAGEMENT

(Teaching hours: 7)

Project meaning. Software project Vs other types of project. Categorizing software projects, Management control, Requirement specification, Information & control in organizations.

UNIT - II: PROJECT PLANNING & COST ESTIMATION

(Teaching hours: 7)

Step wise project planning, software cost factors, cost estimation techniques: Expert judgment, Delphi cost estimation, work breakdown structures, Algorithmic cost models.

UNIT - III: PROJECT APPROACH & ACTIVITY PLANNING

(Teaching hours: 7)

Choice of process models, Structured methods, water fall model, The V - Process model, The spiral model, Software prototyping. Project schedules & network models

UNIT - IV: RESOURCE ALLOCATION

(Teaching hours: 7)

Monitoring & control. Nature of resources, identifying resource requirements, scheduling resource, creating critical paths. Creating the framework, visualizing progress, cost monitoring, earned value, Getting the project back to track.

UNIT - V: MANAGING PEOPLE & ORGANISING TEAMS

(Teaching hours: 7)

Understanding behaviour, selecting the right person for the job, Motivation, Working in groups, Decision making & leadership.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Apply project management concepts and techniques to an IT project.	K1
CO2	Understand the problems, concerns, needs and success of the software project team.	K2
CO3	Understand the various approaches for managing the software development process.	K2&K3
CO4	Align the project to the organization's strategic plans and business justification throughout its lifecycle	K4
CO5	Suggesting an efficient management strategy for a business scenario.	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2			1		1		1	1	
CO2	1	1	1	2	1	1	2	2	1	
CO3		2	3		1				2	3
CO4	1	2	2		1	1	2	2	2	
CO5				2	1		3	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S. No	Title	Author	Publishers	Publication Year & Edition
1	Software Project Management	Bharat Bhushan Agarwal, ShivangiDhall, Sumit Prakash Tayal	Jain Book Agency	First Edition, 2011.
2	Software Project Management – A Practical Approach	Er. Rajiv Chopra		3rd edition, 2011
3	Software Project Management	Shriram.K.Vasudevan,R.M .DSundaram&Prashanth.R. Nair.	NAROSA	2017.

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Software project management	Bob Hughes & Mike Cottervell	Mc Graw Hill	3 rd edition
2	Software engineering concepts	Richard Fairley.	Mc Graw Hill	4 th edition

Pedagogy:Lecture, PPT presentation, e –content, seminar, assignment, Videos.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351X2	ELECTIVE: INFORMATION SECURITYMANAGEMENT SYSTEM	3	Theory		100

Objective of the Course: To understand the Information Security Program through the Methodology, Analysis and Technical Details, Principles and Practices and to acquire the necessary inputs to gain depth knowledge to play their role as IT Security Professional.

UNIT I: INTRODUCTION

(Teaching hours: 7)

Information Security An overview – Importance and Evolution of Information Protection – Security Methodology – Building a Security Program – Risk Analysis: Threats – Types of Attacks – Risk Analysis – Information Security Standards – Security Design Principles: Defense Models – Lollypop and Onion Model – Practices for Network Defense

UNIT – II: SECURITY POLICIES, STANDARDS, PROCEDURES AND GUIDELINES

(Teaching hours: 7)

Security Policy – Development – Contributors – Policy Categories – Security Awareness – Objectives of Awareness Program – Policy Enforcement for Vendors and Employees – Software based Enforcement – Acceptable Use Policies – Computer Policies – Network Policies – Data Privacy and Integrity Policies – Personnel and Security Management Policies – Security Standards and Security Procedures – Security Guidelines – Maintenance

UNIT – III: DATA SECURITY

(Teaching hours: 7)

Securing Data in Applications, Databases, Network, Computers and Storage – Data Loss Prevention – Information Rights Management: IRM Technology Constituents – Architecture – Data Classifications – Rights Assignment – Installing and Configuring the IRM Client – Authentication – Authorization – Data Encryption: Symmetric Key – Public Key – Storage Security: Modern Storage Security – Practices – Database Level Security – Database Backup and Recovery

UNIT – IV: NETWORK SECURITY

(Teaching hours: 7)

Switch and Router Level Security – Network Hardening – Firewalls: Functions – Design – Capabilities – Working Style of Virtual Private Networks – Wireless Network, Radio Frequency Security – Voice Over IP Security: Components – VoIP Vulnerabilities – Countermeasures.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To know about the concepts, economic contribution by services.	K1, K2
CO2	To learn the marketing mix of services.	K1, K2
CO3	To understand the service quality gaps, service marketing triangle.	K3, K4
CO4	Application of services marketing in areas of Hospitality, Airlines, Tourism, Education, IT and communication, Media, charities.	K3, K4
CO5	Opportunities for global expansion, use of technology in services.	K3, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1			1	1			1	
CO2	2			2	1	1	1	1	2	3
CO3	2	3	2	2	2	1	2	3	2	3
CO4		1	2	1		3	2		1	1
CO5		1	1	1	1		2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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National Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Services Marketing	SM Jha	Himalaya Publishing House	2005, 1st Edition
2	Services Marketing – Text & Cases	RajendraNargundkar	Tata Mc - graw Hill Education Private Ltd.	3 rd edition
3	Services Marketing – Text & Cases	Harsh.V.Verma	Pearson publication	2 nd edition
International Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Services Marketing – Integrating customer focus across firms	Valarie.A.Zeithaml, Mary Jo Bitner	Tata Mc - graw Hill Education Private Ltd.	3 rd edition
2	Services Marketing	Helen Woodruffe	Macmillan India Ltd.	2002, Third Edition

Pedagogy: Lecture, PPT presentation, Newspaper content, e-content, seminar, assignment, Videos, Group Discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251V2	ELECTIVE: CONSUMER BEHAVIOUR	3	Theory	-	100

Objectives of the Course:

To impart in - depth knowledge and requisite skills to understand the behavior of consumers in perspective and to explore the ways and means to apply consumer behavior knowledge to plan, develop and implement marketing strategies.

UNIT I: INTRODUCTION TO CONSUMER BEHAVIOR (Teaching hours: 7)

The meaning of Consumer Behavior – Different types of Consumers – The relationship between consumer behavior and the marketing concept, Segmentation, Targeting & Positioning (STP) - The makeup and composition of a model of Consumer Behavior - The Howard Sheth Model of buying behavior – The Buying Decision Process: The Five - Stage Model – Problem recognition - Information search - Evaluation of alternatives - Purchase decision – Post Purchase Behavior.

UNIT II: CONSUMER MOTIVATION, PERSONALITY AND CONSUMER BEHAVIOR

(Teaching hours: 7)

The meaning of Motivation - A model of the Motivation Process – Types of Human needs and Motives and the meaning of goals - The dynamics of motivation, arousal of needs, setting of goals and interrelationship between needs and goals - Maslow's Hierarchy of needs and its marketing application – The measurement of Human Motives. The meaning of personality - The nature of personality - Theories of personality - Personality and understanding consumer behavior – The ways to create Brand Personalities - Like Traits.

UNIT III: CONSUMER PERCEPTION & CONSUMER LEARNING

(Teaching hours: 7)

The meaning of Perception - The sensory dynamics of perception - The elements of perception - Components of consumer imagery and their strategic applications - The meaning of Learning - The four elements of consumer learning - Behavioral learning and its applications to consumption behavior - Consumer involvement and passive learning and their strategic application on consumer behavior - Measuring consumer learning.

UNIT IV: CONSUMER ATTITUDE FORMATION AND CHANGE

(Teaching hours: 7)

The meaning of attitude – The way in which attitudes are learned – nature and characteristics of attitudes - Tri - component attitude model –Multi - attribute attitude models - Theory of trying to consume model - attitude toward the ad model - attitude formation - strategies of attitude change - Understanding how consumers’ attitudes can lead to behavior and how behavior can lead to attitudes.

UNIT V: SOCIAL ENVIRONMENT AND CONSUMER BEHAVIOR

(Teaching hours: 7)

Socialization and other roles of the family – Dynamics of Husband - Wife decision making - the influence of children in family consumption decision making - Traditional and Non-traditional Family Life Cycles (FLCs) and their impact on consumer behavior - Meaning of Social Class - Relationship between social class and consumer behavior - distinctive profile of social class groupings - Consumer Behavior applications of social class - Opinion leadership and firm’s marketing strategy - Adopter categories - The stages in the adoption process.

Total Hrs: 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To grasp a comprehensive model of Consumer Behaviour, understand the relationship between consumer behavior and segmentation, targeting and positioning and keenly observe and discuss various models of consumer decision making process.	K1, K2 & K3
CO2	To study the consumer motives in its entirety and its effect on the consumer behavior and understand how personality reflects consumers’ inner differences.	K1, K2 & K3
CO3	To understand the dynamics of consumer perception and its strategic applications and know the process of consumer learning and its application.	K1, K2 & K3
CO4	To understand how consumers’ attitudes can lead to behavior and how behavior can lead to attitudes.	K1, K2, K3 & K4
CO5	To understand the dynamics of Husband-Wife decision making, know traditional and non-traditional Family Life Cycle (FLC) and their impact on Consumer Behaviour and study Phenomenon like social class, opinion leadership and adoption process.	K1, K2 & K3

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Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2		2	2	2	2		2
CO2	2	1	2		2	2	2	2		2
CO3	2	1	2		2	2	2	2		2
CO4	2	1	2		2	2	2	2		2
CO5	2	1	2		2	2	2	2		2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S. No.	Title	Author	Publishers	Publication Year & Edition
1	Consumer Behaviour: Insights from Indian Market	RamanujMajumdar	PHI Learning	2010, 1 st Edition
2	Consumer Behaviour	Rajneesh Krishna	Oxford University Press	2014, 1 st Edition
3	Consumer Behaviour, Text & Cases –An Indian Perspective	Dr.S.L.Gupta and Sumitra pal	Sultan Chand & Sons	2011, 2 nd Edition

Reference Books

S. No.	Title	Author	Publishers	Year of Publications
1	Consumer Behavior	Leon G.Schiffman, Leslie Lazar Kanuk and S.Ramesh Kumar	Pearson	2010, 10 th Edition
2	Consumer behaviour	Michael Solomon, Gary Bamossy, Soren Askegaard and Margaret K. Hogg	Prentice Hall	2006, 3 rd Edition

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment & Group Discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE
ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251V3	ELECTIVE: MEDIA MANAGEMENT	3	Theory	-	100

Objective of the Course:

- To impart knowledge about the media and media communication tools.
- To implement the professional approach for gaining management acumen.

UNIT I:INTRODUCTION TO MEDIA MANAGEMENT (Teaching hours: 7)

The Media Industry, Basic Media Concepts – Planning, Buying, Exposure, Reach, Frequency; Media Key Players, Scope, Role, Media Ownership Structures In India.

UNIT II:PRINT MEDIA (Teaching hours: 7)

Newspaper – Structure of Industry, Types of Newspaper Advertising, Newspaper Readership, advantages & disadvantages of Newspaper Advertising.

Magazines – Types of Magazines, Magazine Advertising, Readership Measurement, advantages & disadvantages of Magazine Advertising, Future of Print media. Out - Of - Home Advertising.

UNIT III:BROADCAST MEDIA (Teaching hours: 7)

Radio – Structure of Radio Industry, Radio Advertising, Audience, advantages & disadvantages.

TV - Structure of TV Industry, TV Advertising, Audience, advantages & disadvantages, Trends in Broadcast media.

UNIT IV:INTERACTIVE MEDIA (Teaching hours: 7)

Internet – E - Business & Marketing Communication, Internet Advertising - Purpose, Types, Internet Audience, advantages & disadvantages, Trends, E - Mail Advertising - Spam, Viral Marketing, Social Media and New Media.

UNIT V:MEDIA PLANNING AND BUYING (Teaching hours: 7)

Components of Media Plan, Media Objectives, Media Strategies – Target Audience Strategies, Media Mix Selection, Cost Efficiency, Scheduling Strategies, Media Budget, Media Planning Challenges, Media Buying – Functions.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To gain knowledge about the media concepts, industry & scope.	K1, K2
CO2	To learn insight on print media like newspaper, magazines.	K2, K3
CO3	To understand broadcast media like TV, Radio & its trends.	K2, K3
CO4	To get adept with various Interactive Media of the industry.	K3, K4
CO5	To gain exposure in Media Planning and Buying aspects of businesses.	K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1		1	1			1	
CO2	2	1	1	1	1	2	1	2	1	2
CO3	2	1	1	1	1	2	1	2	1	2
CO4	1	1		1	1	2		2	1	1
CO5	3	2	3			2	2		2	

Indicators: 1. Reasonable 2. Significant 3.Strong

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National Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Fundamentals of Advertising Theory and Practice	Chunawala S.A. and K.C. Sethia	Himalaya Publishing House	4 th edition
2	Advertising and Promotion" – an IMC Perspective	Kruti shah and Alan D'souza	Tata McGraw - Hill Education Pvt. Ltd.	2008
3	Advertising and Promotion – an IMC Perspective	KevoorPurani, George E Belch, Michael A Belch	Tata McGraw - Hill Education Pvt. Ltd.	2013, 9 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advertising Principles and Practice	William D.Wells, John Burnett, Sandra Moriarty	Pearson Publication	2011, 7 th edition
2	Principles of Advertising and IMC	Tom Duncan	Tata McGraw – Hill	2005, Second Edition

Pedagogy: Lecture, PPT presentation, Newspaper content, e-content, seminar, assignment, Videos, Group Discussion.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251X1	ELECTIVE:ENTERPRISE RESOURCE APPLICATIONS	3	Theory		100

Objective of the Course:

- To support the students with various system (enterprise resource applications).
- To mould them with current scenario technology.

UNIT I: CRM

(Teaching hours: 7)

Order Management, Incentive Management, Project Tracking, Web site & Analytics, Business Intelligence. Biometrics, computer telephony integration, data mining, enterprise application integration, electronic bill presentment and payment, IVR interactive voice response.

UNIT - II:SCM

(Teaching hours: 7)

Framework and Role of Supply Chain in e - business and b2b practices. Supply Chain IT Framework. Supplier relationship management. Supply chain life cycles. In - sourcing and Out - sourcing. Creating a world - class supply base.

UNIT - III:SALES FORCE AUTOMATION

(Teaching hours: 7)

Territory Tracking and Assignment, Opportunity Management, Standard & Advanced Forecasting, Quote Generation, Order Management, Incentive Management.

UNIT - IV: MARKETING AUTOMATION

(Teaching hours: 7)

Online Lead Form, Targeted Customer Segmentation, Referral, Lead Source & Promotion Code Tracking, E - mail Marketing, Campaign Tracking & Analysis.

UNIT - V:WEBSTORE

(Teaching hours: 7)

Dynamic and personalized online store- Integrated Inventory Management - Customer Service and Self Service. An analysis on online web stores.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Impact of ERA on the organization and how change can be managed.	K1&K2
CO2	Apply knowledge to evaluate and manage an effective supply chain.	K3
CO3	Understand about the automation in sales.	K2
CO4	Create a long-term email marketing plan and strategy	K4
CO5	Acquire skill on creating inventory in online webstore.	K4&K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1			1		1		1	1
CO2	1	2	1	1		2		2		
CO3			1		1		1		1	1
CO4	1	2	1	2		2		1	1	
CO5		1			1		1			1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The Ultimate CRM Handbook	John Freeland		2005, 1st edition
2	CRM at the speed of light	Greenberg, Paul	Mc Graw – Hill	
3	Handbook of CRM: Achieving Excellence through Customer Management	Adrian Payne		1 edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Essentials of supply chain management and Advanced planning	Michael Hugos		2nd edition
2	CRM handbook	Dyche		Jill – Pearson Education

Pedagogy: Lecture, PPT presentation, e-content, seminar, assignment, Videos.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251X2	ELECTIVE: KNOWLEDGE MANAGEMENT AND INFORMATION SYSTEMS	3	Theory		100

Objective of the Course: To understand and familiarize with the basic concepts, future and applications of Knowledge Management System

UNIT I: INTRODUCTION: UNDERSTANDING KNOWLEDGE: (Teaching hours: 7)

Data – Information - Knowledge – Intelligence – Experience – Types of Knowledge – Human thinking and Learning – Expert Knowledge – Knowledge Management – KM Myths – Intellectual Capital (IC) – CKO – Role and Functions of CKOs.

UNIT - II: KNOWLEDGE MANAGEMENT LIFE CYCLE (Teaching hours: 7)

Conventional and KM System Life Cycle - Knowledge Management System Life Cycle (KMSLC) – Knowledge Creation – Knowledge Transformation – Evaluating the Expert - Knowledge Capture – Knowledge Capturing Techniques.

UNIT - III: KNOWLEDGE MANAGEMENT MODELS (Teaching hours: 7)

Theoretical KM Models – Von Krogh and Ros, Nonaka and Takeuchi Model, Choo Sense - Making KM Model – Wiig Model, Complex Adaptive System Model.

UNIT - IV: KM IN ORGANISATION (Teaching hours: 7)

User Acceptance – User Training – Post Implementation Review – Knowledge Transfer – Methods – Role of Intranet in Knowledge Transfer – Knowledge – Gap Analysis – KM Metrics - Organization Maturity Models – Knowledge Leadership Styles

UNIT - V: KNOWLEDGE SYSTEM TOOLS AND ISSUES: (Teaching hours: 7)

Learning from Data – Visualization - Association Rule – Classification Tree – Ethical and Legal Issues – Knowledge Owners- IT support for KM System.

Total Hrs: 35



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The course will provide the basics of the emerging area of Knowledge Management to the students.	K1
CO2	Find out the major challenges and benefits of the Knowledge Management Life Cycles.	K2
CO3	Understand the purpose, context and commonly expected "deliverables" of systems analysis.	K2, K3
CO4	Provides controlled access to knowledge, information and data that is appropriate.	K4
CO5	Improve efficiency by learning from data and evaluation of knowledge management effectiveness.	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1			1				1	
CO2	1		1	1		1		2		1
CO3		2			1		1		1	
CO4	1		2	1		1		2		1
CO5		1		1		1	1		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Essential Guide to Knowledge Management	Tiwana	Amrit Pearson Education Pvt Ltd	
2	Knowledge Management in Theory and Practice	KimizDalkir	Butterworth Heinemann	2011
3	Knowledge Management	Elias M Awad, Hassan G Hazirs	Pearson Education Pvt Ltd	
Reference Books				
S.No	Title	Author	Publishers	Year of Publications
1	Information and Knowledge Management	Kamala Vijayrajan	McMillan Publishing Company Ltd.	First Edition
2	Knowledge Management	Waman S Jawadekar	Pearson Education Ltd	

Pedagogy:Lecture, PPT presentation, e-content, seminar, assignment, Videos.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251X3	ELECTIVE: BUSINESS APPLICATIONS USING AI & MACHINE LEARNING	3	Theory		100

Course Objective: The course provides a overview of AI and its role in business transformation and to improve understanding of AI, discuss the many ways in which AI is being used in the industry, and provide a strategic framework for how to bring AI to the centre of digital transformation efforts.

UNIT 1: INTRODUCTION TO AI **(Teaching hours: 7)**

Introduction to AI - Is AI a General Purpose Technology - Basics of Big Data and data infrastructure - Trends in AI: AI interpretability & AutoML

UNIT 2: BIG DATA **(Teaching hours: 7)**

Introduction to Big Data and AI - Big Data Overview - Big Data Analysis - Data Infrastructure - Data Analysis: Extracting Intelligence from Big Data.

UNIT 3: MACHINE LEARNING **(Teaching hours: 7)**

Machine Learning - Artificial Intelligence Overview - Machine Learning Overview - Types of ML - Accuracy of ML models , Specific ML Methods: A Deep Dive- ML in Practice - Intro to Google Colab and Jupyter - Neural networks - Model Selection and Validation - Business applications.

UNIT 4: APPLICATIONS OF MACHINE LEARNING **(Teaching hours: 7)**

Business Applications of Machine Learning - ML in Personalization - Recommender Systems - Impact of recommenders on markets - Challenges with personalization - ML Applications: ML in Finance: Fraud Detection - Autonomous Vehicles (AVs) - Enabling technologies

UNIT 5: AI STRATEGY AND GOVERNANCE **(Teaching hours: 7)**

AI Strategy and Governance - Risks in AI Strategy and Governance - AI-Driven Business Transformation - Developing a Portfolio of AI Projects - Lowering Barriers for AI Use - AI in the Organization Structure

Total Hrs: 35



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To improve the fundamental understanding of Artificial intelligence.	K1,K2
CO2	To develop awareness on the students how ML is helpful in improving productivity.	K1
CO3	To identify appropriate applications of AI and ML in business	K2
CO4	Formulate a ML approach to solve a business problem.	K3, K5
CO5	To enrich the students on how Artificial intelligence and machine learning are helping businesses in achieving key goals.	K 4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	3	2	1	3	2	2	3
CO2	3	2	2	3	3	2	2	3	1	2
CO3	3	2	3	2	1	3	1	2	3	3
CO4	3	3	2	3	2	2	3	2	2	3
CO5	2	1	3	2	1	3	2	1	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Evaluating the Cognitive Analytics Frontier	Pah, A. Lazarowich and C. Snyder, I046	Kellogg School Case KEI046	January 2018.
International				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Artificial Intelligence and the Machine Learning in Finance: Cogent Labs and the Google Cloud Platform (GCP)	L. Cohen, C. Malloy and W. Powley	Harvard Business School	March 2018.
2	Voice War: Hey Google vs. Alexa vs. Siri	Yoffe, Wu, Sweitzer, Eden and Ahuja	Harvard Business School	June 2018

Pedagogy: Lecture, PPT Presentation, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251Y1	ELECTIVE: LEAN MANUFACTURING	3	Theory	-	100

Objectives of the course:

- To understand the principles behind lean manufacturing philosophy, and Value Stream Mapping (VSM).
- To familiarize them with the implementation of various lean manufacturing techniques.

UNIT I: BENEFITS OF LEAN MANUFACTURING SYSTEM (Teaching hours : 7)
History and modern applications, MRP and their impact, Lean manufacturing model, Kanban Methodology, Continuing evaluation, Strategic Business Analysis.

UNIT II: UNDERSTANDING PRODUCT, PROCESS AND DEMAND (Teaching hours: 7)
Value Stream Mapping - Scope, Selecting parent parts, Lean line, Demand, Documenting process flow, Takt time, Process linking and Balancing. Imbalance, Approach, Resource, Definition, Physical Layout, Designing 5S.

UNIT III: KANBAN STRATEGIES (Teaching hours : 7)
Process, Single, Multi Card system, Inventory Management, Advantages and Disadvantages. Team Establishment: Commitment, Physical facilitation, Management Structure.

UNIT IV: LEAN IMPLEMENTATION AND MILESTONES (Teaching hours : 7)
Software requirement milestones, Understanding process, Product and Materials, Checking, Factory design, Line startup.

UNIT V: LEAN LINE MANAGEMENT (Teaching hours : 7)
Matching customer demand, Customer response policy, Lean line optimization, Resistance to change.

Total Hrs : 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To facilitate the students to update the knowledge on the benefits lean manufacturing system	K1,K2
CO2	To highlight on the value stream mapping and process flow	K1
CO3	To enrich the students on Kanban system	K2
CO4	To emphasise on Lean Implementation and its milestone	K3, K5
CO5	To develop awareness on Lean line optimization	K 4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	3	2	1	3	2	2	3
CO2	3	2	2	3	3	2	2	3	1	2
CO3	3	2	3	2	1	3	1	2	3	3
CO4	3	3	2	3	2	2	3	2	2	3
CO5	2	1	3	2	1	3	2	1	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Lean Manufacturing Implementation	Dennis P.Hobbs,	J.Ross Publishing	2009
2	The Toyota Way	Liker	New Delhi: Tata McGraw Hill,	2004
3	Lean Manufacturing for the Small Shop,	Garry Conner,	Society of Manufacturing Engineers	2008
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Lean Six Sigma,	Michael L.George	Tata McGraw Hill	2002
2	Lean Manufacturing – A Plant Floor Guide,	Allan, Robinson and Stewart	Society of Manufacturing Engineers	2001

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case studies,

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21251Y2	ELECTIVE: TECHNOLOGY MANAGEMENT	3	Theory	-	100

Objective of the course:

To enable the students to update the knowledge on technological change and its implications on managerial decision making.

UNIT I: PERSPECTIVES ON MANAGEMENT OF TECHNOLOGY

(Teaching hours : 7)

Technology - Management of Technology: - Description scope, and implications, business architecture for technology management – “Technology cycle” - Core Technological Competencies

UNIT II: MANAGEMENT OF R&D

(Teaching hours : 7)

Developing R&D Strategy – R&D Management – Critical Activities of R&D Management – Improving R&D Operations – Motivating R&D Teams

UNIT III: TECHNOLOGY TRANSFER

(Teaching hours : 7)

Technology Transfer – Process - Re - Engineering the Technology Delivery Process – Ground work for Technology Transfer - Inbound Technology Transfer – Effect of Technological Transfer for Small Companies

UNIT IV: NURTURING INNOVATION:

(Teaching hours : 7)

Innovation - Using Creativity Techniques in the Production - Innovation Process – Managing Innovation in Start - ups and Established Environment – Innovation Strategies

UNIT V: INNOVATION INTERNAL STRATEGIES

(Teaching hours : 7)

Innovation Planning: Process – Types of innovation – Applications – Factors Influencing Planning – Implementation: Key Areas and Issues – Evaluation and Control: Process – Types of Control – Integrating Evaluation and Control

Total Hrs : 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To enable the students to update the knowledge on technological change and its implications on managerial decision making.	K1,K2
CO2	Identify and articulate ethical issues	K2
CO3	To highlight on the Transfer of Technology	K3
CO4	To emphasise on Creativity and Innovation Strategies	K3, K4
CO5	To develop awareness on the Innovation process and control	K 5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	3	2	1	3	2	2	3
CO2	3	2	2	3	3	2	2	3	1	2
CO3	2	1	3	2	1	3	1	2	3	3
CO4	3	3	2	3	2	2	3	3	2	1
CO5	1	3	1	2	1	3	3	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Handbook of Technology Management	Robert Szakonyi	Viva Books Private Ltd	2006
2	Management of Technology and Innovation	White & Bruton	Cengage Learning India Edition	2007
3	Value Engineering	MukhaPadhyay	Sage Publications,	2009
International				
S.No.	Title	Author	Publishers	Year of Publications
1	Hand book of Technology Management	Gerard H Gaynor	Mc Graw Hill.	2002,First Edition.
2	Strategic Technology Management	Fredric Betz	McGraw Hill	1999,First Edition

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case studies,

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351A	CORE: MANAGEMENT INFORMATION SYSTEM	3	Theory	-	100

Objective of the Course: The course intends to provide the Information Systems knowledge, a business end user needs to know.

UNIT I: FUNDAMENTAL CONCEPTS OF MIS (Teaching hours: 7)

Introduction to Information System – System concepts – Characteristics – Components of an Information System – Information System Resources – Information System Activities. Attributes of Information System – Fundamental roles of IS – E – business enterprises – Types of information system – Information System Functions.

UNIT – II: COMPETING WITH IT (Teaching hours: 7)

Fundamentals of competitive strategic concepts – Strategic uses of Information Technology – Value Chain of Strategic IS – Internet based value chains – Identifying E – business and E – commerce strategies. Building a customer focused E – business – Reengineering Business processes – Creating a Virtual Company – Building a Knowledge creating company – Sustaining strategic success using IS.

UNIT – III: IT IN BUSINESS APPLICATIONS (Teaching hours: 7)

Overview of E – Business Applications – Business use of the Internet – The Business value of the internet – Application of Intranets – Enterprise Information portals – Electronic Communication tools – Enterprise Collaboration – Cross functional Enterprise Systems – Enterprise Resource Planning – Customer Relationship Management – Supply Chain Management – Online Transaction Processing a Knowledge creating company

UNIT – IV: FUNCTIONAL INFORMATION SYSTEMS (Teaching hours: 7)

Functional information System – Marketing Information system – Manufacturing Information System – Human Resources Systems – Decision support system – Decision Structure – Management Reporting alternatives – Online Analytical Processing – Executive Information Systems – Artificial Intelligence – Domains of Artificial Intelligence – Commercial applications – Expert Systems

UNIT – V: DATA BASE (Teaching hours: 7)

Enterprise and Global Management of E – Business Technology – Database Management approach – Types of Databases – Database Development – The System approach towards IS development – Computer Crimes – Security Management and E – Business Defenses – Security Measures.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the basic concept and technologies used in the field of Management information systems.	K1
CO2	Effectively communicate strategic alternatives to facilitate decision making.	K3
CO3	Students can understand how to use and manage a variety of information technologies to revitalize business processes.	K2
CO4	Enabling the students by improving managerial decision – making and gain competitive advantage.	K4
CO5	Enabling the students to know the impact of the Internet and Internet technology on electronic business and understand the specific threats and vulnerabilities of computer systems.	K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	1	2	2		2		2
CO2	1	2	2	2	3			2	1	
CO3	2	2	2	3		2	2		2	2
CO4		3	3	2	2	1	1	3		
CO5	2	2	1	2	2	3	2		3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Management Information Systems	Sadagopan. S	Prentice hall of India Pvt .Ltd.,	3 rd edition
2	Practical Management Information System	Banerjee, Utpal K	Macmillan Publishing Company	2 nd edition
3	Management Information System	Goyal D P	Macmillan Publishing Company	2 nd edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management Information Systems: Managing Information Technology in the Internet worked Enterprise	James A. O'Brien	Tata McGraw – Hill Publishing Company Ltd., New Delhi.	Fourth Edition.
2	Management Information Systems: Conceptual Foundations, Structure and Development	Gordon B. Davis and Margaret H. Olson	Tata McGraw – Hill Publishing Company Ltd	2014

Pedagogy: Lecture, PPT presentation, e –content seminar, Assignment, Group Discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351K	CORE: ONLINE SWAYAM COURSE: STRATEGIC MANAGEMENT	4	-	-	-

The Course will be offered through SWAYAM Platform with the duration of 6 weeks. The students shall adhere to all instructions mentioned under Swayam to complete the Course.

Objective of the Course:

This course will show you how a business views itself in its "totality" and in the context of its environment. The course will be taught from the perspective of a manager or chief executive officer (CEO).

COURSE LAYOUT

Week 1: Introduction to Strategic Management

- What is strategy?
- The role of strategy
- Strategic decisions
- Aligning strategy and organization

Week 2: Analysing the External Environment

- Strategic context of the firm
- Industry Analysis : Porter's framework, complements, strategic groups and key success factors.
- PESTLE Analysis

Week 3: Analyzing the Internal Environment

- The Resource based view of the firm
- VRIO framework
- Sustenance of competitive advantage

Week 4: Competitive Positioning

- Competitive positioning
- Business level strategies : Cost leadership, differentiation, focus and dual advantage.
- Value chain analysis

Week 5: Managing the Multi-business Firm

- Strategies for the multi-business firm.
- The need of corporate strategy
- Corporate level strategies
- Strategy portfolio frameworks
- Strategy implementation

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351B	CORE : INTERNATIONAL BUSINESS	3	Theory	-	100

Objectives of the Course:

To understand various facets of fundamentals of International Business to take good decisions and to know the ways and means of doing International Business.

UNIT I: THE SCOPE AND CHALLENGE OF INTERNATIONAL BUSINESS

(Teaching hours: 7)

Globalization of Markets and Globalization of Production – Drivers of globalization – Challenges of managing in the global marketplace – The scope of the international business task – The importance of the self – reference criterion (SRC) in international business – The increasing importance of global awareness – stages of International business involvement.

UNIT II: THE DYNAMICS OF INTERNATIONAL BUSINESS

(Teaching hours: 7)

The importance of Balance – Of – Payment (BOP) figures to a country's economy – The effects of protectionism on international business – The several types of trade barriers – The importance of GATT and the World Trade Organization – The emergence of the International Monetary Fund (IMF) and the World Bank (WB) Group – Various levels of Regional Economic Integration.

UNIT III: THE MACRO ENVIRONMENT OF INTERNATIONAL BUSINESS

(Teaching hours: 7)

Definition of culture – Elements of culture – The impact of cultural borrowing – The strategy of planned change and its consequences – The necessity for adapting to cultural differences – The differences between relationship oriented and information oriented cultures – The political and economic risks of international business – The ways and means to assess and reduce the effect of political risks – Bases for Legal Systems – The important factors in the jurisdiction of legal disputes – The various methods of dispute resolution.

UNIT IV: THE STRATEGY OF INTERNATIONAL BUSINESS

(Teaching hours: 7)

Foreign Direct Investment (FDI) – meaning – types – advantages and disadvantages of FDI to Home country and Host country – The four strategic choices – Modes of Entry – Nature of Foreign Exchange Market – Functions of Foreign exchange market – Intellectual Property Rights (IPR) – Methods to protect Intellectual Property Rights – Trade theories – Theory of absolute advantage – Theory of Comparative advantage – Theory of Competitive advantage – Implications of these theories on International Business.

UNIT V: EXPORT – IMPORT FINANCING & BASICS OF EXPORT MANAGEMENT

(Teaching hours: 7)

Export – Import financing – Basic requirements to become an exporter – Export Promotion Councils and their general functions – Selecting products for exports – Types of exporters – HS code – strategies to be adopted before getting an exporting opportunity – deciding the price – INCOTERMS 2000 and its role in deciding the price – Preparing Export contract – Ways to receive payment under export contract – Export pre – shipment inspection – Packing for exports – Markings and Labelling in exports – Marine Insurance – Port formalities – Documents involved in exporting – Letter of Credit – ways to get loan for exporting – Ways to get foreign exchange for exporting – dispute resolution in exporting and importing – Rules & regulations of RBI in connection with exporters.

Total Hrs: 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To impart essential basic knowledge in International Business and sensitize the students about the importance of recognizing cultural differences across the nations.	K1, K2 and K3
CO2	To analyze the Government intervention in the process of International Business and trace the development of world trading system.	K1, K2, K3 & K4
CO3	To understand various nuances of cultural differences and ways and means to cope with them, discuss various types of political risks and ways to manage them, understand basic aspects of legal systems and explore various legal methods of dispute resolution.	K1, K2 & K3
CO4	To discuss pros and cons of FDI, know various functions of Foreign Exchange Market, discuss basic strategic choices and foreign market entry modes, discuss Intellectual Property rights and issues thereof and understand trade theories and their impact on IB practices.	K1, K2 & K3
CO5	To know the basics of EXIM finance, know the basic procedures involved in Exporting and understand the Government policies in connection with export sector.	K1, K2 and K3

Note:

K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3		1			1	2	1	
CO2	2	3					1	2	1	
CO3	2	3	2	3	3	2	3	2	1	
CO4	2	3		3			2	2	2	2
CO5	2	3					1	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S. No.	Title	Author	Publishers	Publication Year & Edition
1	International Business	Rakesh Mohan Joshi	Oxford University Press	2012, 1 st Edition
2	International Business: Concept, Environment and Strategy	Vyuptakesh Sharan	Pearson Education India	2012, 3 rd Edition
3	International Business, Text & Cases	P. Subba Rao	Himalaya Publishing House	2013, 3 rd Edition
Reference Books				
S. No.	Title	Author	Publishers	Year of Publications
1	International Business: Competing in the Global Marketplace	Charles W.L. Hill and ArunK Jain	Tata McGraw – Hill Publishing Company Ltd	2009, 6 th Edition
2	International Marketing	Philip R. Cateora, Mary C. Gilly, John L. Graham	McGraw – Hill Irwin	2011, 15 th Edition

Pedagogy: Lecture, PPT presentation, e –content seminar, Assignment, Group Discussion.

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UNIT - V: COMPUTER SECURITY

(Teaching hours: 7)

Reference Monitor – Trustworthy Computing – Securing Infrastructure Services: E – Mail – Web Servers – Proxy Servers – Securing Mobile Devices: Mobile Device Risks – Mobile Device Security – Application Security: Application Security Practices – Client Application Security – Remote Administration Security – Security Operations: Communication and Reporting – Change Management – Administrative Security – Disaster Recovery – Backups – Incident Responses – Forensic Analysis.

Total Hrs: 35

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the Information Security Program	K2
CO2	Apply the security policies and Guidelines.	K3
CO3	Know about the information rights management technology and modern storage practices.	K2
CO4	Risk assessment and controlling risk of Information Security	K5
CO5	Acquire the information about the security operations	K2 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		1	1		1			1	
CO2	2	1		1		1				
CO3	2	2	2		1	1	1	2		1
CO4		2	3	1	2		2	2	2	1
CO5	1	2	2	1		1	1	2		1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Information Security – The Complete Reference	Mark Rhodes – Ousley	McGraw Hill Education (India) Private Limited.	2 nd edition
2	Computer and Information Security – Handbook	John R Vacca, Elsevier		III Edition
3	Introduction to Computer Security	Matt Bishop – Addison Wesley	Pearson Education	II Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Information Security Theory and Practice	Dhiren R Patel	Eastern Economy Edition, Prentice Hall of India Pvt Ltd	2008
2	Information Security Policy, processes and Practices	Detmar W Straub, Seymour Goodman, Richard L Baskerville	PHI learning Pvt Ltd	2009

Pedagogy: Lecture, PPT presentation, e-content, seminar, assignment, Videos.

EFFECTIVE FOR THE STUDENTS ADMITTED DURING
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351X3	ELECTIVE: DATA WAREHOUSING AND DATA MINING	3	Theory		100

Objectives of the Course: To learn the basic principles and purpose for developing a data warehouse, including difference between operational and decision support system and to understand the knowledge discovery process through acquiring familiarity in various strategies involved in Data Warehousing and data mining.

UNIT I: DATA WAREHOUSING AN INTRODUCTION (Teaching hours: 7)

Data Warehousing – Users of Data Warehouse – Need for Data Warehouse – Applications of Data Warehouse – Getting Data into Data Warehouse: Extraction, Transformation, Cleaning, Loading and Summarizing, Meta Data.

UNIT – II: ANALYSING THE CONTEXT OF DATA WAREHOUSE

(Teaching hours: 7)

Active Analysis – User Queries – OLAP – OLAP Software Architecture – Automated Analysis – Creating Decision Tree – Statistical Analysis – Nearest Neighbor Approaches – Use of Data obtained – Developing Project Plan for DW.

UNIT – III: DATA MINING AN INTRODUCTION

(Teaching hours: 7)

Data Mining, Web Mining, Spatial Mining, Process Mining – DM Concepts – Data Mining Vs Query Tools – Practical Applications of DM.

UNIT – IV: DM TOOLS, METHODS AND TECHNIQUES

(Teaching hours: 7)

Classification – Clustering – Market Basket Analysis – Association Rules – Link Analysis – Support Vector Machine – Ant Colony Optimization.

UNIT – V: DATA MINING APPLICATIONS

(Teaching hours: 7)

BI Software and Data Mining – Applications in various Sectors: Retailing, CRM, Banking, Production, Stock Pricing, Crime, Medical, Genetics.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Acquire knowledge of data Pre-processing and data quality.	K2
CO2	Ability to apply acquired knowledge for understanding data and select suitable methods for data analysis.	K3
CO3	Be able to design data warehousing and data Mining.	K5
CO4	Be familiar with the foundations of data mining tools.	K1&K2
CO5	Master data mining techniques applications in various sectors.	K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		1		1		1		1	1
CO2	2	2	1	1	1	1		2		1
CO3	1	3				1	1			
CO4	1	1		1		1		2	2	1
CO5	1	2	2		1	1	1			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Data Warehousing and Data Mining	McLaren & McLaren	Tata McGraw – Hill	New Delhi, 2003.
2	Building Data Mining Applications for CRM	Alex Berson, Stephen Smith & Kurt Thearling	Tata McGraw – Hill	2004.
3	Data Management Data Bases and Organisations	Richard T Watson	3/E John Wiley & Sons, Inc.	2002

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Data Base Management and Design	Gary W Hansen, James V Hansen	2/E, PHI	2000 NewDelhi
2	Data Mining concepts and techniques	Jaiwei Ham and MichelineKamber	Kauffman Publishers	2006
3	Business Intelligence	Efraim Turban, Ramesh Sharda, Jay E. Aronson and David King	Prentice Hall	2008.

Pedagogy:Lecture, PPT presentation, e –content, seminar, assignment, Videos.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351X4	ELECTIVE: E - GOVERNANCE	3	Theory		100

Objectives of the Course: To make the students familiarized with the concept of digital governance and its application for rural and urban development along with its status in India.

UNIT I: INTRODUCTION

(Teaching hours: 7)

Governance in Digital Age (Introduction of ICTs in administration, Technological Adaptation, Reorganization of Administrative Structure & Institutions) – Meaning, scope and importance of e – governance – Evolution of e – governance.

UNIT – II: POLICIES OF E –GOVERNANCE

(Teaching hours: 7)

Theories of e – governance – Models of e – governance – National e – governance plans.

UNIT – III: APPLICATION & TECHNIQUES

(Teaching hours: 7)

E – governance in rural development, urban administration, economic development.

UNIT – IV: E – GOVERNANCE IN INDIA

(Teaching hours: 7)

E – governance policy, e – governance projects in India, e – governance in India – Electronic Citizen Services.

UNIT – V: ISSUES & CHALLENGES

(Teaching hours: 7)

E – Readiness, digital divide (gender, geographical, economical, social and political); e – governance – critical factors (Technology, People, Process, Resource, Infrastructure, Nature of PPP Models.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students familiarized with the concept of digital governance.	K1&K2
CO2	Understand the concept of e-government, and the associated benefits and drawbacks.	K2
CO3	Improve transparency, accountability and trust in the government.	K3
CO4	Prioritize types of e-government services.	K4
CO5	Improve the citizen experience in Government transactions.	K4&K5

Note:
K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1			1	1	1			1
CO2	1		2	1		2		1	1	1
CO3		1	2	1	1		1	2		
CO4	1		1		1	2	1	1	1	1
CO5	1	1		1					1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Digital Era Governance: IT Corporations, The State and E – Government	Patrick Dunbleavy, Helen Margetts, Simon Bastow and Jane Tinkler	Oxford University, UK	2003
2	Building the Virtual State: IT and Institutional Change	Jane Fountain	Brooking Institutions Press, Washington.	2004

S.No.	Title	Author	Publishers	Year of Publications
1	Digital Government: Technology and Public Sector Performance	Darell West	Princeton University Press, Princeton, New Zealand	2004

Pedagogy: Lecture, PPT presentation, e-content, seminar, assignment, Videos.

Performance	New Zealand	
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Pedagogy: Lecture, PPT presentation, e-content, seminar, assignment, Videos.

**EFFECTIVE FOR THE STUDENTS ADMITTED DURING
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351Y1	ELECTIVE: PROJECT MANAGEMENT	3	Theory		100%

Objective: To enable the students in various issues in project management such as planning, execution, controlling and evaluation and to familiarize the students in aiding the management in long – term investment decisions.

UNIT I THE NATURE AND CONTEXT OF PROJECT MANAGEMENT

(Teaching hours: 7)

Project management – Phases – 7 – S of Project management – current issues – complexity of projects – historical perspectives of Project management.

UNIT II STRATEGY AND PROJECT MANAGEMENT

(Teaching hours: 7)

The role of strategy in Project management – strategy process – Resolving trade – off decisions in strategy – Deploying strategy – Detailed Project Report.

UNIT III MODELLING THE PROJECT SYSTEM

(Teaching hours: 7)

The planning process – Project Life Cycle, Work Breakdown Structure (WBS) – Time planning – Cost planning – Resource allocation.

UNIT IV PROJECT EXECUTION AND CONTROL

(Teaching hours: 7)

Roles, Responsibility and Team Work, Managing the team – Project control process – control of major constraints – Project management software and information system.

UNIT V PROJECT COMPLETION AND PROCESS DEVELOPMENT

(Teaching hours: 7)

Project completion – steps for closing the project – hand over – structuring improvement activities – Learning before doing and Learning by doing – Future challenges for project management.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students will understand the nature of Project Management and the phases involved in it.	K1, K2
CO2	Students will gain knowledge in preparing a detailed project report	K2, K3
CO3	Students will be enabled in modelling the project such as preparing work breakdown structure, time planning, cost planning and allocating the resources	K3, K4
CO4	Students will be enriched with 'the knowledge managing the project team and the process, will develop project management software and information system.	K3&K4
CO5	Students will familiarize with the steps in completing the project activities and handover the project	K4, K5

Note:

K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1		1	1	1	1	1	1	1
CO2	3	2	1	1	3	2	1	2	2	3
CO3	3	3	1	2	3	1	2	3	3	3
CO4	3	2	2	2	3	1	2	3	2	3
CO5	3	2	2	2	2	1	2	2	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
Sl. No.	Title	Author	Publishers	Publication Year & Edition
1	Project management	Prasanna Chandra	Tata – McGrawHill, New Delhi	2002 – Second Edition
2	Project Management and Control	Subhash Chandra Das	PHI learning private limited, Delhi	2012 edition
3	Total Project Management – The Indian context'	P.K.Joy	Macmillan publishers India limited	8 th edition 2010
Reference Books				
S. No.	Title	Author	Publishers	Year of Publications
1	Project Management	Harvey Maylor	Pearson Education Limited	Indian reprint 2000[
2	Project Management – A managerial approach	Jack R Meredith, Samuel J. Mental, JR	Wiley India (P) Limited, New Delhi	Fifth edition

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e –content seminar, Assignment, Quiz, Group Discussion etc.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351Y2	ELECTIVE: SUPPLY CHAIN MANAGEMENT	3	Theory	-	100

Objectives:

To facilitate the students with the concepts, and applications of Supply Chain Management

UNIT I: SCM

(Teaching hours: 7)

Introduction to Supply Chain Management (SCM) – Concept of SCM – Components of SCM, an overview – Features of SCM – Strategic issues in SCM.

UNIT II: SCM CURRENT SCENARIO

(Teaching hours: 7)

Value chain management and customer relations management – Customer focus in SCM – Demand planning.

UNIT III: MANUFACTURING SCHEDULING

(Teaching hours: 7)

Manufacturing flow system – Work flow automation – Flexibility in manufacturing to achieve dynamic optimization – Material handling system design and decision.

UNIT IV: LOGISTICS MANAGEMENT

(Teaching hours: 7)

Role of logistics in SCM – Integrated Logistics Management – Transportation Design and decision – Multi modalism – Third party logistics services and providers – Facilities management (Port / Airport / ICD's)

UNIT V: INFORMATION TECHNOLOGY AND SCM

(Teaching hours: 7)

EDI, ERP, Internet, and Intranet, E – Commerce, Advanced Planning system, Bar Coding, Tele Communication Network, Video Conferencing and Artificial Intelligence. Best practices in Supply chain Management – Organizational issues to implement SCM.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To facilitate the students with the concepts, and applications of Supply Chain Management.	K1
CO2	To develop awareness on value chain Management	K2
CO3	To highlight Material handling system design and decision	K5
CO4	To develop knowledge on Logistics management	K4
CO5	To enrich the students on the information technology applications in Supply Chain Management	K3

Note:

K1 - Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	3	2	1	3	2	2	3
CO2	3	2	2	3	3	2	2	3	1	2
CO3	2	1	3	2	1	3	1	2	3	3
CO4	3	3	2	3	2	2	3	3	2	1
CO5	1	3	1	2	1	3	3	2	2	3

Indicators: 1. Reasonable 2. Significant 3. Strong

Reference Books

National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Supply Chain Management	Kulkarni, Sarika, Sharma, Ashok	Tata Mc Graw Hill Publications	
2	Essentials of Supply Chain management	Mohantry R P Deshmukh S G	Jaico Publishing Ltd	
3	Supply Chain management	Chopra, Sunil	Pearson Education Private Limited	Fourth Edition
International				
S.No.	Title	Author	Publishers	Year of Publications
1	Supply Chain management	Fawrtt Stanley, Ellram Lisa M, Odgen Jeffrey A	Pearson Education Pvt Ltd	
2	Purchasing and Supply Chain Management	Monezka, Robert	Thomas Learning Publications	second Edition

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Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case studies,
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351Y3	ELECTIVE: TOTAL QUALITY MANAGEMENT	3	Theory		100

Objectives of the course:

To introduce the concept of quality in production including total quality in Business Management

UNIT I: TOTAL QUALITY MANAGEMENT

(Teaching Hours: 7)

Definition – Quality Management in retrospect – Evaluation of quality approaches (brief introduction about Inspection, Quality Control, Quality Circle, Quality Assurance and other concepts) Basic elements of Total Quality Management. Total Quality: – Value & differential advantage.

UNIT II: PILLARS OF TOTAL QUALITY MANAGEMENT

(Teaching Hours: 7)

Strategic thinking and planning, the starting point for Total quality – Total quality policy and deployment guidelines – Total quality approaches.

UNIT III: TOTAL QUALITY MODELS

(Teaching Hours: 7)

Enables for total quality – quality responsibilities – Achieving total commitment to quality – supportive and effective leadership.

UNIT IV: QUALITY EDUCATION AND TRAINING

(Teaching Hours: 7)

Quality process, Quality system (Quality measurement system including the tools of TQM) – Quality cost – Quality planning (details steps involved in implementing TQM) – Quality information feedback.

UNIT V: QUALITY STANDARDS

(Teaching Hours: 7)

Strategic choice of markets and customers maintaining competitive advantage – Designing process and products for quality. The Role of ISO 9000 series and QS 14000 series of quality system standards. Auditing for TQM – pitfalls in operationalising total quality.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students will understand the basic elements of Total Quality Management	K1, K2
CO2	Students will possess a knowledge of strategic thinking and planning. They will understand the Total quality policy.	K2
CO3	Students will possess the knowledge to achieve total quality and possess the qualities of effective leadership.	K2, K3
CO4	Students will be educated and trained with quality processes and they can plan, implement and measure the quality with different tools of TQM	K3, K4
CO5	Students will familiarize with ISO 9000 and QS 14,000 series of quality standard systems. They will be equipped to design process and products for quality.	K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1		1	1	1	1	1		1
CO2	1	2	1	1	1	1	2	2	1	2
CO3	2	1	3	2	1	2	2	2	2	2
CO4	2	3	2	2	2	2	2	3	2	3
CO5	2	2	3	2	3	2	2	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
Sl. No.	Title	Author	Publishers	Publication Year & Edition
1	Total Quality Management	Basterfield Dele H	PHI Learning Private Limited	Third Edition
2	Total Quality Management	Marank Raja K	Eswar Press	Second Edition
3	Total Quality Management	Venkateswara Rao, Basanta Kumar	Mohit Publications	
Reference Books				
S. No.	Title	Author	Publishers	Year of Publications
1	Total Quality Management	Hubert K, Ramprasad	Springer Publication	
2	Total Quality Management	David L Goetsch	McGraw Hill publishing company	Prentice Hall International

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e -content seminar, Assignment, Quiz, Group Discussion etc.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351Y4	ELECTIVE: BUSINESS PROCESS RE - ENGINEERING & VALUE ENGINEERING	3	Theory	-	100

Objectives:

To orient the students on various Business process, re-engineering and value engineering strategies

UNIT – I: BUSINESS PROCESS

(Teaching hours: 7)

Definition Dimensions – History of BPR, Definition, Basics – Benefits of BPR – Role of leader and manager – Guiding principles of BPR – Key targets of BPR

UNIT – II: ENABLERS OF BPR IN MANUFACTURING

(Teaching hours: 7)

Product design and development – Relationship between BPR and IT – Role of IT in Reengineering – BPR tools and techniques – Criticality of IT in Business process.

UNIT – III: REASONS FOR IMPLEMENTATION OF BPR

(Teaching hours: 7)

Necessary attributes of BPR methodologies – BPR team characteristics – Different phases of BPR – Different BPR methodologies – Steps of Process Reengineering – Performance measures of BPR – Risks associated with BPR – Barriers to BPR implementation, Areas generating – Barriers to BPR – A framework for Barrier management.

UNIT – IV: RELEVANCE OF VALUE ENGINEERING TO INDIAN SCENARIO

(Teaching hours: 7)

Meaning of Value – Ways to add value – Value Engineering basics – Techniques employed in Value Engineering.

UNIT – V: VALUE ENGINEERING CYCLE

(Teaching hours: 7)

Introduction, Selecting the project – Selecting team members – Phases of Value Engineering Job plan – General phase, Information phase, Function phase – Creation Phase, Evaluation phase, Investigation phase, Implementation phase – Value Engineering cases

Total Hrs: 35



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students will get familiarize on various Business process, re-engineering and value engineering strategies.	K1
CO2	To familiarize the students on Relationship between BPR and IT	K3
CO3	To develop awareness on Reasons for implementation of BPR	K2
CO4	Techniques employed in Value Engineering.	K4
CO5	To enrich the knowledge on Value engineering cycle	K5

Note: K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	3	2	1	3	2	2	3
CO2	1	2	2	3	3	2	1	3	1	2
CO3	2	1	3	2	1	3	2	2	3	3
CO4	3	3	2	2	3	2	3	3	2	1
CO5	1	3	1	2	1	2	3	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Process Re-engineering: Text & Cases,	Radhakrishnan, Balasubramanian	Prentice hall of India,	2002
2	Business Processing Re Engineering & change Management	Dey	BiztaraWiley	2009
3	Value Engineering,	MukhaPadhyay,	Sage Publications,	2009
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Process Reengineering: The Key To Achieving Breakthrough Success	Roberts, Lon	Quality Press, Milwaukee	1994
2	The Reengineering Revolution	Hammer, M. and Stanton, S.	Harper Collins, London	1995

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Case studies,

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21351P	CORE: PRACTICAL – SELF STUDY – BUSINESS ETHICS	2	Practical	-	-

Objectives: To gain insight into and awareness of ethical behavior, To gain practice in seeing the ethical dilemmas in common business situation, To make ethical decisions effectively and decisively based on ethical thinking and decision making processes using decision frameworks

UNIT – I: BUSINESS ETHICS

(Teaching Hours – 7)

Definition & nature, Characteristics of ethical problems in management Ethical theories; Causes of unethical behaviour; Ethical abuses; Work ethics. Stakeholders’ relationship, Social Responsibility and Corporate Governance. Emerging Business Ethical issues.

UNIT – II: DECISION MAKING MODEL

(Teaching Hours – 7)

Ethics as making decision and choices Decision – Making frameworks – Individual factors – moral philosophies and values – ethical leadership – Organisational factors – ethical culture and relationships.

UNIT – III: ETHICAL DILEMMAS

(Teaching Hours – 7)

Management of Ethics – Ethics analysis – Steps/ considerations in resolving ethical dilemma; Ethics in practice – professional ethics for functional managers; Comparative ethical behaviour of managers; Code of ethics; Competitiveness, organizational size, profitability and ethics; Cost of ethics in Corporate ethics evaluation.

UNIT – IV: BUSINESS DISCIPLINES

(Teaching Hours – 7)

Business response to Business Disciplines – Ethics of Marketing & advertising – Ethics Finance & Accounting – Ethics IT/ICT/Internet etc – Ethics of HR environment problems – environment ethics – Production related aspects.

UNIT – V: ENVIRONMENTAL ETHICS

(Teaching Hours – 7)

Cultural environment and their impact on business operations, Salient features of Indian culture and values Institutionalization of Business ethics. International standards, corporate citizenship, Global reporting initiatives, Global compact, Millennium development goals, etc. Industrial policy and framework of government contract over Business; Role of chamber of commerce and confederation of Indian Industries.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students will understand the ethical problems in business and its causes.	K2
CO2	Students will possess the qualities of ethical leadership and able to make choices and decisions on ethical basis.	K2,K3
CO3	Students will be enabled to identify and resolve ethical dilemmas	K3,K4
CO4	Students will understand and will be equipped to apply ethics in various business disciplines such as Finance and Accounting, Marketing and Advertisement, IT/ICT etc.	K2,K3
CO5	Students will understand the International standards of Business ethics and the role of Chamber of commerce, Confederation of Indian Industries and Industrial policy and framework of Indian government	K2,K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	3	1	2		1		
CO2	2	1	3	3	1	2	1	1		1
CO3	3	1	2	3	2	3	2	2		1
CO4	3	1	2	3		2	2	2	2	2
CO5	2	1	2	3	1	2	2	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
Sl. No.	Title	Author	Publishers	Publication Year & Edition
1	Ethics in Management	S.A. Sherlekar	Himalaya Publishing House	2011 edition
2	Business Ethics – A case Perspective	O.C. Ferrel, John Fraedrich, Linda Ferrell	Cengage Learning, New Delhi	
3	Management Ethics – integrity at work	Joseph A. Petrick and John F. Quinn	Response Books: New Delhi	

Reference Books				
Sl. No.	Title	Author	Publishers	Publication Year & Edition
1	Business Ethics– Principles and Practices	Mr. Daniel Albuquerque	Oxford Publications	
2	Business and its Environment	Davis, Kaith and Blostorm, Robert		

Pedagogy: Lecture, PPT presentation, e –content seminar, Assignment, Quiz, Group Discussion etc.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21451P	CORE: PRACTICAL – SELF STUDY: CORPORATE SOCIAL RESPONSIBILITY	2	Practical	–	100

Objectives of the Course:

This course is designed with the objective of producing management graduates who are equipped with not only the main business disciplines but also with the understanding and skills necessary to respond to the key management challenges in social and environmental issues.

UNIT I:CSR FUNDAMENTALS

(Teaching hours: 7)

Corporate Social Responsibility – Meaning, Definition and Scope – A frame work for understanding corporate responsibility – A taxonomy of business responsibilities – Globalisation and Corporate Responsibility.

UNIT II:MANAGING CSR

(Teaching hours: 7)

Managing and implementing corporate responsibility – Stages of corporate responsibility – Qualities of good corporate responsibility Management – Structuring the corporate responsibility function – Corporate responsibility as strategy – Challenges – Influencing suppliers and customers – Variations in managing between industries – Corporate responsibility in small and medium – sized companies.

UNIT III:DIMENSIONS OF CSR

(Teaching hours: 7)

The business case for corporate responsibility – Importance of the business case – Examples of the benefits to business – Dimensions of corporate responsibility – Measures of business performance – Factors affecting the business case – Evidence of a business case – A new kind of business case.

UNIT IV:CSR STANDARDS

(Teaching hours: 7)

Stakeholder engagement – Corporate Responsibility Standards – Features of standards – Examples of standards – Implementing standards – How national and regional variation influences corporate responsibility. Company’s Bill with reference to CSR.

UNIT V:CRITICISMS AND FUTURE

(Teaching hours: 7)

Criticisms of corporate responsibility – The future of corporate responsibility – Mega trends affecting corporate responsibility – Enhancing corporate responsibility – New types of approach – The role of business in society.

Total Hrs: 35

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding Corporate Social Responsibility (CSR) and the role of business in sustainable development.	K1, K2
CO2	Manage the internal ethical conduct and external social responsibility and accountability.	K1, K2
CO3	Provides insights into CSR from the perspective of business, government and society.	K2, K3
CO4	Understand the standards of responsibility and its impact.	K3, K4
CO5	Learn and foresee the future of CSR.	K3, K5

Note: K1 – Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1				1		1	1
CO2	1	2		2	3	3	1	1	2	1
CO3	2	3	1	2		2		2		
CO4	2		2	1		2	2		2	2
CO5	1		1	1	1	1	1	2	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Social Responsibility – Concepts and Cases	C.V.Baxi and Ajit Prasad	Excel books, New Delhi	2005.First Edition
2	Business and Society	P.G.Aquinas	Anmol Publications Pvt.ltd., Newdelhi	2005, first edition
3	Corporate Social Responsibility Handbook	Bombay chamber of commerce and Industry, Mumbai	Bombay chamber of commerce and Industry, Mumbai	2005,First Edition

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Strategic Corporate Social Responsibility: Stakeholders in a Global Environment	William B Werther	Sage Publications	2006
2	Corporate Social Responsibility: Doing the most good for your company and your cause	Philip Kotler and Nancy Lee	John Wiley and Sons Inc	2005

Pedagogy: Lecture, PPT presentation, Newspaper content, e –content, seminar, assignment, Videos, Group Discussion.

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Programme Outcome	
P01	Domain Knowledge: Ability to apply Computational, Mathematics and Domain Specific knowledge to solve complex problems.
P02	Critical Thinking: Ability to Identify, Analyze and Formulate real time requirements using Mathematics and Computing Domain.
P03	Problem Solving: Ability to Design and Evaluate solutions for problems and use technological solutions for implementation.
P04	Research Skills: Ability to work with computational problems applying technical and research skills to provide valid conclusions.
P05	Tools Applicability: Ability to apply the correct tool and design platform and execution procedure for better performance.
P06	Collaboration: Ability to collaborate and adhere to professional and social ethics and adhere to regulations and responsibilities of computing practices.
P07	Communication: Ability to understand and commit ethical, cyber regulations and

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	management practices in computing field for managing software projects from diverse environments.
PO8	Teamwork: Ability to function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO9	Social Responsibility: Ability to discover openings and use novel thoughts for creating value and wealth for the betterment of the individual and society
PO 10	Future and Reflective Learning: Ability to recognize the need and ability to engage in independent and life-long learning in the broadest context of technological change.

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Programme Specific Outcome	
PSO1	Ability to understand, analyze and develop computer programs in the areas related to algorithms, process and solutions for specific application development using appropriate data modeling concepts.
PSO2	Ability to develop software systems and solutions, with a wide knowledge of software design life cycle process and skills with a broad range of programming tools and platforms.
PSO3	Ability to be acquainted with the contemporary issues, latest trends in technological development and thereby innovate new ideas and solutions to existing problems.
PSO4	Ability to Design, develop and implement interdisciplinary application software projects to meet the demands of industry requirements using modern tools and technologies.
PSO5	Ability to understand and commit societal, environmental, health, legal, ethical, cyber regulations and management practices in computing field for managing software projects with real time data and synthesis the information to reach suitable conclusions.

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SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	III	21154A	CORE: NETWORK ENGINEERING AND MANAGEMENT	4	25	75	100	4	3	THEORY
I	III	21154B	CORE: ADVANCED OPERATING SYSTEMS	4	25	75	100	3	3	THEORY
I	III	21154C	CORE: RELATIONAL DATABASE MANAGEMENT SYSTEM	4	25	75	100	4	3	THEORY
I	III	21154E	NON MAJOR: RESOURCE MANAGEMENT TECHNIQUES	4	25	75	100	4	3	THEORY
I	III	21154D	CORE: OBJECT ORIENTED PROGRAMMING	4	25	75	100	3	3	THEORY
I	III	21154P	CORE: OBJECT ORIENTED PROGRAMMING LAB(C++ AND JAVA)	2	40	60	100	5	3	PRACTICAL
I	III	21154Q	CORE: RDBMS LAB	2	40	60	100	5	3	PRACTICAL
I	III	21154F	NON MAJOR: APTITUDE*	2	25	75	100	2	3	PRACTICAL
II	III	21254A	CORE: DATA ANALYTICS	4	25	75	100	4	3	THEORY
II	III	21254B	CORE: CYBER SECURITY INTELLIGENCE	4	25	75	100	4	3	THEORY
II	III	21254C	CORE: WEB PROGRAMMING	4	25	75	100	4	3	THEORY
II	III	21254K	Online Course/ SWAYAM/NPTEL	3				4		
II	III		ELECTIVE I	4	25	75	100	4	3	THEORY
II	III	21254P	CORE: DATA ANALYTICS LAB	2	40	60	100	5	3	PRACTICAL
II	III	21254Q	CORE: WEB PROGRAMMING LAB	2	40	60	100	5	3	PRACTICAL

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Sem.	Part	Subject Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
II	III	21254S	CORE: PROJECT I**	6	25	75	100	-		PRACTICAL
III	III	21354A	CORE: INTERNET OF THINGS	4	25	75	100	3	3	THEORY
III	III	21354B	CORE: ENTERPRISE COMPUTING USING JAVA	4	25	75	100	3	3	THEORY
III	III	21354C	CORE: PYTHON PROGRAMMING	4	25	75	100	4	3	THEORY
III	III	21354K	Online Course/SWAYAM/NPTEL	3				4		
III	III		ELECTIVE II	4	25	75	100	4	3	THEORY
III	III	21354P	CORE: PYTHON PROGRAMMING LAB	2	40	60	100	5	3	PRACTICAL
III	III	21354Q	CORE: ENTERPRISE COMPUTING LAB	2	40	60	100	5	3	PRACTICAL
III	III	21354D	NON MAJOR: SOFT SKILLS*	2	25	75	100	2	3	PRACTICAL
IV	III	21454S	CORE: PROJECT II AND VIVA-VOCE***	20	25	75	100	-		PRACTICAL
			TOTAL	100	665	1635	2300	90		

* Both CA Marks and TEE marks will be evaluated internally.

** Project I split up

CA

Review I

Review II

***Project II split up

CA

Review I

Review II

TEE

Documentation 25

Viva voce 50

TEE

Documentation 25

Viva voce 50

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Sem.	Part	Subject Code	Subject Name
ELECTIVE I			
II	III	21254U1	ELECTIVE I : NAVIGATION AND CONTROL SYSTEMS
II	III	21254U2	ELECTIVE I : BUSINESS INTELLIGENCE
II	III	21254U3	ELECTIVE I : ENTERPRISE RESOURCE PLANNING
II	III	21254U4	ELECTIVE I : NETWORK SECURITY
II	III	21254U5	ELECTIVE I : SUPPLY CHAIN MANAGEMENT
II	III	21254U6	ELECTIVE I : WEB SERVICES
ELECTIVE II			
III	III	21354U1	ELECTIVE II : ARTIFICIAL INTELLIGENCE AND EXPERT SYSTEMS
III	III	21354U2	ELECTIVE II : CUSTOMER RELATIONSHIP MANAGEMENT
III	III	21354U3	ELECTIVE II : SERVICE ORIENTED ARCHITECTURE
III	III	21354U4	ELECTIVE II : CLOUD COMPUTING
III	III	21354U5	ELECTIVE II : INFORMATION SECURITY
III	III	21354U6	ELECTIVE II : MOBILE TECHNOLOGY

Online course: This can be availed by the students at anytime during that particular year of study.
Students are expected to produce certificates.

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BIX-07
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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21154A	CORE:NETWORK ENGINEERING AND MANAGEMENT	2	3	3	3	1	2	3		1	
21154B	CORE:ADVANCED OPERATING SYSTEMS	3	1	2	3	3	2		3	3	3
21154C	CORE:RELATIONAL DATABASE MANAGEMENT SYSTEM	3	2	1	2	2		1			2
21154E	NON-MAJOR:RESOURCE MANAGEMENT TECHNIQUES	3	3	2	1	1					1
21154D	CORE:OBJECT ORIENTED PROGRAMMING	1	1	2	2	1	2	1	2	2	2
21154P	CORE:OBJECT ORIENTED PROGRAMMING LAB(C++ AND JAVA)	1	2	2		2					1
21154Q	CORE:RDBMS LAB	1	2	2		1	1	1		1	2
21154F	NON-MAJOR: APTITUDE	3	3	3			1	1			2
21254A	CORE: DATA ANALYTICS	1	1	2	2	3	2	2	3	3	2
21254B	CORE:CYBER SECURITY INTELLIGENCE	1	1		2	3	3	3	2	3	3
21254C	CORE:WEB PROGRAMMING	3	2	2	1	3	1	1	1	1	2
21254U1	NAVIGATION AND CONTROL SYSTEMS	1	3	2	3	3			2		2
21254U2	BUSINESS INTELLIGENCE	1	2	3	2	2	1	1	1		1
21254U3	ENTERPRISE RESOURCE PLANNING	1	3	3	2	3	1	3	1	2	2
21254U4	NETWORK SECURITY	3	2	2	2	1	1	1	2	1	1
21254U5	SUPPLY CHAIN MANAGEMENT	3	2		2	2		1			
21254U6	WEB SERVICES	2	2	3	1	1	1	1	1	2	1
21254P	CORE: DATA ANALYTICS LAB	2	2	2		2			1		1
21254Q	CORE: WEB PROGRAMMING LAB	2	2	2		2	1		1		1
21254S	CORE: PROJECT I	2	2	2	2	2	2	2	1	2	1
21354A	CORE: INTERNET OF THINGS	2	2	2	2	2			1	2	2

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21354B	CORE:ENTERPRISE COMPUTING USING JAVA	3	2	3	1	2	1	1	1		1
21354C	CORE: PYTHON PROGRAMMING	2	2	3	2	2	1	1	1	1	2
21354U1	ARTIFICIAL INTELLIGENCE AND EXPERT SYSTEMS	1		2	1		2	1	2		2
21354U2	CUSTOMER RELATIONSHIP MANAGEMENT	1		2	1		2	1	2		2
21354U3	SERVICE ORIENTED ARCHITECTURE	1	2	3	2	1	1	1			1
21354U4	CLOUD COMPUTING	3	1		1	1	1				1
21354U5	INFORMATION SECURITY	1			1	1			1	3	3
21354U6	MOBILE TECHNOLOGY	1	1	1	1	2	1	1	1	1	1
21354P	CORE: PYTHON PROGRAMMING LAB	2	2	2	2	2	1	1	1	1	1
21354Q	CORE: ENTERPRISE COMPUTING LAB	3	3	3	3	2	1	1	1	1	1
21354D	NON-MAJOR:SOFT SKILLS	1	2				2	2	2	2	1
21454S	CORE:PROJECT II & VIVA-VOCE	2	2	2	2	2	2	2	1	2	1

Indicators: 1. Reasonable 2. Significant 3. Strong

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	21154A	CORE:NETWORK ENGINEERING AND MANAGEMENT	4	Theory	-	100

Objective of the course: This course concentrates on the concepts of Network Engineering with the OSI reference model as the base model. It covers the functionality of all the layers, the network management and its applications.

UNIT I: OSI Reference Model

(Teaching Hours: 7)

Wired-Wireless-Software Defined Networks-The OSI Reference Model- The Physical Layer: The Theoretical basis for data communication- Transmission Media – Wireless transmission – Network Ports: Connectors – Switch – Jack. Switching systems: Circuit switching – message switching – Packet switching - Network boosters. Critical areas of the Network: Security – Traffic Management – Real-Time monitoring –Scalability.

UNIT II: Data Link Layer

(Teaching Hours: 8)

Data link layer: Error detection and correction –Framing– Flow and Error control –Sliding window protocols. Network Layer: Logical Addressing – Internet Protocols – Delivery-Forwarding- Unicast Routing Protocols-multicast Routing Protocols.

UNIT III: Transport Layer

(Teaching Hours: 8)

Transport layer: Process to Process Delivery: UDP-TCP-Congestion Control and Quality of Service: Data Traffic-Congestion – Congestion Control- Quality of Service- A simple transport protocol – The Internet Transport Protocols: UDP – The Internet Transport Protocols: TCP Performance issues.

UNIT IV: Application Layer

(Teaching Hours: 8)

Application Layer: Network Security: Traditional cryptography –Secret- Key Algorithms – Public – Key Algorithms – Authentication Protocols – Digital Signatures-Email Privacy; Domain Name System: DNS Name space – Resource records – Name Servers.

UNIT V: Network Management

(Teaching Hours: 9)

Network Management: Configuration Management – Fault Management- Performance Management – Event Correlation Techniques – Security Management – Accounting Management – Report Management.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the different layers in OSI Reference Model	K1, K2
CO2	To understand the functions of Data Link Layer and Network Layer	K1, K2
CO3	To understand the concepts of transport protocol and internet protocol	K1, K2
CO4	To understand the cryptographic methods	K1, K2, K3
CO5	To understand the network management concepts	K1, K2, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1		2						
CO2		3		3						
CO3				3						
CO4		3		3			3		1	
CO5						2				

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Data Communications and Networking	Behrouz A.Forouzan	Tata MC Graw Hill	2013, Fifth
2	Computer Networks	Andrew S. Tanenbaum	Pearson Education	2013, Fifth
3	Network Management: Principles and Practice	Mani Subramanian	Pearson Education	2010, Second

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	21154B	CORE: ADVANCED OPERATING SYSTEMS	4	Theory	-	100

Objective of the course: This course focuses on the Introduction to Operating System, its structure and functions of Process Management, Memory Management, I/O systems and File systems.

UNIT I: Basics and structure of Operating System

(Teaching Hours: 8)

Introduction- Computer System Structures: Computer System Operations- I/O Structure- Storage Structure- Network Structure- Operating System Structure: Operating System Services- System Calls- System Programs- System Structures- Virtual Machines- System Design and Implementation-Types of Operating Systems.

UNIT II: Process management and Deadlock

(Teaching Hours: 9)

Process Management: Process Concept- Process scheduling-Operations on Processes- Inter-process Communication- Communication in Client Server Systems. Process Scheduling: Basic Concepts- Scheduling Criteria- Scheduling Algorithms. Deadlocks: System Model- Deadlock Characterization - Prevention- Avoidance- Detection- Recovery.

UNIT III: Memory management and File system

(Teaching Hours: 9)

Memory Management: Background- Swapping- Contiguous Memory Allocation- Paging- Segmentation - Virtual Memory Management- Demand Paging- Page Replacement. File System: File Concept- Access Methods- Directory and Disk Structure- File System Mounting- File Sharing- Protection. Case Study: JAVA and POSIX Threads – Psim3.

UNIT IV: I/O Systems and Disk management

(Teaching Hours: 8)

I/O Systems: I/O Hardware- Kernel I/O Subsystem. Secondary-Storage Structure- Overview of Mass-Storage Structure- Disk Structure- Disk Attachment- Disk Scheduling- Disk Management- RAID Structure- Stable-Storage Implementation- Tertiary-Storage Structure- Tertiary-Storage Devices.

UNIT V: Case study on Linux and mobile operating systems

(Teaching Hours: 6)

Case Study: Linux Systems- Design Principles- Kernel Modules- Process Management- Scheduling- Memory Management- File Systems- Input and Output- Inter process communications- Security. Mobile Operating Systems – Android – A Case Study.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Operating system structure and services	K1
CO2	Understand Inter-process Communication and Deadlock	K2
CO3	Recognize various memory management and accessing the file, illustrate Java and POSIX threads	K2, K4
CO4	Describe the mass storage structure, scheduling	K3
CO5	Illustrate Linux, mobile operating systems	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1		3						
CO2	3		2					3		
CO3					3	2			3	3
CO4	3				2					
CO5		2								3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Operating Systems Concepts	Abraham Silberschatz, Peter B. Galvin, Greg Gagne	Wiley India Pvt. Ltd.,	2012, 8 th Edition
2	Principles of Modern Operating Systems	Jose M. Garrido, Richard Schlesinger	Laxmi Publications	2012, 2 nd Edition

Pedagogy: Lecture, PPT presentation, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	21154C	CORE: RELATIONAL DATABASE MANAGEMENT SYSTEM	4	Theory	-	100

Objective of the Course:

This course highlights on basics of databases, the Entity Relationship model, Relational model and Algebra, SQL basics, Indexing and Hashing and case study on SQL Server and Oracle.

UNIT I: Introduction to Databases

(Teaching hours: 8)

Introduction to Structured and Unstructured databases-Database System Applications- Purpose of Database systems- View of Data – Database Languages – Transaction Management – Database Architecture - Database Users and Administrator. Relational Databases: Structure of Relational databases – database schema – keys – schema diagrams – Relational operations- Comparison of SQL and NOSQL database.

UNIT II: Database Design and Model

(Teaching hours: 9)

Database design and the E-R model : The Entity Relationship model – Constraints – Removing Redundant attributes in Entity sets - E-R diagram - Extended E-R features. Definition Of Functional Dependencies, Process Of Normalization, First Normal Form, Second Normal Form, Third Normal Form. Boyce Codd Normal Form, Fourth Normal Form, Fifth Normal Form.

UNIT III: SQL

(Teaching hours: 8)

SQL: Data Definition Language: Naming rules and Conventions – Data types – Constraints – Creating a Oracle table – Displaying, Altering, Dropping, Renaming and Truncating a table – Data Manipulation Language: Adding new record – Updating, Deleting, Retrieving data from a table – Arithmetic operations- Restricting data with a WHERE clause.

UNIT IV: PL/SQL

(Teaching hours: 8)

PL/SQL: A Programming Language: Fundamentals of PL/SQL - PL/SQL block structure – Data types – variable declaration – Bind variables – Substitution variables in PL/SQL – Control Structures and Embedded SQL. PL/SQL Cursors and Exceptions. PL/SQL Named blocks: Procedure, Function, and Trigger.

UNIT V: Indexing and Hashing

(Teaching hours: 7)

Indexing and Hashing: Basic Concepts– Ordered Indices- B+-Tree Index Files- Static Hashing- Dynamic Hashing. Query Processing: Overview-Measures of Query Cost - Evaluation of Expression. Case Study: Comparative Study of RDBMS packages.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the concepts of databases and its uses	K1,K2
CO2	To apply different data models and to learn about the concept of normalization	K2,K4
CO3	To understand SQL commands and to write simple queries using SQL	K5
CO4	To carry out simple programming using PL/SQL and to get knowledge of PL/SQL components	K3,K5
CO5	To clearly understand the usage of indexing and hashing techniques	K2,K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	1		1					2
CO2	2	2	1		2		1			1
CO3	2	2	1		2					2
CO4	2	2	1	1			1			2
CO5	2	2		2	1					2

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Database System Concepts	Henry F.Korth, Abraham Silberschatz, & S. Sudarshan	Tata McGraw-Hill Publishing Company	2011, Sixth
2	Database Systems Using Oracle	Nilesh Shah	PHI Learning Pvt. Ltd	2005, Second
3	Introduction to Database Systems	Bipin C Desai	Galgotia, Revised Edition	2010

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	21154E	Non-Major: RESOURCE MANAGEMENT TECHNIQUES	4	Theory	90%	10%

Objective of the course: This course highlights on the methodology of mathematical modeling, and its relation to problems in industrial, commercial, and public systems. It also emphasis on the applications of linear programming problem and Statistical methods.

Unit I : Linear Programming Problem (Teaching hours: 8)

Linear programming Problem: Introduction – Mathematical formulation of the problem – Graphical Solution method (Alternative Optima, Unbounded Solution, Infeasible Solution) – Simplex method I.

Unit II : Transportation And Assignment Problem (Teaching hours: 8)

Transportation problem: Introduction- Initial basic feasible solution-North West Corner Method- Least Cost Method – Vogel’s Approximation Method – Optimal solution by modified distribution method and stepping stone method.

Assignment problem: Hungarian method – Unbalanced Assignment Problem- Maximization Assignment Problem – Travelling salesman problem.

Unit III :Statistical Measures And Graphs (Teaching hours: 8)

Statistical Measures and Graphs: Introduction – Functions of statistics-Applications of statistics. Measures of Central Tendency and dispersion: Mean – Median – Mode – Standard deviation- Coefficient of variation.

Graphical Representation of data: Histogram – Frequency Curve –Frequency Polygon – Cumulative Frequency curves.

Unit IV : Test Of Hypothesis And ANOVA (Teaching hours: 8)

Test of hypothesis and ANOVA: Chi-square Test: Introduction – Procedure of chi square test – Goodness of fit only.

Analysis of variance: Test based on F distribution – One way classification and two way classifications.

Unit V :Statistical Quality Control (Teaching hours: 8)

Statistical Quality Control – Control charts – X, R charts, Charts for defective – p, np charts – Charts for defects – c charts.

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Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO1	Remember the Linear Programming Problem such as Mathematical formulations, Graphical Method and Simplex methods.	K1, K2
CO2	Understand the difference between Transportation and assignment Problems.	K1, K2, K3
CO3	To find out appropriate statistical methods such as Mean, median, mode and apply them in various data analysis problems, Graphical representation.	K2, K4, K5
CO4	To understand the concept of test of hypothesis and analysis of variance.	K2, K3, K5
CO5	To analyze the given data and represent them in various statistical charts.	K1, K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2							
CO2	3	3	2							
CO3	3	3	2	1						
CO4	3	3	2	1						
CO5	3	3	2	1						

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Operations Research	KantiSwarup, P.K.Gupta, Manmohan	Sultan Chand & Sons	2012, 16 th Edition
2	Operations Research	A.C.S.Kumar	Yesdee Publications	2015
3	Statistical Methods	S.P.Gupta	Sultan Chand & Sons	2012, Revised edition
4	Fundamental of mathematical statistics	T.Veerarajan	Yesdee Publications	2017

Pedagogy: Lecture, Assignment, Seminar.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	21154D	CORE: OBJECT ORIENTED PROGRAMMING	4	Theory	-	100

Objective of the Course:

This course highlights on the basic OOP concept, looping structures, control structures, concept of objects and classes, application of OOPS concepts in programming and functions supported by Object Oriented Programming using C++ and Java.

UNIT I: Objects and Classes in C++

(Teaching hours: 8)

A simple class - C++ objects as physical objects - C++ objects and data types - object as function argument - constructors - as function argument, overloaded constructors - copy constructors - returning objects from functions - structures and classes - static class data - const and classes.

UNIT II: Operator Overloading, Inheritance, Templates

(Teaching hours: 8)

Overloading unary and binary operator - data conversion. Inheritance: derived class and base class - derived class constructors - overloading member functions - class hierarchies - public and private inheritance - level of inheritance - multiple inheritance. Virtual functions - friend functions - static functions- Files- File system basics - Templates- Generic Functions- a function with two generic types- Generic Classes- an example with two generic data types.

UNIT III: Java Revolution

(Teaching hours: 8)

Java Genesis - Comparison between Java and C++ - Java programming Techniques: Reserved words - Identifiers - Literals - Operators - Separators - Variables - Types- Arrays. Classes: Declaration - Object references - Instance variables- New operator -The Dot operator - Method declaration - Method calling - This operator.

UNIT IV: Constructors, Packages and Interfaces

(Teaching hours: 8)

Constructors - Method overloading - Inheritance - Super class -Method overriding - Dynamic method dispatch - Final -Static - Abstract classes. Packages And Interfaces: Packages - The package statement -Compiling classes in a package - Import statement - Access Protection - Interface statement - Implements statement - Variables in interfaces - String Handling: Constructors - String creation -String concatenation - Character extraction -Comparison - String Copy Modifications.

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UNIT V: Exception Handling

(Teaching hours: 8)

Exception handling: Fundamentals – Types – Uncaught exceptions - Try and catch –Multiple catch clauses - Nested try statements – Throw- Throws – Finally – Exception subclasses - The java thread model priorities – Synchronization – Runnable – The synchronized statement. Applets: HTML applet tag – Order of applet initialization – Sizing graphics – Simple graphics methods – Drawline – Draw arc – Font manipulation

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basic concepts of object oriented programming and types of constructors	K1,K2
CO2	Concepts of Function overloading, types of inheritances ,Virtual and Friend functions and File System basics	K3,K4,K5
CO3	History and Evolution of Java, Java Programming Techniques, Java Methods declaration and definition	K1,K2
CO4	Concepts of Method overloading, Packages and Interfaces, String Handling Methods	K3,K4
CO5	Fundamentals of Exception Handling ,Multithreading, Applets Simple and Sizing Graphics methods	K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1			2						
CO2		1	2				1			
CO3				2				2		
CO4					1				2	
CO5						2	1			2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publication & Edition
1	Object Oriented Programming In C++	Robert Lafore	Pearson Publications	2013 Reprint, Fourth
2	C++ Program Design	G.S Baluja	Khanna Book Publishing Co (P) Ltd	2004, Second
3	The Java Hand Book	Patrick Naughton	Tata Mc-Graw Hill Publishers	2008 Reprint, Fifth
3	Java 2: The Complete Reference	Herbert Schildt	Tata Mc-Graw Hill Publishers	2012, Eighth

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	21154P	CORE: OBJECT ORIENTED PROGRAMMING LAB (C++ and JAVA)	2	Practical	-	--

Objective of the Course:

This course concentrates on developing programs using classes, arrays, constructors, destructors and the basic Object Oriented paradigms using C++ and Java Programming.

Object Oriented Programming in C++

- Classes and Objects
- Array of objects
- Constructors and destructors
- Overloading using method and operators
- Inheritance
- Friend functions : a friend class
- Exceptions
- Templates

Object Oriented Programming in Java

- Inheritance.
- Interface
- User defined Packages
- User defined Exceptions
- String Operations
- Applet Graphics Drawing
- JDBC connectivity for database access.

Note

Develop a project / case study using the above applicable concepts.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Applying concepts of Object Oriented Programming in C++ and Java, Developing project or case study using the OOP concepts.	K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	3	2			1	1		2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demo and Hands on training

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	21154Q	CORE: RDBMS LAB	2	Practical	-	

Objective of the Course:

This course concentrates on hands on session for RDBMS concepts using appropriate Back-end tools. Any RDBMS tool can be used for GUI design

1. DDL, DML and DCL commands.
2. PL/SQL program using control structures.
3. PL/SQL program using Cursors.
4. PL/SQL Program using Exception Handling.
5. PL/SQL Program using Procedures
6. PL/SQL Program using Functions.
7. PL/SQL Program using Triggers.
8. Database Connectivity for any application using the Front End tool.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	To understand the concepts of databases and its uses and apply the same practically to develop an application with appropriate front-end.	K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	2	2		1	1	1		1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demo and Hands on training

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	21154F	NON MAJOR: APTITUDE	2	Practical	-	-

Objective of the Course: This course highlights on improving the aptitude ability of the student and to understand technical and logical work outs like ratio and proportion, C Programming, OOPS concepts, Sequence and Series and Probability.

UNIT I: Ratio and Proportion

(Teaching Hours:8)

Ratio and proportion - Indices – Logarithms .Sequence and Series – Arithmetic and geometric progressions.Algebra – Average.

UNIT II: Problems on Ages

(Teaching Hours:8)

Problems on Ages – Clocks & Calendars – Mixtures &Alligations – Time & Work – Time & Distance – Profit & Loss.

UNIT III: Statistics

(Teaching Hours:8)

Statistical description of data - Textual, Tabular & Diagrammatic representation of data – Data Sufficiency – Probability.

UNIT IV: C Programming

(Teaching Hours:8)

C Programming – Fundamental concepts – Data types – Functions - Structure and Union – Pointers – Exception handling - problem solving in C.

UNIT V: Object Oriented Programming

(Teaching Hours:8)

Object Oriented C++ - Classes – Objects – Object oriented Paradigms: Data Abstraction - Encapsulation – Inheritance – Polymorphism – Abstract Classes – Virtual classes.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Solve the problems on ratio and proportion, Logarithms, Arithmetic and geometric progressions	K1,K2,K3
CO2	Solve the problems on ages, clocks, Mixtures & Alligations, time and work, Time and distance	K1,K2,K3
CO3	Analyse the Statistical description of data, Data Sufficiency , Probability	K1,K2,K3,K4
CO4	Understand the fundamental concepts of C Programming	K1,K2,K3,K5
CO5	Understand the fundamental concepts of C ++ Programming	K1,K2,K3,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1							
CO2	3	3	1							
CO3	3	3	1							
CO4	3	3	3							2
CO5	3	3	3							2

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Quantitative Aptitude	R.S.Aggarwal	S. Chand & Company Ltd	2008
2	Course in Mental Ability & Quantitative Aptitude for Computer Science	Thorpe Edgar	Tata McGraw Hill	2012
3	C Programming with Problem Solving	Jones, Jacqueline	Dreamtech Publishers	2006
4	Problem Solving and Program Design in C	Jeri R. Hanly, Elliot B. Koffman	Global Edition	2015
5	Let us C++	Kanetkar, Yashavant P	BPB Publications	2005

Pedagogy: Lecture ,e-content, PPT presentation, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254A	CORE: DATA ANALYTICS	4	Theory	-	100

Objective of the course: The objective of the course is to gain more knowledge about data analytic tool R. The course component includes topics such as Data retrieval, Data Cleaning, Exploring and Visualizing data.

UNIT I: Preliminaries **(Teaching hours: 8)**

Introduction: About R- Downloading and Installing R – Choosing an IDE: Emacs and ESS – Eclipse/Architect – RStudio – Revolution-R – Live-R –Editors – Help files - First program.
Mathematical Operations and Vectors – Assigning Variables – Special Numbers – Logical Vectors – Inspecting variables and workspace.

UNIT II: Data Structure in R **(Teaching hours: 8)**

Vectors – Matrices and Arrays – Lists – Data Frames – Environments – Functions – Strings – Factors.

Unit III: Looping concepts and Packages **(Teaching hours: 8)**

Flow control and Loops – Advanced Looping: Replication – Looping over Lists – Looping over arrays – Multiple-Input Apply – Split-Apply-Combine – The plyr Package.

Unit IV: Data Analysis **(Teaching hours: 8)**

Data Analysis: Built-in Datasets – Reading Text files – Reading Binary files – Accessing Database.
Cleaning and Transforming: Cleaning strings – Manipulating data frames – sorting.

Unit V: Data Visualization **(Teaching hours: 8)**

Exploring and Visualizing: Scatter plots – Line plots – Histograms – Box plots – Bar charts – Other Plotting packages and systems

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the preliminaries of R	K1
CO2	To work with the data structures in R	K2, K3
CO3	Understanding the looping concepts and working with the Packages in R	K3
CO4	Apply the process of Data Analysis, cleaning and transformation	K4, K5
CO5	Work with Data Exploration & Visualization techniques to interpret the results	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			2		2			1	1	
CO2		2	3	2	2		1	2		
CO3		2	3	2	2	3	1	1		
CO4	1		3	2		3	1	2		2
CO5		2	3	2			1	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Learning R	Richard Cotton	O'Reilly Media	2013, First Edition
2	R Programming for Data Science	Roger D. Peng	Lean Publishing	2014, First Edition
Web References				
3	R Data camp – Online Course Contents - https://campus.datacamp.com/courses/			

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254B	CORE: CYBER SECURITY INTELLIGENCE	4	Theory	-	100

Objective of the course: This course broadly discusses on Cyber Threats and Cyber Security Intelligence required in handling these threats effectively. It also covers Cyber Security Ethics and Laws and Cyber Defense Mechanisms.

UNIT I: Overview of Cyber Threat and Cyber Threat Intelligence (Teaching Hours:8)

Cyber Threats & Cyber Threat Intelligence- Cyber Threats - Background - Sources and Types of Cyber Threats- Potential Risk factors of Cyber Threats- Implications of Cyber Threats -An Overview of Threat Intelligence-Key Characteristics-Need for Threat Intelligence-Impact of Threat Intelligence –Applicability-Threat Detection Rules- Risk Reduction through Threat Intelligence - Understanding and Implementing Threat Intelligence.

UNIT II: Cyber Security Architecture (Teaching Hours:7)

Identity and Access Management-Security Information and Event Management-Planning, Design and Implementation of Security Architecture-Global Architectural Approach-Multifaceted Cyber Security-Cyber Security Monitoring and Management.

UNIT III: Cyber Security Ethics and Cyber Laws (Teaching Hours:8)

Cyber Security Ethics and Cyber Laws-Evolution of Cyber Ethics- Promoting Ethical Behavior-Importance of the Cyber Law-Morality and Law in Cyber Space- Cyber Crime Trends-Cyber Security Standards and Frameworks-BSI Standards on IT and Cyber Security-Coordination of the Framework Implementation.

UNIT IV: Handling Cyber threats through Security Intelligence (Teaching Hours: 8)

Cyber Threat Life cycle- Necessity and the Importance of Security Intelligence -Challenges of Cyber Threat Intelligence - Controlling Privileged Access and Mitigating Insider Threats- Fighting Cyber Attacks through Security Intelligence- Cyber Attacks: Prevention and Proactive measures

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UNIT V: Cyber Defense Mechanisms

(Teaching Hours:9)

Cyber Defense Mechanisms- Cyber Self Defense- Cyber Attack Techniques and Defense Mechanisms- Cyber Defense Planning Model- Cyber Supply Chain Security- Cyber Supply Chain Security Principles- Key Cyber Supply Chain Risks- DDOS Attacks and Cyber Defense: Flooding or Volumetric Attacks-Amplification Attacks-Resource Depletion Attacks-Diversion or Ransom Attacks-Defending against DDoS Attacks- Securing Industrial Control Systems - Implementation of Application White Listing - Ensuring a Proper Configuration /Patch Management -Reduction in the Attacks on the Surface Area.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the definition of Cyber Threats, Sources and Types of Cyber Threats, Cyber Threat Intelligence,	K1,K2
CO2	Describe the Cyber Security Architecture, Global Architectural Approach, Cyber Security Monitoring and Management	K1,K2
CO3	Recognize the Cyber Security Ethics and Cyber Laws, Importance of the Cyber Law, BSI Standards on IT and Cyber Security ,Coordination of the Framework Implementation.	K2,K3,K4
CO4	Analyze the Cyber threats through Security Intelligence, Necessity and the Importance of Security Intelligence, Fighting Cyber Attacks through Security Intelligence, Cyber Attacks: Prevention and Proactive measures	K2,K3,K4
CO5	Implement the Cyber Defense Mechanisms, a Proper Configuration /Patch Management, Reduction in the Attacks on the Surface Area	K2,K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.



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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1			2		3				
CO2	1				3					
CO3						3	3		3	
CO4				2				2	3	3
CO5	1	1		1	2	3	2	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Combating Cyber Threats through Cyber Security Intelligence	Dr.S.Sujatha, Dr.N.Sudha Bhuvaneswari	Kalaikathir Publications	2017, First
2	Cyber Security Essentials	James Graham, Richard Howard, and Ryan Olson	Auerbach Publications, CRC Press	2011, First

Pedagogy: Lecture ,e-content

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254C	CORE: WEB PROGRAMMING	4	Theory	-	100

Objective of the Course: This course includes basics of .NET Framework, developing & deploying ASP.NET applications, Web controls, Web site navigation and Data binding.

UNIT I: Introduction to .NET Framework **(Teaching hours: 9)**

Introducing the .NET Framework: The Evolution of Web Development – The .NET Framework - .NET Languages – The Common Language Runtime - .NET Class Library. Developing ASP.NET Applications – Visual Studio: Creating Websites- Designing a Web page- The anatomy of a Web Form – Writing Code – Visual Studio Debugging. Web Form Fundamentals: The anatomy of an ASP.NET Application – Introducing Server Controls – Improving the Currency Converter – A Deeper Look at HTML Control Classes – The Page Class – Application Events – ASP.NET Configuration.

UNIT II: Web controls and error handling **(Teaching hours: 8)**

Web Controls: Stepping Up to Web Controls – Web Control Classes – List Controls – Table Controls – Web Control Events and AutoPostBack – A Simple Web page. State Management: The problem of State – View State – Transferring Information between Pages – Cookies. Error Handling, Logging, and Tracing: Common Errors – Exception Handling – Handling Exceptions – User Defined Exceptions – Logging Exceptions – Error Pages – Page Tracing.

UNIT III: Validation control and Graphics **(Teaching hours: 8)**

Deploying a Simple Site – Deploying with Visual Studio. Building Better Web Forms - Validation: Understanding Validation – The Validation Controls. Rich Controls: The Calendar – The AdRotator – Pages with Multiple Views. User Controls and Graphics: User Controls – Dynamic Graphics. Styles, Themes, and Master Pages: Styles – Themes – Master Page Basics.

UNIT IV: Navigation and ADO.NET **(Teaching hours: 7)**

Website Navigation: Site Maps – The SiteMapPath Control – The Tree View Control – The Menu Control. Working With Data - ADO.NET Fundamentals: Understanding Data Management – Configuring Database – SQL Basics – ADO.NET Basics – Direct Data Access – Disconnected Data Access.

UNIT V: Data Binding and Data Controls **(Teaching hours: 8)**

Data Binding: Introducing Data Binding – Single-Value Data Binding – Repeated-Value Data Binding – Data Source Controls. The Data Controls : The GridView – Formatting the GridView – Selecting a GridView Row – Editing with the GridView – Sorting and Paging the GridView – Using GridView Templates – The DetailsView and FormView.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the concepts of .NET framework	K1,K2,K4
CO2	To study the usage of different web controls and error handling techniques	K2,K3
CO3	To understand the special features of validation control and usage of computer graphics	K2, K3, K4
CO4	To have an idea of web page navigation control and handling of databases	K2,K3,K5
CO5	To clearly understand the concept of data binding and data controls	K2,K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	1					2
CO2	2	2	1		2		1			1
CO3	2	2	1		2					2
CO4	2	2	2	1	3	1	1	1	1	2
CO5	2	2	2	1	2				1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Beginning ASP.NET 4.0 in VB 2010	Matthew MacDonald	Apress	2011, Second

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254U1	ELECTIVE I : NAVIGATION AND CONTROL SYSTEMS	4	Theory	-	100

Objective of the course: This course is designed to discuss the computing technologies used for Air and Sea Navigation. Computer Vision and other fundamentals required Navigations are discussed. The Advanced and real time applications of the domains are covered.

Unit I : Flight History, Component, Structure

(Teaching hours : 8)

Introduction to Flying: History of flight - Pilot and Aeronautical Information – Aircraft Vehicles and Ultra-light Vehicles – Pilot Certifications. Aircraft Construction – Major Components. Principles of Flight: Structure of the Atmosphere.

Unit II : Flight Control and Weather Theory

(Teaching hours : 8)

Flight Control Systems: Primary Flight Controls – Secondary Flight Controls. Weight and Balance: Balance, Stability and Center of Gravity. Weather Theory: Atmosphere - Wind and Currents. Airport Operations: Airport Categories - Airport Lighting – Wind Direction Indicators – Radio Communications.

Unit III : Navigation and RADAR

(Teaching hours : 8)

Navigation: Aeronautical Charts. Satellite Navigation Systems: GNSS Signals and Systems – GNSS Navigation and Applications – GPS Positioning – Emerging Trends in Hybrid Vehicle Localization Systems. Radar : The Nature of RADAR – Tracking RADAR: Tracking with RADAR.

Unit IV : Sea Navigation

(Teaching hours : 8)

Sea Navigation: Navigation with Wind – Navigation with current – The Effects of Ocean Currents – Shallow water effects on Ships. Stopping Distance: Stopping Distance of Ships – Few practical examples.

Unit V : Thrusters and Tugs

(Teaching hours : 8)

Use of Thrusters – Tug Assistance – Selecting the number of Tugs – Berthing without Tugs – Berthing with Anchors – Emergency Anchoring – Safe Maneuvering.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduces flight, Pilot, Aeronautical Information and Aircraft Vehicles, Ultra-light Vehicles	K2
CO2	Provides knowledge about Flight Control Systems, Weather Theory and Airport Operations	K1, K2
CO3	To understand the concept of Satellite Navigation Systems and tracking RADAR	K3, K4
CO4	To learn the concept of Sea Navigation and Ocean Currents	K4, K5
CO5	To understand the use of Thrusters and working with Tugs	K2, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3			2					
CO2	1	2								1
CO3		2	2		3			2		
CO4				3	2					
CO5		2			1					2

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Pilots Handbook of Aeronautical Knowledge, Federal Aviation Administration	John S.Duncan	Flight Standards Service	2016
2	Global Navigation Satellite Systems	Shuanggen Jin	InTech Publications	2012
3	Introduction to RADAR Systems	Merrill I.Skolnik	McGraw Hill Book Company	Third Edition, 30 th Reprint 2012
4	A Guide to Ship Navigation Techniques	Karan Chopra	Marine Insight Publications	2012

Pedagogy: Lecture, PPT Presentation, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254U2	ELECTIVE I: BUSINESS INTELLIGENCE	4	Theory	-	100

Objective of the course: This course gives an insight of how the information technology can be applied to aid better decision making.

Unit I : Business Intelligence-Overview

(Teaching hours : 8)

Introduction to Business Intelligence - Changing Business Environments and Computerized Decision Support - A Framework for Business Intelligence - Intelligence Creation and Use and BI Governance - Transaction Processing Versus Analytic Processing -Successful BI Implementation - Major Tools and Techniques of Business Intelligence.

Unit II : Data Warehousing

(Teaching hours : 8)

Data Warehousing - Data Warehousing Process Overview - Data Warehousing Architectures - Data Integration and the Extraction, Transformation, and Load (ETL) Process - Data Integration ,Extraction , Transformation , and Load (ETL) - Data Warehouse Development - Data Warehousing implementation Issues - Real-Time data Warehousing - Data Warehouse Administration , security Issues, and Future Trends – Data Mining Methods.

Unit III : Business Performance Management

(Teaching hours : 8)

Business Performance Management - Business Performance Management (BPM) - Strategize: planning and the strategy gap - Plan - Operational Planning ,Financial Planning and Budgeting - Monitor - Diagnostic Control System ,Pitfalls of variance analysis - Act and adjust- Performance Measurement - BPM Methodologies - BPM Technologies and Applications - Performance Dashboards and Scorecards

Unit IV : Text and Web Mining

(Teaching hours : 8)

Text and Web Mining - Text Mining Concepts and Definitions -Natural Language Processing - Text Mining Applications - Text Mining Process - Text Mining Tools - Web Mining Overview - Web content Mining and web structure Mining - Web usage Mining.

Unit V : Business Intelligence Implementation

(Teaching hours : 8)

Business Intelligence Implementation : Integration and Emerging Trends - Implementing BI: An overview - BI and Integration Implementation - Connecting BI Systems to Data base and other Enterprise System- On-Demand BI -Issues of Legality , Privacy, and Ethics - Emerging Topics In BI: An Overview -The future of business Intelligence - The Web 2.0 Revolution - Online Social Networking: Basics and Examples - Virtual Worlds - Social Networks and BI: Collaborative Decision Making - RFID and New BI Applications Opportunities - Reality Mining

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduces Business Intelligence concepts, framework, tools and techniques. Views of Transaction Processing and Analytic Processing.	K1, K2
CO2	Provides knowledge on Data Warehousing, its Architectures. Discussion on Data Warehouse Development, Real time Data Warehousing, Administration, Security issues and Mining Methods.	K2, K3, K4
CO3	To understand the concept of Business Performance Management, BPM Methodologies - BPM Technologies and Applications.	K2, K3, K4, K5
CO4	To learn the concept of Text and Web Mining its application, process and tools.	K1, K2
CO5	To understand the future of business Intelligence, online social Networking, RFID and Reality Mining	K3, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1			1			1		
CO2		2	3	2		1				
CO3	1	3	1		2		2		1	
CO4	1	2	2		2	1		1		
CO5		2	3	2	1		1			

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Intelligence: A Managerial Approach	Efraim Turban, Ramesh Sharda, DursunDelen, David Kind	Pearson II Edition	2012

Pedagogy: Lecture, PPT Presentation, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254U3	ELECTIVE I: ENTERPRISE RESOURCE PLANNING	4	Theory	-	100

Objective of the course: This course concentrates on the basics of enterprise resource planning, implementation of ERP, supportive business models, current ERP market and the future of ERP.

UNIT I: Introduction to Enterprise Resource Planning

(Teaching hours: 9)

Introduction: ERP: An overview-Enterprise: An overview-Benefits of ERP-ERP and related technologies-Business Process Reengineering-Leading ERP Packages.

UNIT II: Methodology and Implementation

(Teaching hours: 7)

ERP Implementation: ERP implementation lifecycle-Implementation Methodology-Package selection- ERP project team-Process definition-Organizing implementation-vendors, consultants and users-contracts with vendors, consultants and employees-Project management and monitoring-Post ERP implementation.

UNIT III: ERP Modules and Specialized Domains

(Teaching hours: 9)

Business Modules: Business modules in ERP Package-Finance-Manufacturing-Human Resources-Plant Maintenance-Materials Management-Quality Management-Sales and Distribution.

UNIT IV: ERP and Software Association

(Teaching hours: 7)

ERP Market: ERP market place-SAP AG-PeopleSoft-Oracle Corporation-QAD-System Software Associates (SSA) – Open Source ERP :Odoobenefits and Modules.

UNIT V: ERP-Present and Future

(Teaching hours: 8)

ERP-Present and Future: Turbo charge the ERP system-Enterprise Integration and Applications (EIA)-ERP and E-Commerce-ERP and Internet-Future directions in ERP.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the concept of ERP and its related technologies	K1,K2,K3
CO2	Describes various methodologies and implementation life cycle	K1,K2,K3
CO3	Study on specific business modules like manufacturing, finance, human resources	K1,K2,K3
CO4	Study on ERP and open source software association	K1,K2,K3
CO5	Study on the future ERP systems with specific applications like e-commerce and Internet	K1,K2,K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	1		1	1		2	1
CO2	3	2		1	1	2				
CO3	2	1	2	3	2			1	1	
CO4	2	1	3	2			1	2		
CO5	2	2	3	2			1	1		2

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	ERP Demystified	Alexis Leon	Tata McGraw Hill	Second Edition, Twelfth Reprint, 2012
2	Enterprise Resource Planning- Concepts and Practice	Vinod Kumar Garg, N.K.Venkita Krishnan	PHI	Second Edition (Twenty-second printing)

Pedagogy: Teaching /learning methods like Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254U4	ELECTIVE I: NETWORK SECURITY	4	Theory	-	100

Objective of the course: This course covers the concepts of basic cryptography, public key cryptography, network security, web security and system security.

UNIT I: Basics of Network security and Cryptography

(Teaching Hours: 7)

Introduction: Security Attacks, Services, A Model for network Security. Cryptography, Symmetric Encryption Principles, Symmetric Block Encryption Algorithms, Random and Pseudorandom Numbers, Cipher Block Modes of Operation.

UNIT II: Symmetric and Asymmetric key algorithm principles

(Teaching Hours: 9)

Public Key Cryptography and Message Authentication: Approaches to Message Authentication, Secure Hash Functions, Message Authentication codes-HMAC. Public Key Cryptography principles, Public Key Cryptography Algorithms, Digital Signatures. Key Distribution and User Authentication: Symmetric Key Distribution Using Symmetric Encryption, Kerberos. Key Distribution using Asymmetric Encryption, X.509 Certificates.

UNIT III: Web Security and Wireless Network Security

(Teaching Hours: 8)

Web Security: Web Security Considerations, Secure Sockets Layer (SSL) and Transport Layer Security (TLS), HTTPS. Wireless Network Security: IEEE 802.11i Wireless LAN Security. Wireless Application Protocol overview. Wireless Transport layer Security.

UNIT IV: Email and IP security

(Teaching Hours: 8)

Email Security : Pretty Good Privacy, S/MIME. IP Security: IP Security Overview, IP Security Policy. Encapsulating Security Payload. Combining Security Associations. Internet Key Exchange.

UNIT V: System Security, Viruses, Firewall

(Teaching Hours: 8)

System Security: Intruders, Intrusion Detection Password Management. Malicious Software: Types, Viruses, Virus counter Measures, Worms, Distributed Denial of Service Attacks. Firewalls: Characteristics, Types of firewalls, Firewall Basing.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Learn the fundamentals of Network Security and Cryptography	K1
CO2	Understand the principles of Symmetric and Asymmetric Key algorithm	K2
CO3	Learn and understand the basics of Web security and WAP	K1, K2
CO4	Applying security by combining various security associations	K3
CO5	Detecting Intrusions, analyzing various viruses and firewalls	K4, K5

Note:K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3									
CO2	3	2		2						
CO3					2					
CO4	2						1			
CO5				3						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Network Security Essentials (Applications & Standards)	William Stallings	Pearson Education	2013, 4 th edition
2	Cryptography & Network Security	Atul Kahate	Tata McGraw Hill Company	2012, 14 th reprint

Pedagogy: Lecture, PPT presentation, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254U5	ELECTIVE I: SUPPLY CHAIN MANAGEMENT	4	Theory	-	100

Objective of the course: This course helps the student to understand the concepts of supply chain management and customer centric approach with the power of outsourcing, re-engineering and throws light on data mining and warehousing role in supply chain management.

UNIT I: Introduction to Supply Chain Management

(Teaching hours: 8)

Understanding the supply chain - Supply Chain Performance: Achieving Strategic Fit and Scope - Supply chain drivers and Obstacles.

UNIT II: Quality of Service

(Teaching hours: 8)

Customer focus in supply chain management – Management of supply sources –Assuring the Quality of Procurement system.

UNIT III: Outsourcing in SCM

(Teaching hours: 8)

Power of outsourcing in SCM: Outsourcing risk-Outsourcing process-Outsourcing in SCM-Myths of supply chain outsourcing. Management of Inventory in the supply chain – Transportation in the supply chain.

UNIT IV: IT and Supply Chain Management

(Teaching hours: 8)

Re-engineering of the supply chain – Decision support Systems for Supply chain management-IT – Enabled supply chain-Features of Vendor Management and Electronic Data Interchange.

UNIT V:CRM and SCM

(Teaching hours: 8)

Data mining and data warehousing in supply chain management-Information technology in supply chain: Role of IT – IT framework – Customer relationship management – Internal supply chain management – supplier relationship management – The transaction management foundation – The future of IT in supply chain management – risk management in IT – Supply chain IT in practice. Case Study : Role of SCM in Ecommerce.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the concepts of supply chain management, Drivers and Obstacles	K1,K2,K3
CO2	Describes Quality Assurance and Service	K1,K2,K3
CO3	Describes SCM-Myths of supply chain outsourcing	K1,K2,K3
CO4	Describes the Re-engineering of the supply chain management and Decision support Systems	K1,K2,K3
CO5	Describes the Customer relationship management and the role of SCM in Ecommerce	K1,K2,K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	1		1	1		2	
CO2	3	2		1	1	2				
CO3	2		2	1	2			1	1	
CO4	2		3	1			1	2		
CO5	2	2	3	1			1	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Essentials of Supply Chain Management	Dr.R.P.Mohanty & Dr.S.G. Deshmukh	Jaico Publishing House	2004
2	Supply Chain Management – Strategy, Planning and Operation	Sunil Chopra, Peter Meindl	Pearson Education	2002
3	Supply Chain Management- Creating linkages for faster business turnaround	SarikaKulkarani, Ashok Sharma	Tata McGraw Hill	2004

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254U6	ELECTIVE I: WEB SERVICES	4	Theory	-	100

Objective of the course: This course covers from the basic concepts of web services with Java Script and practical focused advanced concepts like XML, XPath, SOAP and also security issues in Web services.

UNIT I: Introduction to Javascript

(Teaching Hours: 9)

Java Script: Introduction – Programming Fundamentals – Variables – Data Types – Statements- Functions and Objects – Navigator Object Model – Cookies.

UNIT II: Overview of CGI & PERL

(Teaching Hours: 8)

CGI & Perl : Concepts of CGI – Perl – Basics – Variables – Arrays – Controlling Program Flow – Perl Functions- File Handling – Database Connectivity

UNIT III: Outline of XML

(Teaching Hours: 7)

XML – Creating Markup with XML – Introduction – Parsers and well Formed XML Documents – Characters – Markup-CDATA section – XML Namespace – Document Type Definition (DTD). Schemas - Introduction – Schema vs. DTDs – Microsoft XML Schema: Describing Elements – Describing Attributes – Data Types – W3C XML Schema.

UNIT IV: Basics of XSL, XPath, XLink

(Teaching Hours: 8)

XSL: Extensible Style sheet Language Transformations. XML Path Language (XPath): Introduction – Nodes – Location Paths – Node set Operators and Functions. XLink: Simple Links – Extended Links – XLink and DTDs – XPointer – Xinclude – XBase.

UNIT V: Web Services

(Teaching Hours: 8)

Web Services: SOAP-WSDL-UDDI – Restful Web services – SOAP: SOAP model- SOAP Messages- SOAP Encoding-SOAP RPC. WSDL: Structure-Interface-The type elements-Bindings-Services. UDDI: Business registry- specification- core data structures-Accessing UDDI - Sample Web Service Applications – WS-BPEL.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the fundamental concepts of Javascript programming for embedding the web pages.	K1,K2, K3
CO2	Students will be able to learn the basics of CGI and Perl programming	K2,K3
CO3	Illustrate the web technology concept to create schemas and dynamic web pages.	K2,K3,K5
CO4	To facilitate the students in understanding the concepts of XSL, XPath, XLink, XPointer, XInclude and Xbase.	K2,K3,K5
CO5	To study the architecture of web services like SOAP, WSDL and UDDI to interact with other programming language applications.	K2,K3,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1									
CO2	1									
CO3	1		3		3					1
CO4	1				3					2
CO5			3		3					3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	XML How to Program	Deitel, Deitel, Nieto, Lin & Sadhu	Pearson Education	2009
2	Web Services and SOA: Principles and Technology	Michael Papzoglou	Prentice Hall	2012
3	Developing Enterprise Web Services an architect's Guide	Sandeep Chatterjee, James Webber	Pearson Education	Reprint 2009

Pedagogy: PPT presentation, e-content, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254P	CORE: DATA ANALYTICS LAB	2	Practical	-	--

Objective of the course: This course provides a hands-on experience on working with MS Excel, SPSS and R to perform quantitative and data analysis.

MS Excel

1. Pivot table
2. Chart
3. Descriptive analysis
4. Correlation and Regression

SPSS

5. Input data into SPSS
6. Drawing Graphs
7. Transposing Chart
8. Estimation and Hypothesis testing

R

9. Manipulating vectors
10. Working with Datasets
11. Creating Data Frames

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The relevant programming abilities is developed and the Students will demonstrate proficiency with statistical analysis of data	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	3	1	3	1	2	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demonstration, Experiments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21254Q	CORE: WEB PROGRAMMING LAB	2	Practical	-	-

Objective of the Course: The lab sessions includes creation of web pages using ASP.NET, manipulation with web controls and multiple format display using ADO.NET.

1. Creation of ASP.NET Web Page.
2. Creating and manipulation with Web Controls.
3. Create and manipulate with Rich Web Controls (Ad rotator).
4. Create and manipulate with Rich Web Controls (Calendar).
5. Create and manipulate with Rich Web Controls (Tree).
6. Creation and manipulation with Custom Controls.
7. Displaying the data in multiple formats Using ADO.NET.
8. Database Manipulation with SQL Server Database.
9. Database Manipulation with MS Access Database.
10. Database Manipulation with Oracle Database.
11. Create an e-commerce application to perform online booking & payment for purchase of books from international publishers.

Note: Deploying a web application using a Temporary Web Server.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	To understand the concepts of .NET framework and to implement database connectivity using ADO.NET	K2,K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	2	2		1	1	1		1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demo and Hands on training

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354A	CORE: INTERNET OF THINGS	4	Theory	-	100

Objective of the course: This course highlights on physical design, logic design, enabling technologies of IoT, IoT system management and design methodology, IoT physical devices and cloud offerings.

UNIT I: Introduction to Internet of Things

(Teaching hours: 8)

Introduction to internet of things: Introduction-Physical design of IOT-Logical design of IOT-IOT Enabling Technologies-IOT Levels and Deployment templates.

IOT and M2M: Introduction-M2M-Difference between IoT and M2M-SDN and NFV for IoT

UNIT II: IOT System Management

(Teaching hours: 8)

IOT system Management with NETCONF-YANG: Need for IOT System Management-Simple Network Management Protocol-Network Operator Requirements-NETCONF-YANG-IOT system Management with NETCONF – YANG.IOT Design Methodology-case study on IoT system for weather monitoring- Motivation for using python.

UNIT III: IOT and Physical devices

(Teaching hours: 8)

IOT Physical devices and end points: Basic building blocks of an IOT device-Exemplary device Raspberry Pi-About the board-Linux on Raspberry Pi-Raspberry Pi interfaces-Programming rasperrypi with Python-Other IOT devices.

UNIT IV: IOT and Cloud

(Teaching hours:8)

IOT physical devices and cloud offerings: Introduction to cloud storage models and cloud APIs-WAMP-Autobahn for IOT - Xively cloud for IoT - Python web application framework Django-Designing a RESTful web API-Amazon web services for IoT- Industrial IoT – Introduction-benefits- challenges – future.

UNIT V: Case Studies

(Teaching hours: 8)

Case Studies: Home Automation: Smart lighting-Cities : Smart Parking-Environment: Air pollution monitoring-Agriculture: smart irrigation-Productivity application: IoT Printer.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Describes about fundamentals of Internet of Things	K1,K2,K3,K4
CO2	Understand about IOT system Management and network protocols	K1,K2,K3,K4
CO3	Describes about the Basic building blocks of an IOT device	K1,K2,K3,K4
CO4	Describes IOT physical devices and cloud offerings and cloud storage models	K1,K2,K3,K4
CO5	Analyzing and applying IoT concepts to specific domains like Home Automation and Agriculture	K1,K2,K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	2		1	1		2	
CO2	3	2			1	2				
CO3	2		2	3	2			1	1	
CO4	3		3	2			1	2		
CO5	2	2	3	2			1	3		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Internet of Things-A hands on Approach	ArshdeepBahga	Orient Blackswan Private Limited	2014, First
2	Internet of Things: A Preamble	C. Divya, P. Edith Linda	Kalaikathir Publications ISBN 978 - 81 - 927985 - 8 - 5	First Edition, August 2019

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354B	CORE: ENTERPRISE COMPUTING USING JAVA	4	Theory	-	100

Objective of the Course:

This course covers the Advanced Features of Java starting with the database connectivity using drivers, Servlet programming, the distributed computing strategies of Java using RMI with deploying web services using Java enterprise edition. The concepts of JQuery and AngularJS are also introduced.

UNIT I: Java Database Connectivity

(Teaching hours: 8)

Database Programming with JDBC: Database Drivers - The java.sql Package – The javax.sql Package: JDBC Data Sources – Connection Pooling – Distributed Transactions.

UNIT II: Java Server Programming

(Teaching hours: 8)

Servlet Programming: Servlet Implementation – Servlet Configuration – Servlet Exceptions - The Servlet Lifecycle – Requests and Responses – Servlet Programming. JSP Basics and Architecture: Introducing JSP – The Nuts and Bolts – JSP Tags.

UNIT III: Java Distributed Programming - RMI

(Teaching hours: 8)

Distributed Computing using RMI – The RMI Architecture – Locating Remote Objects – RMI Exceptions – Developing Applications with RMI - EJB Architecture and Design – Working with EJB – Types of Enterprise Java Bean.

UNIT IV: Web Services and JQuery

(Teaching hours: 8)

Deploying Web Services on Java enterprise edition - Introduction to Java WSDP - Net beans IDE for deploying Java Web Services- JQuery –Introduction to JQuery – JQuery() Basics – The JQuery() function – Queries and Query Results.

UNIT V: Angular JS

(Teaching hours: 8)

AngularJS – Introduction to AngularJS – The IDE and Angular JS Projects – MVC and AngularJS – AngularJS Controllers – The AngularJS Security.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Aware and Understand the Java Database Connectivity	K1 & K2
CO2	Inquire Java based Server Programming using Servlets and Java Server Pages.	K1 & K2
CO3	Explore the distributed programming techniques using Enterprise Java Beans (EJB) and Remote Method Invocation (RMI)	K2 & K3 & K4
CO4	Knowledge on Java based Web services and JQuery.	K4
CO5	Evolve the concepts of AngularJS.	K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3		2	1	1	1		1
CO2	2	2	2	1	2					
CO3	3	3	2		2	1		2		
CO4	3	3	3		2					
CO5		2	3	1	2	1	2	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Professional Java Server Programming,	Subrahmanyana I Iamaraju and Cedric Bues	Apress, SPD	2005, 2 nd Edition
2	Java Enterprise in a Nutshell	Jim Farley, William Crawford	O'Reilly Media	2005, 3rd Edition
3	JQuery: Pocket Reference	David Flanagan	O'Reilly Publications	2 nd Edition, 2011.
4	Learning Angular JS	Ken Williamson	O'Reilly Publications	1 st Edition, 2015

Pedagogy: Teaching, PPT Presentation, Seminar Teaching /learning methods

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354C	CORE : PYTHON PROGRAMMING	4	Theory	-	100

Objective of the course: The main objective of this course is to enable the students to read and write simple Python programs in Anaconda Platform, to develop Python programs with conditionals and loops, to define Python functions and call them, to use Python data structures - lists, tuples, dictionaries, to gain knowledge on Machine Learning using Python.

UNIT I: Basics of Anaconda and Python Programming

(Teaching Hours : 8)

Ecosystem of Anaconda: Introduction-Miniconda-Anaconda Cloud. **Anaconda Installation:** Installing Anaconda-Testing Python-Using IPython.

Introduction to Python: Python Features- Downloading and Installing Python- Running Python.

Python Basics: Statements and Syntax-Variable Assignment- Identifiers and Keywords-Basic Style Guidelines.

UNIT II: Python Objects

(Teaching Hours : 9)

Python Objects: Built-in-types, Standard Type Operators-Value comparison-Object Identity Comparison-Boolean-Standard Type Built-in Functions-Categorizing the Standard Types-Miscellaneous Types- Unsupported Types.

Numbers: Integers-Double Precision Floating Point Numbers-Complex Numbers-Operators-Built-in Factory Functions. **Strings:** Sequences-Strings-Strings and Operators- String-Only Operators-Built-in Functions-String Built-in Methods-Special Features of Strings.

UNIT III: Lists, Tuples and Dictionaries

(Teaching Hours : 9)

Lists: Lists-Operators- Built-in Functions-Lists Built-in Methods-Special Features of Strings.

Tuples: Tuples- Tuple Operators and Built-in Functions-Special Features of Tuples.

Dictionaries: MappingType: Dictionaries-Mapping Type Operators-Mapping Type Built-in Functions-Built-in Methods.

UNIT IV: Conditions and Loops

(Teaching Hours : 7)

If Statement-if-else Statement-else-if Statement-While Statement-for Statement-break-continue Statement-pass Statement-else Statement -iter() Function- List Comprehension-General Expressions.

UNIT V: Machine Learning using Python

(Teaching Hours : 7)

Introduction to Analytics and Machine Learning –Machine Learning-Framework for Developing Machine Learning Models-Python Stack for Data Science.

Descriptive analysis: Dataset Description using Data Frame in Python- Loading Dataset into Pandas Data Frame-Displaying First few Records of Data Frame-Finding Summary of the Data

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Frame-Slicing and Indexing of the Data Frame-Values and Cross Tabulation-Sorting Data Frame by Column Values.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the Anaconda platform and the basics of Python programming	K1,K2
CO2	Demonstrate the concept of Python objects, Numbers and Strings.	K1,K2,K3
CO3	Understand the concepts of Lists, Tuples and Dictionaries.	K1,K2,K3
CO4	Learn the concepts of conditional and looping structures in Python.	K1,K2,K3,K4,K5
CO5	Understand the concept of Machine Learning using Python and applying Descriptive analysis to work with Data Frames.	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2						2		
CO2	2	2					3	3		
CO3	1				3		2	2		
CO4	1	2			2		3	3		
CO5	1	2	2	2	2		3	3		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Hands-On Data Science with Anaconda	Dr.Yuxing Yan, James Yan	Packt Publishing	First Edition, 2018
2	Core Python Programming	Wesley J. Chun	Pearson Education Publication	Second Edition, 2009
3	Programming in Python 3: A Complete introduction to the Python Language	Mark Summerfield	Addison-Wesley Professional	2010
4	Machine Learning Using Python	ManaranjanPradhan, U.Dinesh Kumar	Wiley Publications	First Edition, 2019

Pedagogy: PPT presentation, e-content, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354U1	ELECTIVE II: ARTIFICIAL INTELLIGENCE AND EXPERT SYSTEMS	4	Theory	-	100

Objective of the course: This course discusses the Artificial Intelligence techniques and problem handling mechanism using artificial intelligence tools and also focuses on basics of knowledge management and expert systems.

UNIT I: Introduction to AI

(Teaching Hours: 7)

Introduction: AI problems - AI techniques - Criteria for Success- Problem spaces- Search: State space search - Production systems - Problem characteristics - Issues in design of search- Deployment of AI in Industries.

UNIT II: Searching Techniques in AI

(Teaching Hours: 9)

Heuristic Search Techniques: Generate and test - Hill Climbing - Best-first, Problem reduction, Constraint Satisfaction - Means-end analysis, Robotics Process Automation (RPA).

UNIT III: Knowledge representation in AI

(Teaching Hours: 8)

Knowledge representation issues: Representations and mappings - Approaches to knowledge representations - Issues in knowledge representations - Frame problem.

UNIT IV: Predicate logic in AI

(Teaching Hours: 8)

Using Predicate logic: Representing simple facts in logic - Representing Instants and Isa Relationships - Computable functions and predicates – Resolution - Natural deduction.

UNIT V: Expert systems in AI

(Teaching Hours: 8)

Representing knowledge using Rules: Procedural Vs Declarative knowledge - Logic Programming - Forward Vs Backward Reasoning – Matching - Control knowledge. Expert systems: Representing and using domain knowledge – Expert system shells - Knowledge acquisition.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Learn about the artificial intelligence problem and the characteristics of the problem space	K1,K2
CO2	Demonstrate the fundamentals of heuristic search techniques.	K2,K3
CO3	Identify the issues in knowledge representation	K2
CO4	Understand the problem solving using predicates.	K2,K3,K4,K5
CO5	Describe the concepts of expert systems.	K2,K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1									
CO2		2		2						
CO3			3							
CO4		3		3						
CO5	1			2						1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Artificial Intelligence	Elaine Rich, Kevin Knight, Shivashankar B Nair	Pearson Education	Fourth Reprint, 2010

Pedagogy: PPT presentation, e-content, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354U2	ELECTIVE II: CUSTOMER RELATIONSHIP MANAGEMENT	4	Theory	-	100

Objective of the course: This course includes CRM considerations, strategy, tools and various applications like banking.

UNIT I: Introduction to CRM

(Teaching Hours: 8)

Introduction to Customer Relationship Management: Definition and Applications and Benefits- Tangible Components of CRM – Important Business Contracts of CRM – Relationship Marketing and CRM: Roots of Relationship marketing – Relationship marketing as a paradigm shift- fitting of CRM into overall marketing Strategy

UNIT II: CRM in Sales Strategy

(Teaching Hours: 8)

Sales Strategy and CRM: The new Sales Challenge – Expansion of sales and the CRM Mentality – CRM and Strategy- The sale Customer relationship cycle. CRM Technology and Sales: Technology and sales -Customer and Information – Sales force communication - Sales Force Automation (SFA) -CRM Systems and SFA applications.

UNIT III: CRM in Marketing Strategy

(Teaching Hours: 8)

Marketing Strategy and CRM: Customer Satisfaction-Loyalty-Retention. Relationship between satisfaction and Loyalty – Relationship between loyalty and profitability –CRM strategy cycle. CRM Marketing Automation and communication: Customer communication – Marketing Automation.

UNIT IV: Technology and Data Platforms

(Teaching Hours: 8)

Technology and Data Platforms: Technology Evolution – Marketing technology Development Path-Emerging Technology Influencers – Best Practices. Database and Customer Data development: Data Defined- Data capture and Allocation-Data Transformation- Data Mining- Enabling CRM.

UNIT V: Future of CRM

(Teaching Hours: 8)

Future of CRM: CRM Strategy for Future and Technology. Case Study: CRM in Banking and Financial Services – CRM in Services Sector- Salesforce CRM-e-bidding,e-auction,ARIBA.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the Customer relationship management concepts, techniques and strategies and importance of maintaining a good customer relationship.	K2
CO2	Applying the sales strategy in CRM .	K2,K3
CO3	To use the marketing strategy in CRM.	K2,K3
CO4	To analyze the customer satisfaction by implementing CRM practices, strategies and technologies.	K2,K4
CO5	Identify the future of CRM and how CRM is used in various sectors.	K2,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1									
CO2					1					
CO3								1		
CO4								3	3	
CO5					3					3

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Customer Relationship Management	Roger J Baran, Robert J Galka, Daniel P Strunk	Cengage Learning	2008
2	Customer Relationship Management – A Key to Corporate Success	V. VenkataRamana, G.Somayajulu	Excel Books	First Edition, Reprint 2005
3	Customer Relationship Management	Kristin Anderson and Carol Kerr	Tata McGraw Hill	Reprint 2003
4	Web References			

Pedagogy: PPT presentation, e-content, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354U3	ELECTIVE II: SERVICE ORIENTED ARCHITECTURE	4	Theory	-	100

Objective of the course: This course orients service oriented concept in web and management grounds with appropriate languages.

Unit I : SOA elements, Characteristics

(Teaching hours : 8)

Introduction – Elements of an SOA – Conceptual SOA vision – Services – Enabling Technology – SOA Governance and Policies – Metrics – SOA: Behavior and Culture – SOA means Service Oriented Agility – Characteristics – Challenges.

Unit II : SOA Models

(Teaching hours : 8)

General Model for Services – Services in an SOA context – Service Lifecycle – SOA Business Iteration Model – SOA Business Modeling – Focusing your SOA efforts – SOA technology and Service Integration Model: Framework – Generic Notation – Principles – Design – Modeling-Service Product Mapping Component.

Unit III : SOA Governance

(Teaching hours : 8)

SOA Governance, Organization, and Behavior : Architecture's Role in an SOA – Dynamic Architecture Vs Static Architecture – SOA Governance Overview – Organization of Governance – SOA Governance Organization Model – Processes – Closed Loop – SOA policies – Implementation and Integration.

Unit IV : SOA and Business Process Management

(Teaching hours : 8)

SOA and Business Process Management: Business Process management cycles – The role of business process management in SOA – working with Dynamic BPM and SOA Environments - Meta Management – Evolution of metadata management in SOA – Approaches to Metadata Management – Metadata Specifications – Metadata Policies.

Unit V : Security Issues and Solutions

(Teaching hours : 8)

Security Issues – Building blocks of security – Challenges, Threats and Solutions – Layer Level Security – Message Level Security – Data Level Security.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the Elements of an SOA, services, characteristics and challenges.	K1, K2
CO2	Provides knowledge on SOA Business Iteration Model, SOA Business Modeling. Focus on SOA efforts, SOA technology and Service Integration Model.	K2,K3
CO3	To understand the concept of SOA Governance, Organization, and Behavior.	K2,K4
CO4	To learn the concept of Business Process Management, cycles and the role of business process management in SOA	K2,K4
CO5	To understand the importance of Security Issues, Building blocks of security and different security levels	K2, K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2	2	1						
CO2	2	3	1		2		1			
CO3		1	3	1	2		1		1	1
CO4	1			2				1		1
CO5	1				2	1	2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Service Oriented Architecture	Eric A. Marks & Michael Bell	John Wiley Publications	First Edition, 2006.
2	Expert Service Oriented Architecture in C#	Jeffrey Hasan	Apress	First Edition, 2006
3	Integrating SOA and Web Services	Dr. N.SudhaBhuvanewari, Dr.S.Sujatha	River Publishers	2011

Pedagogy: Lecture, PPT Presentation

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354U4	ELECTIVE II: CLOUD COMPUTING	4	Theory	-	100

Objective of the Course:

This course gives an overview of cloud computing. Cloud computing technology, Software as service, Software plus service and future of cloud computing is also discussed.

UNIT I: Introduction to Cloud Computing

(Teaching hours: 8)

Cloud Computing Basics: Overview-Applications-Intranet-First movers. Organization and cloud: Scenarios-Benefits-Limitation-Security Concerns- Issues. Cloud Computing with Titans: Microsoft-Amazon-Salesforce.com.

UNIT II: Cloud Technology

(Teaching hours: 8)

Cloud Technology: Hardware and Infrastructure: Clients-Security-Network-Services. Accessing the Cloud- Cloud Storage: Overview-Cloud Storage Providers.

UNIT III: Cloud at work

(Teaching hours: 8)

Cloud at work: Software as Service-Overview- Driving Forces- Company Offerings-Industries. Software plus service: Overview-Integration- Providers-Microsoft Online-Private-Public-Hybrid Clouds-Advantages and Disadvantages of private, public, hybrid clouds.

UNIT IV: Application Development

(Teaching hours: 8)

Developing Applications-Local Clouds and Thin Clients: Virtualization- Server Solutions- Thin Clients.

UNIT V: Migrating to Cloud

(Teaching hours: 8)

Migrating to cloud: Cloud Service for Individual- Mid Market-Enterprise-Migration. Future of Cloud: Analyze service- Best Practices- Evolution.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the concepts of Cloud computing	K1,K2
CO2	To study different technologies that are applicable for working with cloud	K2,K3
CO3	To understand the driving forces and software plus services to efficiently work with the cloud.	K2, K3, K4
CO4	To understand how to develop simple applications with cloud	K2,K3,K5
CO5	To clearly understand the process of migrating from the existing methodology to cloud.	K1,K2,K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1								
CO2	3	1			2					
CO3	2	2	2							
CO4	2	1	2		1	1			1	1
CO5	2	1		1						1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cloud Computing a Practical Approach	Anthony T.Velte,Toby J.Velte, Robert Elsenpeter	Tata McGraw Hill Publication	2010, First

Pedagogy: Lecture, PPT Presentation, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354U5	ELECTIVE II: INFORMATION SECURITY	4	Theory	-	100

Objective of the course: This course covers the security, OS security, Network security and other security related concepts regarding Security in Computing

Unit I: Computer security

(Teaching hours:8Hrs)

Introduction to computer security: Basic concepts, threat models common security goals. Cryptography and cryptographic protocols, including encryption, authentication, message authentication codes, hash functions, one-way functions, public-key cryptography, secure channels, zero knowledge in practice, cryptographic protocols and their integration into distributed systems and other applications.

Unit II: Operating system security

(Teaching hours:8Hrs)

Operating system security: Memory protection, access control, authorization, authenticating users, enforcement of security, security evaluation, trusted devices, digital rights management.

Unit III: Network Security

(Teaching hours:8Hrs)

Network Security: Firewalls, intrusion detection systems, viruses and worms, web security. Case studies: DNS, IPsec.

Unit IV: Software Security

(Teaching hours:8Hrs)

Software Security: Secure software engineering, defensive programming, buffer overruns and other implementation flaws.

Unit V: Language-based security

(Teaching hours:8Hrs)

Language-based security: Analysis of code for security errors, safe languages, and sand boxing techniques. Case Studies: Privacy, mobile code, digital rights management and copy protection, trusted devices, denial of service and availability, network based attacks, security and the law, electronic voting.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Study on Cryptography and cryptographic protocols, including encryption, authentication, message authentication	K2, K4
CO2	Understanding Operating system security, Memory protection and security evaluation	K1, K2
CO3	Knowledge development on Network Security, Firewalls, intrusion and detection systems	K2, K4,K5
CO4	Study on Software Security engineering and defensive programming	K4,K5
CO5	Understanding Language-based security	K2,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1			1	3	1				
CO2			1		3					
CO3	2				2	2				
CO4	3		2	2	1					
CO5				2	1	2				

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Security in Computing	Charles P Pfleeger and Shai Lawrence Pfleeger	Prentice Hall	Fourth Edition, 2007.
2	Security Engineering: A Guide to Building Dependable Distributed Systems	Ross j. Anderson and Ross Anderson	Wiley	2001.
3	Computer Security Basics(Paperback)	Debby Russell and Sr.G.T.Gangemi	O'Reilly Media	2 nd edition, 2006.
4	Information Security Fundamentals	Thomas R. Peltier and John Blackley	Prentice Hall,	2 nd Edition, 1996.

Pedagogy: Lecture, PPT Presentation, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354U6	ELECTIVE II:MOBILE TECHNOLOGY	4	Theory	-	100

Objective of the Course:

To understand the Android Programming concepts and about the developing and deploying of Android applications.

UNIT I: Introduction to Android

(Teaching hours: 8)

Android Introduction - Obtaining the Required Tools- Creating Your First Android Application - Anatomy of an Android Application. Activities, Fragments, and Intents: Understanding Activities - Linking Activities Using Intents – Fragments - Calling Built – In Application Using Intents- Displaying Notifications.

UNIT II: Android User Interface

(Teaching hours: 8)

Getting to know the android user interface: Understanding the Components of a Screen- Adapting to Display Orientation - Managing Changes to Screen Orientation - Utilizing the Action Bar - Creating the User Interface Programmatically - Listening for UI Notifications Designing your user interface with views :Using Basic Views- Using Picker Views -Using List Views to Display Long Lists- List View - Understanding Specialized Fragments.

UNIT III: Handling pictures and menus

(Teaching hours: 8)

Displaying Pictures and Menus With Views: Using Image Views to Display Pictures – Using Menus with Views - Some Additional Views. Data Persistence: Saving and Loading User Preferences - Persisting Data to Files - Creating and Using Database .Content Provider: Sharing Data in Android - Using a Content Provider - Creating Your Own Content Providers - Using the Content Provider

UNIT IV: Messaging

(Teaching hours: 8)

Messaging :SMS Messaging - Sending E-Mail Location – Based Services :Displaying Maps - Getting Location Data - Monitoring a Location .Networking Consuming Web Services Using HTTP - Consuming JSON Services - Sockets Programming.

UNIT V: Android Services Development

(Teaching hours: 8)

Developing Android Services: Creating Your Own Services - Establishing Communication between a Service and an Activity - Binding Activities to Services - Understanding Threading - Publishing Android Applications: Preparing for Publishing - Deploying APK Files

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the concepts of Android, Tools for application development	K1,K2
CO2	To study the concepts of Android user interface.	K1,K2,K3
CO3	To understand the process of working with images, pictures and menu handling in Android application.	K2, K3, K4
CO4	To understand the process of messaging through email and HTTP protocol	K2,K3,K4,K5
CO5	To gain knowledge for developing different Android services and binding activities.	K1,K2,K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1			1		1			
CO2	1	2	1		1					
CO3	1	1	2		2		1			
CO4	1	1					1			1
CO5	1	1	3			1	1	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Beginning ANDROID 4 Application Development	Wei- Meng Lee	Wiley Publications	2013
2	Beginning ANDROID Tablet Application Development	Wei-Meng Lee	Wiley Publications	2013
3	Android Apps for Absolute Beginners	Wallace Jackson	APRESS	2011, Second

Pedagogy: Lecture, PPT Presentation, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354P	CORE: PYTHON PROGRAMMING LAB	2	Practical	-	-

Objective of the course: The main objective of this course is to enable the students to perform programming concepts of Python and manipulation of Data Frames in Anaconda Platform.

The implementation of the following concepts.

1. Input Output Operations
2. Operators
3. String Operations
4. Functions
5. Looping
6. Branching
7. Lists
8. Tuples
9. Dictionaries
10. Loading Dataset in Data Frame
11. Displaying Records in Data Frame
12. Slicing of Data Frame

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Development of Python Programs using the basic program structures, Lists, Tuples and Dictionaries. Demonstrate the loading, displaying dataset in Data Frame and slicing of Data Frame using Python.	K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	2	2	2	2	1	1	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation, Demonstration

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354Q	CORE: ENTERPRISE COMPUTING LAB	2	Practical	-	-

Objective of the course: The lab sessions covers creation of static web pages, XML documents, validation, links, working with SOAP and UDDI.

1. JDBC API for database transactions.
2. Servlets for a designing a web page.
3. JSP for designing a web page.
4. Session Management in JSP
5. RMI API for distributed application.
6. Experiment a jQuery application using selectors.
7. Create a Web application using AngularJS Expressions.

Note

Develop a project / case study using the above applicable concepts.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Exercise the Java Database Connectivity and Server Programming, JQuery, Angular JS	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	3	2	1	1	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demo and Hands on training

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21354D	NON MAJOR: SOFT SKILLS	2	Practical	-	-

Objective of the course: This course content guides and helps students to improve skills such as Communication, Body Language, Presentation, and Written Communication Skills.

UNIT I: Introduction to Soft Skills

(Teaching Hours: 8)

Soft skills with special focus on ITES: Soft skills - Communication skill as soft skill – Ability to express and explain – Clear and Lucid method of expression - Logical Reasoning.

UNIT II: Body Language

(Teaching Hours: 8)

Body language - Motivation - Lead – Appeal – Benefits - Goal setting.

Telephone etiquette - Holding and answering – Voice modulation – Greetings – Salutation.

UNIT III: Presentation Skills

(Teaching Hours: 8)

Presentation Skills - Planning – Preparation and delivery – Eye contact – Feed back - Interview skills. Dress code – Manners – Attending Voice Interview.

UNIT IV : Written Communication Skills

(Teaching Hours: 8)

Written Communication Skills: Verbal Reasoning - Writing a resume - Preparation of VideoResume - Without error – visual presentation - Time and stress Management. Prioritize work – schedule timings – listening to music and yoga for reducing the stress

UNIT V: Professional Ethics

(Teaching Hours: 8)

Professional Ethics: Respect views, sentiments – Leadership Skill - Trust, share and stay together – accept responsibility – take up challenges.

Search Engines, grammar checking using tools, Article rewriting, Plagiarism checker.

Experiential Learning Cycle.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To promote creativity, capability and competence through IT soft skills	K2,K3
CO2	To provide broad range of body language and telephone ethics	K1,K2,K3
CO3	Preparing the students to develop the skills of delivering the content and facing the interview	K1,K2,K3
CO4	Practice and perform professional written communication, time and stress management	K1,K2,K3
CO5	To provide broad range of information technology skills like technical, logical, analytical thinking and leadership quality	K2,K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1						2		3	3	1
CO2								3		3
CO3						1		3	3	1
CO4	1					2		2	2	1
CO5		2					2		2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Interviewing in Action Relationships, Process & Change	Bianca Cody Murphy, Carolyn Dillon, Brooks/Cole	S. Chand & Company	2003
2	Test of Reasoning	Edgar Thorpe	Tata McGraw Hill	2007, 4 th edition
3	Developing Communication Skills	Krishna Mohan, Meera Banerji	Macmillan India Ltd	2004

Pedagogy: PPT presentation, e-content, Seminar, Assignment, Group Discussion

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PROGRAMME OUTCOME	
PO1	Facilitate the students to gain better understanding of current scenario of International Business.
PO2	Comprehensive knowledge of economic factors influencing international business.
PO3	Supports to conquer thorough knowledge of functional areas of International Business Management.
PO4	Enhances the entrepreneurial skills and capabilities to meet the global challenges.
PO5	Provides industrial exposure to gain knowledge and apply the same practically.
PO6	Emphasizes on knowing, understanding and analyzing the business environment.
PO7	Enhancing the knowledge on Export/Import trade procedure and documents.
PO8	Developing cognizance of the importance of global financial markets.
PO9	Exposure of digitalization and its implication in recent business trends
PO10	Educating the effective and efficient institutionalization of logistics operations.



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PROGRAMME SPECIFIC OUTCOME	
PS01	Unveiling the proficiency of real world business knowledge through corporate interactions.
PS02	Imparting the intensive and extensive knowledge of international business to elevate the professional capabilities.
PS03	Enriching the competencies of entrepreneurial potential to meet global needs.
PS04	Harnessing the creativity to bring in innovative business ideas.
PS05	Confidence building that manifests individual ability.
PS06	Creating a platform that inculcates individuals' employability.



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Sem	Part	Course Code	Course Name	CREDITS	Marks			HOURS PER WEEK	Exam Duration (Hrs)	Category
					CA	TEB	TOTAL			
I	III	21153A	Core : Global Business Environment	3	25	75	100	5	3	Theory
	III	21153B	Core : Management Process	3	25	75	100	5	3	Theory
	III	21153C	Core : International Marketing Management	3	25	75	100	5	3	Theory
	III	21153D	Core : Organisational Dynamics	3	25	75	100	5	3	Theory
	III	21153E	Core : Economics for Decision Making	3	25	75	100	5	3	Theory
	III	21153F	Core : Business Research Methods	3	25	75	100	5	3	Theory
	III	21153G	Core : Managerial Communication	3	25	75	100	5	3	Theory
	III	21153P	Core : Excel in Business With Ms Office- Practical	-	-	-	-	1	3	Practical
	III	21253K	Core : Introduction to Retail Management (Swayam Online Course)	4	-	-	-	-	-	-
II	III	21253A	Core : Logistics Management	4	25	75	100	5	3	Theory
	III	21253B	Core : International Trade Practices and Procedures	4	25	75	100	5	3	Theory
	III	21253C	Core : Human Resource Management	4	25	75	100	5	3	Theory
	III	21253D	Core : Foreign Exchange Management	4	25	75	100	5	3	Theory
	III	21253E	Core : Accounting for Decision Making	3	25	75	100	5	3	Theory
	III	21253P	Core : Excel in Business With Ms Office- Practical	4	40	60	100	3	3	Practical
III	III	21353S	Core : Institutional Training	3	40	60	100	3	3	Practical
	III	21353A	Core : Global Financial Management	4	25	75	100	5	3	Theory
	III	21353K	Core : Strategic Management (Swayam Online Course)	4	-	-	-	-	-	-
	III	21353B	Core : India's Foreign Trade and Legislation	4	25	75	100	5	3	Theory
	III	21353C	Core : Global Brand Management	4	25	75	100	5	3	Theory
III	21353D	Core : Entrepreneurship and new venture planning	3	25	75	100	5	3	Theory	

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Sem	Part	Course Code	Course Name	CREDITS	Marks			Exam Duration (Hrs)	Category
					CA	TEB	TOTAL		
III		Elective - I	Elective Paper – I	4	25	75	100	3	Theory
	III	21353P	Core : Computer Application Practical	2	40	60	100	3	Practical
	III	21453A	Core : Exim Finance	3	25	75	100	3	Theory
	III	21453B	Core : Management of Multinational Corporations	3	25	75	100	3	Theory
IV		Elective -II	Elective Paper – II	4	25	75	100	3	Theory
	III	21453S	Core : Project work*	4	25	75	100	3	Practical
			Total	90			2400		

Elective – Students can choose one Elective (Two Papers)

Sem.	Part	Course Code	Course Name
			ELECTIVE I
III	III	21353U1	ELECTIVE I : Distribution And Cargo Management
III	III	21353V1	ELECTIVE I : Consumer Behaviour
III	III	21353W1	ELECTIVE I : Corporate Finance
III	III	21353X1	ELECTIVE I : Managing Interpersonal Effectiveness
			ELECTIVE II
IV	III	21453U1	ELECTIVE II : Supply Chain Management
IV	III	21453V1	ELECTIVE II : Online Marketing
IV	III	21453W1	ELECTIVE II : Securities Analysis And Portfolio Management
IV	III	21453X1	ELECTIVE II : Human Resource Development

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CA - Continuous Assessment
 TEE - Term End Examination

* The students will do a full fledged project for two months from 1st December to 31st January and have to submit a Project Report based on the Specification of GRDSCIB

Spilt up for Institutional Training

Continuous Assessment marks (40)

1. Duration	- 05
2. Review	- 15
3. Report	- 20

	40

Term End Examinations (60)

1. Learning and assimilation	- 10
2. Presentation	- 05
3. Selection of organization	- 05
4. Quality of report	- 25
5. Viva	- 15

	60

Spilt up for Project Viva voce

Continuous Assessment marks (25)

1. Conceptualization of the research	- 05
2. Methodology	- 10
3. Periodical Review	- 10

	25

Term End Examinations (75)

1. Report	- 40
2. Viva	- 35

	75



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Name	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21153A	Core: Global Business Environment	3	2	3	1	2	3		1	1	
21153B	Core: Management Process	2		2	2	1	2			2	
21153C	Core: International Marketing Management	2	2	3	1	1	3				
21153D	Core: Organisational Dynamics	3	1	3	1	1	1				
21153E	Core: Economics for Decision Making	2	2	2	2	2	2		1		
21153F	Core: Business Research Methods	2	3	2	2	1	3				
21153G	Core: Managerial Communication	2	2	1	1	1					
21253K	Core: Introduction to Retail Management (Swayam Online Course)	2	1	3	2	2	2			1	
21253A	Core: Logistics Management	2	2	3	2	2	2				3
21253B	Core: International Trade Practices and Procedures	2	3	2	3		2	3	1		
21253C	Core: Human Resource Management	2	2	2	2	1					
21253D	Core: Foreign Exchange Management	3		2	2		1	2	3		
21253E	Core: Accounting for Decision Making	3	3	2	1				1		
21253P	Core : Excel in Business With Ms Office-Practical			2	1	1	3			1	
21353A	Core: Global Financial Management	3	2	1	2	1	2				
21353K	Core: Strategic Management (Swayam Online Course)	2	1	1	1	1	2				
21353B	Core: India's Foreign Trade and Legislation	2	2	2	2		1	2			
21353C	Core: Global Brand Management	3	1	3	1	2	2				
21353D	Core: Entrepreneurship and new venture planning	3	2	2	3	1	3	1		1	
21353U1	ELECTIVE I: Distribution and Cargo Management	3	1	2	2	1	2	2	1		2

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21353V1	ELECTIVE I : consumer Behaviour	3	1	1	2	1	2	1	2	1	2	1	1	1	1
2153W1	ELECTIVE I : Corporate Finance	3	1	2	2		1	1	2		1	2			
21353X1	ELECTIVE I : Managing Interpersonal Effectiveness	1	2	2	2										
21353P	Core: Computer Application Practical	3		1	1		1							3	
21453A	Core: Exim Finance	2	2	2	2	1	2	3	2						
21453B	Core: Management of Multinational Corporations	1	2	2	1	2	2	1	2						
21453U1	ELECTIVE II : Supply Chain Management	2	1	2	2	2	2	2	2	1	1	1			2
21453V1	ELECTIVE II : Online Marketing	2	1	1	1		1								
21453W1	ELECTIVE II : Securities Analysis and Portfolio Management	3	2	1	1	1	2	2	2	2	2	2			
21453X1	ELECTIVE II : Human Resource Development	2	1	1	1		1								

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Effective For The Students Admitted During The Academic Year 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21153A	CORE: GLOBAL BUSINESS ENVIRONMENT	3	THEORY	-	100

Objective: This paper is designed to stimulate curiosity about seeking market opportunities outside the home country to learn about Global perspectives.

UNIT- 1 GLOBAL BUSINESS ENVIRONMENT-AN OVERVIEW

Global Business Environment: Concept, Components and various factors favouring globalisation – Analysing the global business environment – Vital importance of continuous monitoring -Adapting to the changing environment – SWOT, PEST and Michael Porter’s five forces model.

Effects of Globalisation on the world economy - Globalisation at the firm and corporate level- Obstacles to Globalisation.

UNIT – 2 ECONOMIC ENVIRONMENT

Elements of Economic Environment - Economic Systems – The nature of Economic Activity - Stages in Economic Growth: Rostow’s View –Tax structure- Inflation- Foreign Investments- Global Economic challenges and opportunities.

The National Physical Endowment – Topography & Climate, Infrastructure: Transport, Energy, Communication, Urbanization.

UNIT – 3 SOCIAL AND CULTURAL ENVIRONMENT

Material and Non-material culture: Language - Aesthetics -Design ,Colour, Music, Brand names – Education – Religious Belief: Attitudes and values –Eastern Vs Western Culture - Edward T. Hall’s Cultural Ice berg Model - Impact of Culture on Business- Cross Cultural Business Management- Corporate Social Responsibility.

UNIT – 4 LEGAL ENVIRONMENT

Bases for legal system – Jurisdiction: International Legal disputes and dispute resolution – Environmental issues and their impact on Global Business: Pollution, Deforestation, Climate change, Drought / Inadequate access to water.

UNIT – 5

CASE STUDIES



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the nature of business environment and its components.	K1, K2
CO2	Evaluate the economic system followed by a country and appreciate the influence of major economic indicators on international business.	K2, K3, K4, K5
CO3	Analyse the components, appreciate the elements and understand the dimensions of international cultural environment.	K2, K3, K4, K5
CO4	Identify the components of international legal environment and understand the environmental problems	K2, K3, K4, K5
CO5	To appraise the students on the leading practical application oriented case studies	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	3	2	2	3	1	3	2	2
CO2	2	3	2	3	2	3	2	3	2	3
CO3	2	1	2	3	2	3	1	1	2	1
CO4	2	1	2	2	1	3	1	1	2	2
CO5	1	1	2	1	3	3	2	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Marketing	SakOnkvisit and John J. Shaw	Prentice Hall of India Pvt. Ltd, New Delhi	2005 & 3 rd Edition
2	International Marketing	Philip R. Cateora, John L. Graham	McGraw Hill Education	2001 & 10 th Edition
3	International Business	Charles W.L. Hill, Arun Kumar Jain	Tata Mc Graw Hill, New Delhi	2009 & 6 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International Business Text and Cases	Francis Cherunilam	Wheeler Publishing, Allahabad	2004 & Third Edition
2	International Business	C. Jeevanandham	Sultan Chand & Sons, New Delhi	2008 & First Edition
3	The International Business Environment	Leslie, Hamilton & Philip,	Webster - Oxford University Press, 2015	2009 & 5 th Edition

Pedagogy: Lecture, PPT presentation, e-content, seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21153B	CORE: MANAGEMENT PROCESS	3	THEORY	-	100

Objective of the Course:

This paper aims at studying the basics of business management and the functions to be performed by a manager. It gives thorough knowledge about the functional areas of management.

UNIT – I OVERVIEW OF MANAGEMENT AND PLANNING

(Teaching Hours: 13 hours)

Management Process – Concept – Nature – Importance – Modern Management Approaches.
Planning: - Nature and Importance – Forms – Strategic and Tactical – Types of Plans – Steps in Planning

UNIT – II DECISION MAKING AND ORGANIZING

(Teaching hours: 13 hours)

Decision Making: – Types of Decision – Decision Making Process – Rationality in Decision Making. Organization: Concept - Process of organising – Organisation structure – Departmentation – Span of management – Delegation – Authority, Responsibility.

UNIT – III DIRECTING

(Teaching Hours: 13 hours)

Direction: - Principles – Elements – Motivation – Maslow's, Herzberg's, Vroom, Porter Models- Co-ordination, MBO – MBE.

UNIT – IV LEADERSHIP CONTROL AND COMMUNICATION

(Teaching Hours:13 hours)

Leadership: - Leadership Theories – Styles – Managerial Grid – Control – Controlling and Planning – Types of Control – Concurrent and Forward Control – Principles of control – Areas of Control – Control Techniques – Communication – Meaning – Definition – importance – Barriers to effective communication and measures to overcome.

UNIT – V CASE STUDIES

(Teaching Hours:13 hours)

Case Study



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Acquired knowledge about basics of management and the effects of planning.	K1, K2
CO2	Proficiency in the decision making and Formulate models of decision making	K2,K3
CO3	Thorough knowledge in the concepts of motivational theories	K3,K4
CO4	Enriched the ability to apply knowledge, skills and right attitude necessary to provide effective leadership	K2,K3,K4
CO5	Comprehensive idea about the decision making in the critical situation	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1	3	2	3	2			1	2
CO2	3		2	3	3	3			2	
CO3	2	3	2	2	3	2			2	
CO4	1	2	3	3	3	2		1	2	
CO5	1	2	2	3	3	2	2		2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Management	Stoner, Freeman and Gilbert	Prentice Hall	1996 & First
2	Business Management	Dinkar Pagare	Sultan Chand & Sons	2008 & Seventh
3	Fundamentals of Management	Robbins S.P.	Prentice Hall	2002& Fifth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management	VSP Rao, V.Hari Krishna,	Excel Books	2002 & First
2	Principles of Management	P.C.Tripathi & P.N.Reddy	Tata Mcgraw Hill	2008 & Fourth edition,
3	Principles of Management	Herald Koontz & Heinz Weihrich	Tata McGraw Hill	2011 & Twentieth

Pedagogy: Teaching, PPT presentation, seminar, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problem %	Theory %
FIRST	21153C	CORE: INTERNATIONAL MARKETING MANAGEMENT	3	THEORY	-	100

Objective of the Course:

This paper focuses on making the student understand the dynamic nature of international marketing. It provides a thorough coverage with specific emphasis on the planning, developing and implementing the marketing strategies across cultural boundaries

UNIT – I: INTRODUCTION TO INTERNATIONAL MARKETING

(Teaching Hours:13 hours)

Definition of market- Meaning and Concept of Modern Marketing Management – Classification of markets- Marketing functions- Definition of International marketing management- National & International Marketing – Special features of International Marketing – Scope and Challenges in International Marketing –Online Marketing :Meaning , importance and Relevance - Future of Global Marketing- Theories of International Trade.

UNIT – II: INTERNATIONAL PRODUCT PLANNING AND PRICING DECISIONS

(Teaching Hours:13 hours)

Product Mix: Global Products - International Product Decisions – Product features and quality, Product design, labeling, packaging, branding – Product Standardization Vs Adaptation - New Product Development –International Product life cycle.

Price Mix: Importance of price, pricing objectives, kinds of pricing – Factors of Pricing- Factors affecting international price determination – International Pricing process and polices – Delivery terms and currency for export price quotations.

UNIT – III : INTERNATIONAL MARKETING CHANNELS AND INTERNATIONAL PROMOTION

(Teaching Hours:13 hours)

International Marketing Channels- Meaning – Importance – Factors and Methods – Integrated marketing communications: Various levels of integration – Consumer Response Hierarchy Models.

Promotion strategies in International Marketing: Push and Pull promotion strategies - Methods of promotion : Global advertising – characteristics and types , sales promotion – meaning -types personal selling – Meaning – Importance - Consumer Behavior – Meaning –

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Need – Factors influencing consumer behavior : cultural, social , personal and psychological factors – Consumer Behavior Models - Buyer decision making process.

UNIT – IV INTERNATIONAL MARKET SEGMENTATION AND MARKETING RESEARCH
(Teaching Hours:13 hours)

Global segmentation and positioning – Methods, Importance - Global marketing research –Scope-Importance- Challenges- Exploring new market – problems and procedures- International Marketing Information System – Sources of significant marketing information – Domestic and International – Implementation of IMIS.

UNIT – V: CASE STUDIES

(Teaching Hours: 13 hours)

Case Study



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Will be able to understand the scope and functioning of International Marketing Theory and Practice	K1&K2
CO2	Will be able to increase Knowledge and skills to help in developing international market entry strategies	K1, K2
CO3	Identify and analyse opportunities within international marketing environment	K1, K2
CO4	Utilise cases, readings and international business reports to evaluate corporate problems/opportunities	K2, K3
CO5	Develop a comprehensive course of action for a business firm using formal decision making process	K3,K4&K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	1	2			2	
CO2	2	1	2	2		2			2	
CO3	1		2			3				
CO4		1		2	3					
CO5		2		2	1					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year
1.	Marketing Management	Philip Kotler	Prentice Hall of India, New Delhi,	2000 Millennium edition,
2.	International Marketing	SakOnkvist& John I Shaw	Prentice Hall of India Pvt. Ltd	2002
Reference Book				
3.	International Marketing	Philip R. Cateora	Irwin Mc Graw Hill	2020
4.	International Marketing Management	Deklan	Discovery Publication house	2001
5.	Global Marketing Management	Kotabe, Masaaki & Kristian, Helsen	John Wiley and Sons	2010

Pedagogy: Teaching, PPT presentation, seminar, Assignment, Group Activity

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21153D	CORE: ORGANISATIONAL DYNAMICS	3	THEORY	-	100

Objective: This paper deals with the study of the individual behavior in the organization collectively and the various organizational forces which influence the human behavior at work.

UNIT I OVERVIEW OF ORGANIZATIONAL BEHAVIOUR
(Teaching Hours:13 hours)

Organisational Behaviour: History – Evaluation, Challenges and opportunities, contributing disciplines, management functions and relevance to Organisation Behaviour- . Attitudes-relationship with behaviour, sources, types, consistency, work attitudes, values- importance, sources, types, ethics and types of management ethics.

UNIT II STRESS AND CONFLICT MANAGEMENT (Teaching Hours:13 hours)

Foundations of group behaviour: linking teams and groups, stages of development- Influences on team effectiveness, team decision making- Issues in managing teams- Stress- Nature, sources, effects, influence of personality, managing stress. Conflict Management, Levels, Sources, bases, conflict resolution strategies, negotiation

UNIT III ORGANIZATIONAL CHANGE AND DEVELOPMENT

(Teaching Hours:13 hours)

Organizational Change- Managing planned change. Resistance to change- Approaches to managing Organisational change- Organisational Development- values- interventions, change of management.

UNIT IV ORGANISATIONAL CULTURE (Teaching Hours:13 hours)

Organisational politics- Political behaviour in Organisation, Impression management, Self monitoring. Organizational Culture Dynamics, Role and types of culture and corporate culture, ethical issues in Organisational culture, creating and sustaining culture.

UNIT – V CASE STUDIES

(Teaching Hours:13 hours)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Acquired knowledge about basics of behaviour and management functions relevance to Organisation.	K1, K2,K3
CO2	Proficiency in managing stress and conflict	K2,K3,K4
CO3	Thorough knowledge in the concepts of Organisational change and Development	K2,K3,K4
CO4	Intensive knowledge of organizational culture and managing ethical issues	K1,K2,K3,K4
CO5	Comprehensive idea about various issues and the way to handle the situation	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1			2	3	2			2	
CO2	1		2	3	2	2				
CO3	2	3	2	2	3	2				
CO4	1	2	2	3	2	3			2	
CO5	3	2	2	3	2	2				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Organisational Behaviour	K.K.Karthick	Himalaya Publishing House	2010 & Second
2	Organizational Behaviour	Fred Luthans	Mc Graw Hill Education (Asia), International Publication	2005 & Tenth
3	Organisational Behaviour	L.M.Prasad	Sultan Chand	2005
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Strategic Management and organisational dynamics	Stacey Ralph D,	Pitman Publishing,London	1993
2	Organizational Behaviour and Design	Barry Cushway Derek Lodge	Crest Publishing House, USA	2001
3	Organizational Behaviour	K. Aswathappa	Himalaya Publishing House	1997 & Fourth Revised edition

Pedagogy: Teaching, PPT presentation, seminar, Assignment, Group Discussion

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Effective For The Students Admitted During The Academic Year 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21153E	CORE: ECONOMICS FOR DECISION MAKING	3	THEORY	-	100

Objective of the Course:

This paper deals with the fundamental concepts of economic theory in the areas of demand, supply it also helps to develop a perspective on managerial decision making and to use simple economic tools for analyzing firm's decision problems.

UNIT I – CONCEPTUALISATION

(Teaching Hours: 13 hours)

Meaning – Nature and Scope Managerial economics- Definition, Objectives, Characteristics of Managerial Economics, Usage of Managerial Economics - Role and Responsibility of Managerial Economist

UNIT II – DEMAND AND ITS CRITERIA

(Teaching Hours: 13 hours)

Meaning of demand- Demand determinants- Demand distinctions- Elasticity of demand (Price, Income, Cross and Advertisement elasticity)-Demand forecasting – Meaning – Essential of Demand forecasting - Purpose of Demand forecasting- Criteria of a good Demand forecasting- Methods of Demand forecasting- Overseas Demand Analysis.

UNIT III – SUPPLY AND PRODUCTION FUNCTION

(Teaching Hours: 13 hours)

Law of Supply- Determinants of supply- Cost – Meaning, Definition and Importance in Managerial Decision Making - Types of cost- Cost and output relationship in the short run- Cost and output relationship in the long run- Economies and Diseconomies of scale- Production function – Cobb-Douglas production function – Law of Variable proportion – Law of return to scale – Isoquant and its types - Break- Even Analysis.

UNIT IV – MARKET COMPETITION AND NATIONAL INCOME

(Teaching Hours: 13 hours)

Market Competition, Features - Price and output determination in perfect competition- Monopoly- Price discrimination- Monopolistic- Oligopoly -Profit Theories on policies - Concept of National Income- Measuring National Income – Difficulties of Measurement - Inflation and its types and Deflation-Monetary Policy, Fiscal Policy and its instruments

UNIT V – CASE STUDY

(Teaching Hours: 13 hours)

Case Study

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Having cognizance about the Nature of Managerial economics which gives a stable and Sturdier thoughts on concept of managerial (micro) economics which also gives wean points that paves the ways to the macro economics	K2
CO2	Contemplated opinions the predominant ideas of demand along with its forecasting techniques which provide sheer knowledge to give execute ideas in the enterprises	K2, K4
CO3	Profound knowledge in the supply of the products and observe the pragmatic progress of economics of scale; to give a comprehensive cognizance in the production function	K1, K3, K4
CO4	Emphasized thoughts about the function of market with its classification and to know about the national income and its implications	K2, K4
CO5	It gives lucid ideas about the research, gives sway in the interpretations of policies and processes	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2								
CO2			2	2	1	1			1	
CO3	1			1	1				1	
CO4			2	2	2	2			2	
CO5	3	2			2					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Managerial Economics	R.L.Varsheney, K.L.Maheswari	Sultan Chand Publications	2018
2	Managerial Economics	Joel Dean	Prentice Hall	2008, 2 nd Edition
3	Managerial Economics	Gectika, Piyali Ghosh, Purba Roy Choudhury	McGrawhill	2012, 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Managerial Economics	Dr.D.N.Diwivedi	Vikas Publications	2018
2	Managerial Economics	H.Craig Petersen W.Cris Lewis	Prentice Hall	1998, 4 th Edition
3	Managerial Economics	G.S.Gupata	Tata McGraw Hill Education Private Limited	2011, 2 nd Edition

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21153F	CORE: BUSINESS RESEARCH METHODS	3	THEORY	20	80

Objectives: The broad objective of the course is to develop in the students, the approach, skills and the attitude required to specify, evaluate and utilize different types of information for better management decisions. This paper will provide in the student an understanding of research methodology following in management science.

UNIT I CONCEPT AND FUNDAMENTALS OF RESEARCH
(Teaching Hours: 13 hours)

Research Meaning- Objectives – Characteristics and Types – Criteria of Good Research – Research Process.

UNIT II IMPORTANCE OF DATA, SAMPLING AND HYPOTHESIS TESTING
(Teaching Hours:13 hours)

Data – Types – Collection – Classification – Research Design – Sampling and Sample Design –Hypothesis – Meaning, formulation, types- steps in testing of hypothesis- Types of Errors in testing- correlation and regression - application

UNIT III ROLE OF MEASUREMENT AND SCALES IN MEASUREMENT
(Teaching Hours:13 hours)

Measurement: Meaning – Types of scales – sources of error – scaling techniques – Meaning – classification – Techniques – SPSS Packages.

UNIT IV STRUCTURE OF REPORT AND APPLICATION OF ANOVA
(Teaching Hours:13 hours)

Chi-square Test- ANOVA – one way & two way – Reports – Types of Reports – Structure of Research Reports

UNIT V CASE STUDIES **(Teaching Hours:13 hours)**

Case Studies



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the fundamentals of Research its types, characters and the process of research	K1, K2
CO2	Familiar with the importance of data, sampling, research design, hypothesis testing and correlation and regression analysis	K1, K3, K4
CO3	Recognize, the role of measurement, scales applied, scaling techniques in research.	K1, K3
CO4	Know report writing, structure of report and application of ANOVA and Chi-square in research	K2, K3, K4
CO5	Systematically analyze the practical cases to reach meaningful solutions using creativity and innovation and knowing how to conduct a pilot study	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1					2			1	
CO2		1	1		2					
CO3	1			2		2				
CO4		1	1			1			1	
CO5	2			2						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Research Methods	Cooper , Donald R and Schindler	Irwin Mc Graw Hill International	Singapore Edition, 1998
2	Business Research Methods	Zikmund	Thomson Asia Pvt Ltd.,	Singapore Edition, 2003
3	Research Methodology	CR Kothari	New Age International Pvt Ltd., New Delhi,	2004
Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Research Methods for Management and Commerce	Rao K.V	Sterling Publishers Pvt. Ltd., New Delhi,	2004
2	Statistical Methods	SP Gupta	Sultan Chand & Sons, New Delhi	2002

Pedagogy: Presentation with PPT, Discussions, e-content seminar, Spot Assignments, Group Discussions, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21153G	CORE: MANAGERIAL COMMUNICATION	3	THEORY	-	100

Objective: The broad objective of the paper is to help the students in knowing the scope of communication and developing the communication skills, which adds value to their knowledge.

UNIT I: INTRODUCTION TO MANAGERIAL COMMUNICATION

(Teaching Hours: 13 hours)

Definition- Process of Communication - Objectives of communication- Types and patterns of communication- Horizontal communication- Upward communication- Spoken communication -Written communication - Non-verbal communication- Audio-visual communication and Multimedia communication - Principles of Effective communication – Barriers to communication - Know your Audience - Developing Listening skills

UNIT II: BUSINESS CORRESPONDENCE

(Teaching Hours: 13 hours)

Business correspondence- Functions-Variou kinds of business correspondence - Business Letter- Characteristics- Structure and Layout of a business letter- Letter of Enquiries and Replies, Offers and quotations-Credit and Status Enquiries-Complaints, Claims and adjustment, Collection Letters and Sales Letters

UNIT III : REPORTS AND MANAGEMENT INFORMATION SYSTEM

(Teaching Hours: 13 hours)

Email correspondence – Layout and Etiquette, Report writing-Classification-Characteristics of a good report- Report structure- Various forms of reports- Management Information System - Resume writing – Emailing Resume-Group Discussions-Interviews-Meetings - Presentation skills - Use of MS Word , Excel and Power point tools in reporting and Presentations

UNIT IV: EXIM CORRESPONDENCE, BANKING AND INSURANCE CORRESPONDENCE

(Teaching Hours: 13 hours)

Banking Correspondence- Insurance Correspondence- Import and export correspondence –Letter of credit transaction cycle and related correspondence– Content of an L/C application – Letters among parties to L/C, Documents – Bill of Lading, Bills of Exchange and Commercial Invoice - Letter about documents against payment, against acceptance – Instructions to the bank – Correspondence carriage of goods - Enquiry and Contract

UNIT V: CASE STUDY

(Teaching Hours: 13 hours)

Case Study

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Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO1	Understand the basics of Managerial communication	K1 &K2
CO2	Know the characteristics of business letter and also to Know the structure and layout of business Letters	K2 &K3
CO3	Acquire knowledge on various kinds of business correspondence	K2 &K3
CO4	Gain knowledge of EXIM Correspondence, Banking correspondence and Insurance correspondence and to be able to apply them practically	K2 & K3
CO5	To be able to develop skills to make business presentations and to write a resume	K3, K4 & K5

Note K1- Remembering; K2 Understanding; K3 Applying; K4 Analysing; K5 Creating and Evaluating

Course outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2	2	1	1				
CO2	2		1	2	1	2				
CO3	1		2	1	1		2			
CO4	3	1	1	1	2		3		1	
CO5	3		1	1	3					

Indicators: 1.Reasonable 2. Significant 3. Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year
1.	Business Communication	Dr.K.K.Ramachandran	Macmillan Publication	2006
2	Business Correspondence and Report writing	RC Sharma , Krishnamohan	Tata Mc Graw Hill Publishing Co., Ltd., New Delhi,	2002
3.	Business Communication	Lesikar	AITBS Publishers & Distributors, 6 th Edition	2005
Reference Books				
S.No	Title	Author	Publishers	Publication Year
4.	Essentials of Business communication	Rajendra pal	Sultan Chand & Sons, New Delhi	2008
5	Model Business Letter, email and other business documents	Shirley Taylor	PEARSON PUBLICATION, NEW DELHI	

Pedagogy: Teaching, PPT presentation, seminar, Assignment, Group Activities

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21253K	CORE - INTRODUCTION TO RETAIL MANAGEMENT(Swayam Online Course)	4	-	-	-

Objective: An understanding of the retail business model for brick and mortar formats Understanding various constituents of retail strategy. A greater awareness of how to develop and sustain a competitive advantage in retail sector. Practical tools and techniques of retail strategy.

UNIT I: UNDERSTANDING RETAIL BUSINESS

What is retailing. How does retail business work , Characteristics of Retail Business - Roles & Responsibilities in Retail Business - Retail Focus/Significance of Retail Business- Manufacturer – Retailer Relationship Change- Terminologies in Retail Business

UNIT II: RETAIL FORMATS & STRATEGIES

Philosophy of retail formats classification - Various basis of classification of retail formats - Ownership based classification -Strategy mix based classification-Food & Grocery - Strategy mix based classification-General Merchandise -Non-traditional classification - Evolution of retail formats

UNIT III: RETAIL COMPETITION & RETAIL STRATEGY

Business model-Planning-Strategy - Retail Competition - Retail strategy

UNIT IV: FINANCIAL STRATEGY FOR RETAIL BUSINESS

Strategic profit model -Profit management path -Asset management path

UNIT V: MERCHANDISE MANAGEMENT AND RETAIL PRICING & PROMOTION

Merchandise Financials Merchandise process -Inventory management -Store plan , Retail Pricing & Promotion :-Factors Influencing retail pricing -Pricing methods -Pricing implementation & adjustments- Communication strategy -In store promotions -Elements of retail promotion mix

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding concept of Retail Business	K1, K2
CO2	Knowing Retail Strategic plan and formation of retail format	K2,K3
CO3	Understand the completion and retail strategy	K2,K4,K5
CO4	Know the Financial strategy for retail business	K2,K3,K4
CO5	Apply the concept merchandise management and pricing and promotion	K2, K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	2	2				
CO2	2	2	2	3	3	2				
CO3	1	1	2	3	3	2			3	2
CO4	1	3	3	2	2	2		1	2	
CO5	2	1	3	2	2	2				2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Retail Management	Vedamani Gibson	Jaico Publishing House	2008, Third
2	Retailing	Patrick M Dunne Rober F Lusech, David A Griffith	Thompson Asia Pte Ltd.Singapore	2002
3	Retail Management	Barry Berman & Joel R Evants,	Pearson Prentic Hall of India, New Delhi	2006
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Retailing,	Dale M Lewison, M Wayne delozier,	Thomas Nelson & Sons,	2010
2	Retail Management	Hasty Rom, James Reardon,	McGraw Hill Companies Inc.	1997

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21253A	CORE: LOGISTICS MANAGEMENT	4	THEORY	-	100

Objective of the course : This paper aims to impart knowledge about the importance of Logistics in International Business. It enriches the understanding on the Sea and Air cargo movements along with Multimodal Transportation operations.

UNIT I - LOGISTICS MANAGEMENT – AN OVERVIEW

(Teaching Hours:13 hours)

Logistics – Concept, Meaning – Evolution of Logistics - logistics linkage with value chain - Marketing logistics system – concept, objectives and scope – Logistics interface with marketing – Logistics system elements – Importance and relevance in export management – Managing towards logistics excellence-Reverse Logistics, e-Logistics-- Logistics Information System

UNIT II- SEA FREIGHT INDUSTRY

(Teaching Hours:13 hours)

The general structure of Shipping Industry – World sea routes - Types of ships – Operating systems : Liner operations and tramp operations – Conference system – Chartering principles – Freight structure and practices-INCOTERMS - International Marine Insurance :Policies and coverage
Major and minor ports in India – Issues in India shipping – Port infrastructure development – Shipment of government controlled cargo – Organization and functions of Trans chart.

UNIT III- AIR FREIGHT INDUSTRY

(Teaching Hours:13 hours)

International Air Transport – Advantages and constrains – Types of air crafts –Unit Load Device (ULD) – IATA areas-International Air routes - Airport infrastructure
Airline marketing and customer service standardization in logistics - Air cargo Tariff Structure – IATA- Air freight forwarding : Exports & imports, special cargoes, Consolidation , Documentation – shipment planning – Customs clearance at Air cargo complex - Global Logistics.

UNIT IV - MULTIMODAL TRANSPORTATION AND INTERMEDIARIES IN LOGISTICS

(Teaching Hours:13 hours)

Containerization – Concepts, – Types of containers: Air and Sea – benefits of containerization – Inland container depots, problems and prospects – Clearance procedure of ICD's – CONCOR – Multimodal transportation
Role of intermediaries – Freight forwarders –Customs House Agents- Freight broker – Stevedores – shipping agents – NVOCC – Goods Surveyors - , International Commercial Documents: Export ,Import, Transport and EDI.

UNIT V - CASE STUDIES

(Teaching Hours:13 hours)

Case Study



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Will be able to understand the need and objectives of logistics in business along with its e-logistics application	K1 & K2
CO2	Will be able to increase Knowledge about the shipping industry working terminology.	K1 & K2
CO3	Will be able to understand the sea port infrastructural developments and source opportunities in the field of logistics intermediaries .	K2 & K3
CO4	Utilise cases, readings and logistics reports to improve our understanding on multimodal transportation	K2 & K3
CO5	Will be able to analyse and evaluate with the choice of intermediaries based on services offered.	K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	2	2			2	2
CO2	3		2	2		2	3		2	3
CO3	2		2		3	3	2			3
CO4	3	1	2	1	2	2				2
CO5			2		3	2	2		1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Logistics	PierreA. David	Cicero Books	2017
2	Logistics Management & World Seaborne Trade	Dr. KrishnaveniMuthiah	Himalaya Publishing House, New Delhi	2011
3	Text Book of Logistics and Supply Chain Management,	D.K.Agarwal	Macmillan India LTD, New Delhi	2003
Reference Books				
S.No.				
1	Logistics Strategy Cases & Concepts	Roy D. Shapiro, James L. Heskett	West Publishing Co.	1985
2	Business Logistics Management- Theory and Practice	Vogt, WJ. Piennar, PWC. De. Wit	Oxford University Press, Southern Africa	2002
3.	Fundamentals of air transport management	P.S.Senguttavan.	Excel Books , New Delhi	2006

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21253B	CORE: INTERNATIONAL TRADE PRACTICES AND PROCEDURES	4	THEORY	-	100

Objective: To enable the students carry out the internal documentation function relevant to exports and imports.

UNIT I EXPORT TRADE CONTROL (Teaching Hours: 13 hours)

Export trade control: Different categories of exporters- Registered exporters- Definition of status holders- Export licensing procedure and formalities- Types of licence- INCO terms- Export procedure and documentation- customs clearance procedure for exports- Letter of credit- Acceptance of documents under D/A and D/ P terms- Documentation through EDI- eBRC- Future of EDI in customs.

UNIT II EXPORT INCENTIVES AND SUBSIDIES (Teaching Hours: 13 hours)

FTZ, EPZ, SEZ and EOU- salient features- norms governing the establishment and functioning of the units- export incentives and benefits- Debonding/ exit of the units- Deemed exports and its benefits- Duty Drawback- role of ECGC in export promotion- Project and consultancy exports.

UNIT III IMPORT TRADE CONTROL (Teaching Hours:13 hours)

Import trade control: Licence- import of samples- Duty credit scrips- Imports under EPCG scheme- Import of raw materials and components under actual user condition and OGL- Restricted and banned items for imports – Canalization of Imports- customs duty- meaning and types- Impact of GST.

UNIT IV IMPORT DOCUMENTATION AND SUBSIDIES (Teaching Hours: 13 hours)

Import Documentation- import customs clearance- Bill of entry- types- Warehouse- warehousing procedure for exports- Warehousing under imports- Bonded warehousing- Special facilities for NRIs- norms for import by NRIs- import of raw materials and capital goods by EOUs, EPZs and SEZs.

UNIT V Case Studies (Teaching Hours:13 hours)

Case Studies



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	acquire basic knowledge about international trade terminologies and trade procedure	K1,K2
CO2	Identify and understand the export incentives and subsidies available to the exporters	K2, K3
CO3	Understand the concepts and procedure involved in import trade	K1, K2
CO4	Gain familiarity about the import documentation and the provisions for NRIs	K3, K4
CO5	Enrich practical understanding of the real business complexities enabling problem solving ability	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	2	2	3	3	1	2	2
CO2	2	2		2	2	3	3		2	1
CO3	2		2	2	2	3	3	2	2	2
CO4	2	2	1	2	2	3	3		2	2
CO5	3	2	2	2	3	3	3	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Export- What, Where and How	Parasram	Anupam Publishers, New Delhi	2017, 47 th Edition,
2	Export Import Procedures and Documentation: A Complete Reference for the Educators and the Educands	Khushpat S. Jain	Himalaya Publishing House	2009,Reprint,
3	A Guide on export policy procedure and documentation	M.L. Mahajan,	Snow White Publication, New Delhi	2000, Reprint
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Export Marketing,	B.S.Rathor &J.S.Rathor,	Himalaya Publishing House	1999, Revised Edition
2	International Trade Operations	Singh Ram	Excel Books	2009,Reprint
3	Foreign Trade,	C. Jeevanadam,	Sultan Chand & Sons, New Delhi,	2007, 1 st Edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21253C	CORE: HUMAN RESOURCE MANAGEMENT	4	THEORY	-	100

Objective: The paper attempts to explain the functional aspects related to management of Human resource in an organization. The procedural aspects of recruitment, selection and training help the students to gain knowledge in the field of Human resource management.

UNIT – I – HRM CONCEPT, FUNCTIONS AND INFLUENCES

(Teaching Hours: - 13 Hours)

Human Resource Management: - Meaning – Significance – Scope – Objectives – Functions of HRM – Environmental influence – HRM in India – HRM Policies, Procedures and Programmes – Line and Staff Relationship and Personnel function – HRM Vs HRD. HRM Vs Personnel Management, Motivation Theories- International HRM, Global HR competencies – Diversity Management.

UNIT – II – HR PLANNING, JOB ANALYSIS AND ITS DESIGN

(Teaching Hours: - 13 Hours)

Human Resource Planning: - Introduction – Meaning – Objectives – Importance – Techniques and process – Job Analysis – Job Description – Job Specification - Job design

UNIT – III – RECRUITMENT AND SELECTION

(Teaching Hours: - 13 Hours)

Recruitment – Inducements – Constraints – Sources of Recruitment – Methods – Policies and Procedures. Selection – method of Selection – Selection practices. Placement and Induction.

UNIT – IV – TRAINING AND DEVELOPMENT; HR ACCOUNTING

(Teaching Hours: - 13 Hours)

Training: - objective, method of training - On- the- job and Off- the- job Training - need for training:- Needs Assessment -Kirk Patrick's Evaluation model, Malcolm Knowles Adult Learning Principles. Development: - Purpose and Methods - Performance appraisal: - meaning and techniques. Human Resource Accounting: - Benefits – Limitations.

UNIT – V – CASE STUDIES

(Teaching Hours: - 13 Hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Enriched knowledge about the significance of Human Resource Management and to know about the evaluation of HRM and its influence in firms with Global context	K2
CO2	Enhanced the importance of Human Resource Planning and to realize the essential of job analysis and the design of the portfolios	K1, K4
CO3	Explicate knowledge in the process of Recruitment and procedure of selection	K1, K3
CO4	Comprehensive ideas about Training progress in the organisation and its stimulation in the development of the Human Resources also the essential of Human Resource Accounting	K2, K3, K4
CO5	It gives lucid ideas about the research, gives sway in the interpretations of policies and processes	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3					2			1	
CO2	2			2	3	1			2	
CO3	2	1	2	3	2	1			1	
CO4		1	2	2	2				2	
CO5			2	1	2	2			1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Human Resource Management	V.S.P.Rao	Excel Publishers	2010
2	Personnel and Human Resource Management	P.Subba Rao	Himalaya Publications	2010
3	Human Resource Management	Gary Dessler	Pearson Publications	2017, 15 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Personnel Management	P.C.Tripathi	Sultan Chand and Sons	2010, 6 th Edition
2	Modern Human Resource Management	C.B. Gupta	Sultan Chand and Sons	2012
3	Human Resource Management	Madhurima Lall	Excel Publishers	2008

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21253D	CORE: FOREIGN EXCHANGE MANAGEMENT	4	THEORY	20	80

Objective: To enrich the practical knowledge in calculation of the exchange rate and the techniques in risk management.

UNIT I ADMINISTRATION OF FOREIGN EXCHANGE (Teaching Hours:13 hours)

Foreign exchange – Administration of Foreign Exchange – Foreign Exchange transactions – determination of exchange rate- purchases and sales transactions – Authorized dealers – Foreign currency accounts –Nostro account-Vostro account-Loro account - international exchange rate systems- fixed exchange rates-floating exchange rates

UNIT II FOREIGN EXCHANGE MARKET TRANSACTIONS

(Teaching Hours:13 hours)

Foreign exchange market – Functions – Exchange rates– Exchange quotations-direct-indirect – two-way quotation-spot and forward transactions – factors determining forward margin Forward exchange contract – Features of Forward exchange contract- Execution and Cancellation of forward contracts.

UNIT III FOREIGN EXCHANGE RISK AND EXPOSURE MANAGEMENT

(Teaching Hours: 13 hours)

Foreign exchange risk and exposure – types of exposure-transaction-translation-economic exposure- Internal techniques of exposure management –netting-foreign currency invoicing - foreign currency account-leading and lagging External techniques of exposure management-forward contract-hedge-options-futures

UNIT IV CALCULATION OF EXCHANGE RATES

(Teaching Hours: 13 hours)

Merchant rates – TT buying rate – bill buying rate –TT selling rate-bill selling rate. Cross rates- Inter Bank Deals – cover deals trading, SWAP Deals– Arbitrage operations (Problem) – Managing foreign exchange reserves – Fiscal and Monetary policies in India.

UNIT V Case Studies

(Teaching Hours:13 hours)

Case studies

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Attain basic knowledge about Foreign exchange and its administrative setup	K1,K2
CO2	Augment the knowledge on the functional transactions in foreign exchange market	K2, K3
CO3	Enhance the practical understanding of foreign exchange risk and exposure management	K1, K2
CO4	Improve the analytical skills in calculation of exchange rates	K3, K4
CO5	Enrich familiarity in real market access of currency trading	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	1	1	2	2	2	2	
CO2	2	2	3			2	1	2	2	
CO3	2	3	3	2	1	2		2	2	
CO4	2	3	3	2	1	2	2	3		
CO5	2	3	3	2	2	3	2	3	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Foreign Exchange and Risk Management	C Jeevanandham	Sultan Chand & sons, New Delhi	2010, 12 th Edition
2	Foreign exchange management	Thomas W. McRae, David P. Walker	Prentice-Hall International	1980, Revised edition
3	Foreign Exchange, International Finance,	AV Rajwade,	Tata McGraw Hill Publishing Company	2002, Reprint
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Global Financial Markets	Ian H Giddy	AITBS Publishers and Distributors	1998, 1 st Edition
2	International Finance	Alan C.Shapiro	Prentice Hall of India Pvt Ltd, New Delhi	1997, 4 th edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21253E	CORE: ACCOUNTING FOR DECISION MAKING	3	THEORY	50	50

Objective of the Course:

To analyze the financial statement and to use the accounting information for managerial decision making.

UNIT I: INTRODUCTION TO FINANCIAL STATEMENTS (Teaching hours: 13)

Accounting concepts: principles, concepts - conventions. International accounting standards – Indian accounting standards – financial reporting (annual reports), Financial cost & management accounting. Financial statements – preparation of P&L account and balance sheet.

UNIT II: COST ACCOUNTING (Teaching hours: 13)

Cost concepts: cost, classification – preparation of cost statement, marginal costing and cost volume profit analysis

UNIT III: ANALYSIS OF FINANCIAL STATEMENTS (Teaching hours: 13)

Working capital – concepts, kinds, importance and sources of working capital – Estimation of working capital requirement – fund flow and cash flow analysis. Accounting ratios and evaluation of profitability – Liquidity and solvency

UNIT IV: INVESTMENT DECISION (Teaching hours: 13)

Budgeting and budgetary control – preparation of functional budget, Master budget, cash budget, flexible budget – capital budgeting – Time Value of money – Cost of capital (Theory only) – Return on investment – Pay back and discounted cash flow methods of evaluating.

UNIT V: (Teaching hours: 13)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Preparing financial statements in accordance with financial standards	K1&K2
CO2	Congregate knowledge on preparation of cost sheet in its practical point of view	K3
CO3	Enlighten the knowledge on analyzing the various financial statements, Fund flow, Cash Flow, Ratio analysis	K3 & K4
CO4	Learn the objectives of Financial management, functions and its application in financial decision making.	K4
CO5	Applying practical knowledge using financial tools	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2		1		2		3		
CO2	1	2	1	2	3	2		2	1	
CO3	1	2	2		2	1		2		
CO4	2	2	1	2	2	1		2	1	
CO5	2	2	2	1	2	1		2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Management Accounting	Dr. S. N. Maheswari	S. Chand & Company, New Delhi	2000 & 9 th Edition
2	Financial Management	Sharma & Gupta	Kalayani Publishers, New Delhi	2002 & 8 th Edition
3	Management Accounting	Sharma & Gupta	Kalayani Publishers, New Delhi	2002 & 8 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Management	I M Pandey	Vikas Publishing House Pvt Ltd New Delhi	1999 & 9 th Edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21253P	Core : Excel in Business With Ms Office-Practical	4	Practical	-	-

Objective: To enable the students to have a practical application of excel in Business.

1. Create a Sales Invoice using MS Excel (Quantity, Value, Discount and Tax to be apportioned using Formulas)
2. Create a Datasheet for Yearly Sales.
3. Calculate Summary Statistical Measures such as
 - ✓ Mean,
 - ✓ Standard Deviation,
 - ✓ coefficient of Variation
 - ✓ Trend Analysis using Formulas and Charts.
4. Create a Data Sheet for Monthly Income and cost of living and compare the data using Correlation.
5. Create employee payroll using ms excel it should contain : Serial no.name of the employee basic pay, DA, LIC, PF, TA,HRA, GROSS PAY and NET PAY
6. Draw a pie chart to show the national income level using MS-Excel.
7. Draw the population growth rate using MS-Excel.
8. Prepare a Balance Sheet using ms Excel.
9. Prepare a profit and loss account using ms Excel.
10. Create a chi-square test using MS EXCEL.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Creating a New Workbook, Working With Workbooks	K1,K2&K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1		1			1	2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books					
S.No.	Title	Author	Publishers	Publication Year & Edition	
1	Microsoft Excel Data Analysis and Business Modeling	Wayne L Winston	Microsoft Press	2004	
2	Microsoft Excel Version 2002 Step by Step	Curtis Frye	Microsoft Press	2001	
3	Data Analysis Using Microsoft Excel	Ash Narayan Sah	Excel Books	2009	
Reference Books					
S.No.	Title	Author	Publishers	Year of Publications	
1	Microsoft Excel Fundamentals	Rudy LeCorps	RGL Publishing	2008	
2	Microsoft Excel	John Slavio	Abhishek kumar via publishdrive	2017	
3	Microsoft excel 2019 VBA and Macros	Bill Jelen , Tracy Syrstad	Pearson Education	2018	

Pedagogy:Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21353A	CORE:GLOBAL FINANCIAL MANAGEMENT	4	THEORY	-	100

Objective of the Course:

To provide a conceptual framework within which the key financial decisions of the multinational firm can be analyzed. Its main focus is on international financial markets and international banking.

UNIT I: INTERNATIONAL FINANCIAL ENVIRONMENT (Teaching hours: 13)

International Financial Management:- Overview-Motives for the internationalization of financial transactions - International Flow of Funds – International Trade Flow- Factors affecting International trade flow - Correcting Balance of Trade Deficit. - International Capital Flow - Balance of Payments- Current Account, Capital Account – Currency Convertibility.

UNIT II: INTERNATIONAL FINANCIAL MARKETS (Teaching hours: 13)

International Money Markets – Money Market Instruments – International Capital Markets –Instruments (ADR, GDR, IDR) International Bond Market – Green Bond – Euro Currency Market – Euro Market Instrument.

UNIT III: CURRENCY DERIVATIVES (Teaching hours: 13)

Derivatives: Forward rate agreement – Currency forward – Currency options – Currency futures – Currency swap – Interest rate derivative: Interest rate future, Interest rate swap – Interest rate risk management

UNIT IV: INTERNATIONAL BANKING (Teaching hours: 13)

International Monetary System- Exchange rate regime- International Banking –Agencies facilitating international flow: IMF- Role of IMF in International Liquidity – International Institutions: World Bank- International Development Associations – International Finance Corporation –Recent Changes in International Financing.

UNIT V: CASE STUDY (Teaching hours: 13)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Observe the Balance of Payment and determine the implications for international competition	K1
CO2	Applicability of the concept of International financial markets to understand the various international instruments for investment	K2
CO3	Identify derivative instruments and strategies used by multinational corporations to hedge financial risks.	K3
CO4	Inculcate knowledge of international banking operations	K4
CO5	Enrich insights on Indian and international financial market	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	3	1	1	2	3	1	
CO2	2	2	1	2	2	2	1	3	1	
CO3	1	2	2	1	1	1	2	3	1	
CO4	1	2	1		2	1		3	1	
CO5	1	1	1	2				3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Financial Management	V.K Bhalla	Anmol publications Pvt Ltd	3 rd Edition
2	Global Financial Markets	Ian Giddy	A.I.T.B.S Publishers & Distributors, Delhi	1998
3	International Financial Management	PK Jain	Macmillan Publishing Company	1998
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International Finance	Maurice D Levi	Tata McGraw Hill	1996
2	Multinational Financial Management	Madhu Vij	Excel books, New Delhi	

Pedagogy: Lecture, Power Point Presentation, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21353B	CORE: INDIA'S FOREIGN TRADE AND LEGISLATION	4	THEORY	-	100

Objective: This paper attempts to explain the origin and growth of Indian's trade with foreign countries. It enables the students to know the various service organizations and the procedure to avail the benefits from those agencies.

UNIT I FOREIGN TRADE POLICIES (Teaching Hours:13 hours)

Development of Foreign Trade Policy – objectives of 1992-1997 policy – salient features of 1992-97 policy – salient features and special provisions of 1997-2002 policy – 2002-2007 policy – 2009- 2014 Policy- 2015-2020 policy, Impact of recent changes.

UNIT II INDIA'S LEGAL FRAMEWORK (Teaching Hours:13 hours)

Legal framework of India's Foreign Trade – The Foreign Trade Development and Regulation Act (1992) – Import and Export (Control) Act (1947) – foreign Trade Regulation Rules (1993) – Foreign Trade (exemption from application of rules in certain cases) order 1993 – Regulatory environment of International Business – Authorities of Trade control in India : Ministry of commerce, DGFT, Customs Authorities (Central Board of Excise and customs) - Exchange control : Objective and Methods of Regulation (FERA & FEMA) - Carriage of goods by air, sea and road.

UNIT II TECHNOLOGY IMPORT CONTRACT AND IPRS (Teaching Hours:13 hours)

Technology import contract – Technology Policy and environment – Selection and transfer issues – Law for protection of intellectual property rights, patents, trademarks, etc.,- Law of product liability- Laws relating to customs practices and procedures – settlement of International Trade disputes

UNIT IV EXPORT PROMOTION MEASURES (Teaching Hours:13 Hours)

Export Promotion measures: ASIDE, MAI, MDA- MEIS- SEIS - Service Organizations: EPC, Commodity Board, FIEO, ITPO- State trade- Role and objectives- performance of State Trading Corporation – Mineral and Metal Trading Corporation (MMTC) – Handicraft and Handloom Export Corporation (HHEC) – The Tea Trading Corporation of India (TTCI) – Project Equipment Corporation (PEC)- Central Cottage Industries Corporation (CCIC).

UNIT V Case Studies (Teaching Hours:13 hours)
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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Acquire basic knowledge about India's foreign trade policies	K1, K2
CO2	Enrich the knowledge on legal aspects of international trade	K2, K3
CO3	Gain understanding about the technology policy and its right protection	K2, K3
CO4	Understand and analyse the benefits of various export promotion measures extended in India	K3, K4
CO5	Enrich realistic view on international trade laws	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	2	1	2	2		2	
CO2	2	3	1	2	1	2	2		2	
CO3	2	3	2	2	2	3	3		2	
CO4	2	2	1	2	2	2	2	2	2	1
CO5	2	3	2	2	2	3	3	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Marketing, Analysis & Strategy	Sakonkvisit and Shaw	Prentice Hall of India Pvt, Ltd, New Delhi,	2000, 3 rd edition
2	International Marketing	Philip A Cateora	Irwin McGraw Hill	2000, 9 th edition
3	International Trade and Export Management	Francis Cherunilam	Himalaya Publishing House, Mumbai	2000, 5 th edition,
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Mercantile Law	ND Kapoor	Sultan Chand & Sons Ltd, New Delhi	2000, 22 nd edition
2	International Business Environment,	Janet Morison	Palgrave publishers.	2008, Reprinted

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21353C	CORE : GLOBAL BRAND MANAGEMENT	4	THEORY	-	100

Objective: The core objective of this paper is to enable the students to gain knowledge on the concept of branding and its importance in international market survival.

UNIT I CONCEPT OF BRANDING (Teaching Hours: 13 hours)

Introduction: Concept of Branding, Evolution of Brand Management, Definition of Brand - Brand Awareness. Characteristics of a Good Brand.

UNIT II BRAND BUILDING AND STRATEGIES (Teaching Hours: 13 hours)

Brand Building: Brand Building - Brand Campaign - Brand Strategies - Brand Loyalty - Brand Position and Repositioning - Brand Extension - Global Branding - Internet Branding

UNIT III BRAND EQUITY AND BRAND MEASUREMENT (Teaching Hours: 13 hours)

Brand Equity: Brand Equity - Brand Measurement - Methods and Significance - Brand Life Cycle- Brand culture: Culture- influence of culture on brand- Rituals- Symbols- icons- values.

UNIT IV BRAND PROMOTION (Teaching Hours: 13 hours)

Promotion: Definition of Promotion - Promotion Mix Elements - Adapting Promotion strategies for Global Markets towards Brand Management.

UNIT V (Teaching Hours: 13 hours)

Case Studies`

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand about the concept of brand and its nature	K1, K2
CO2	Help to know Brand Building and Strategies, frame strategies regarding brand position and reposition, brand extension, internet branding.	K2, K3, K4, K5
CO3	Understanding of Brand Equity and impact of brand culture, knowledge about global branding.	K2, K3, K4
CO4	Understand the framing of Brand promotion for domestic and Global market.	K2, K3, K4
CO5	Understand and solve real Case in Brand Management	K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1					2	
CO2		2	2	3	1	2				
CO3	1	1		2	3				3	
CO4	2		3	2	1	2		1	2	
CO5	2	1	3	2						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Brand Management	Navin Das	ICFAI University	2000
2	Brand Management	Harish V Verma	Excel book,	1998, 2 nd edition
3	Marketing	Philip Kotler,	Pearson Education,	2000, 2 nd Million Edition,
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Brand Management	Ajay Kumar,	Wisdom Publication,	1997
2	Compendium of Brand Management	S.A. Chunawalla,	Himalaya Publication House,	2009

Pedagogy: Lecture, PPT, E-content, Assignment, group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21353D	CORE- ENTREPRENEURSHIP AND NEW VENTURE PLANNING	3	THEORY	-	100

Objective: This course aims to provide necessary input for entrepreneurial effort and planning the start of new venture to enable them to investigate, understand and initialize the process of setting up a business.

UNIT I INTRODUCTION TO ENTREPRENEURSHIP

(Teaching Hours: 13 Hours)

Concept of Entrepreneurship- Role of Entrepreneurship in economic Development- Factors impacting emergence of entrepreneurship- Managerial vs. entrepreneurial approach- Types of Entrepreneurs- Characteristic of successful entrepreneurs; Entrepreneurship process- Women Entrepreneurs- Social entrepreneurship- Entrepreneurial challenges- Entrepreneurial culture with special reference to Intrapreneurship / Corporate Entrepreneurship.

UNIT II ENTREPRENEURSHIP DEVELOPMENT

(Teaching Hours: 13 Hours)

Entrepreneurship Development and Leadership: Types of start-ups- Entrepreneurial class Theories- Entrepreneurial training- EDP Programmes- Characteristics of entrepreneurial leadership- Components of Entrepreneurial Leadership- International Entrepreneurship- Opportunities and challenges- Source of innovative ideas- Entrepreneurship and creativity- Techniques for generating ideas- Impediments to creativity.

UNIT III NEW VENTURE PLANNING AND BUSINESS PLAN

(Teaching Hours: 13 hours)

New Venture Planning: Methods to Initiate Ventures- Acquisition-Advantages of acquiring an ongoing venture and examination of key issues- Franchising- franchising law- evaluating of franchising opportunities- Developing a Marketing plan-customer analysis- sales and competition analysis- steps in marketing research- Business Plan-benefits of drivers-perspectives in business plan preparation- elements of a business plan- Business plan failures-turnaround techniques.

UNIT IV FINANCING VENTURES (Teaching Hours: 13 hours)

Financing Stages- Sources of Finance- Venture Capital- Criteria for evaluating new venture proposals- Evaluating the Venture Capital- process- Sources of financing for Indian entrepreneurs: Crowd funding, Angel investors, Venture capitalists, Business Plan competition, Peer- to - Peer lending, Government Schemes - Special Issues for Entrepreneurs: Legal issues-importance for start-ups- Legal acts governing business in India -Intellectual Property Protection: Patents, Trademarks and Copyrights.

Unit V

Case studies

(Teaching Hours: 13 hours)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction of entrepreneurship and women, social entrepreneurship	K1, K2, K3
CO2	Entrepreneurship development and leadership, Innovation and creativity.	K1, K2, K3
CO3	New Venture Planning, Development of Business Plan	K2, K3, K4
CO4	Financing Venture, Legal Issues of Entrepreneurship	K2, K3, K4
CO5	Understand Case on Entrepreneurship and New venture planning	K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1					2	
CO2		2	2	3	1	2				
CO3	1	1		2	3				3	
CO4	2		3	2	1	2		1	2	
CO5	2	1	3	2						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edison
1	Entrepreneurship :Starting, Developing and Managing a New Enterprise.	Hishrich, Peters	Irwin	2000
2	Launching New Ventures: An Entrepreneurial Approach.	Allen. KR	Cengage	7 th Edition, 2015
3	Entrepreneurship Development	K.Ramachandran	Tata McGrawhill. New Delhi	1996

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Entrepreneurship	Roy, Rajeev	Oxford Press	2008
2	Entrepreneurship	Robert, H.M.Manimala, M.Peters and D shepherd	TaTa McGraw Hill, New Delhi	2014

Pedagogy: Lecture, PPT, E-content, Assignment, group activity

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21353K	CORE : STRATEGIC MANAGEMENT (Swayam online Course)	4	-	-	-

Objective: This paper helps to acquire an executive level perspective and strategy formulation and implementation. It provides major components of the entire strategy management process and show how they are conceptually related and sequenced through.

UNIT I: INTRODUCTION TO STRATEGIC MANAGEMENT

What is strategy?-The role of strategy-Strategic decisions-Aligning strategy and organization.

UNIT II : ANALYZING THE EXTERNAL ENVIRONMENT

Strategic context of the firm - Industry Analysis : Porter's framework, complements, strategic groups and key success factors. -PESTLE Analysis

UNIT III: ANALYZING THE INTERNAL ENVIRONMENT

The Resource based view of the firm -VRIO framework -Sustenance of competitive advantage

UNIT IV: COMPETITIVE POSITIONING

Competitive positioning - Business level strategies : Cost leadership, differentiation, focus and dual advantage -Value chain analysis

UNIT V: MANAGING THE MULTI-BUSINESS FIRM

Strategies for the multi-business firm-The need of corporate strategy -Corporate level strategies -Strategy portfolio frameworks-Strategy implementation

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction of Strategic Management	K1, K2
CO2	Analysing External Environment	K1,K2,K3
CO3	Analysing Internal Environment	K2,K3,K4
CO4	Competitive position and business strategies	K2,K3,K4,K5
CO5	Strategies for multi business firm	K1,K3,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2		3			2	
CO2	3	2	2	3		3				
CO3	1	2		2	2	2			3	
CO4	3	2	3	2	1	3		1	3	
CO5	2		3	3		3				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Strategic management	Pearce & Robinson	Excel Book	2 nd Edition (April 2016)
2	Strategic management	David, Fred R	Prentice Hall	1997
3	Strategic management, Text and cases	V.S.P.Rao, Harikrishna	PHI Learning, New Delhi	First Edition, , 2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Strategic management, Concept and cases	Arthur A. Thompson	Chicago Irwin	9 th edition, 1996
2	Strategic management, GA Cole		Cengage Learning,	2 nd Revised Edition

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21353P	CORE:COMPUTER APPLICATION PRACTICAL	2	PRACTICAL	-	-

1. Write a program in HTML to print name and other detail in the web page.
2. Design a HTML page about an Indian personality whom you admire.
3. Write a program in HTML page using HYPERLINK..
4. Write a program in HTML to create a list in the web page
5. Create a frame in the web page using HTML tags
6. Create a form in HTML to submit the personal details.
7. Create a program in HTML to create style sheet.
8. Create a program in HTML to create time table.
9. Create a program in HTML to create departmental website.
10. Write a program in JAVA SCRIPT sample program.
11. Write a program in JAVA HTML to create TRADITIONAL TEXT FORMATTING.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Provides knowledge about creating a resume and create Hyperlink in Webpage, forms and frames in web page, creating a text layout in webpage, various text formatting tags available in HTML. creating style sheets and tables in web page	K1, K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		1	2	1	1		2		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	HTML for the World Wide Web	Elizabeth Castro	Peachpit Press	2000,4 th Edition
2	HTML 5	Frank Salim	Computer Press	2011 & 5 th Edition
3	HTML5 for Web Designers	Jeremy Keith	Paperback	2010 & 7 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Beginning web Programming with HTML,XHTML and CSS	Jon Duckett	John Wiley & Sons	2004
2	Mastering the internet and HTML	Ibrahim Zeid	Prentice Hall	2004
3	The Internet-illustrated Introductory	James T Perry, Gary Schneider	Computer Resources	network 2000 & 4 th Edition

Pedagogy: Lecture, PPT presentation, e-content, lab work

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21353U1	ELECTIVE I : DISTRIBUTION AND CARGO MANAGEMENT	4	THEORY	-	100

Objective : This paper aims at imparting wide knowledge about distribution channel structure, inventory management, storage and warehousing concepts which helps corporate to achieve their benchmarking standards.

UNIT I LOGISTICS AND DISTRIBUTION CHANNELS

(Teaching Hours:13 hours)

Logistics and Distribution : Definition – Components – Importance – Strategic Logistics Planning – Competitive advantage through logistics – Distribution channels – Selection of channel – Designing channel structure – Third party and Fourth party logistics: Types, goals , factors to be considered while selecting 3PL/4PL, Advantages and disadvantages.

UNIT II INVENTORY AND WAREHOUSING

(Teaching Hours:13 hours)

Inventory : Types of stock holding - Functions of inventory – Cost involved in inventory – Implications – Inventory replenishment system – Inventory and time – Lead time gap –Types of delay - Lead time reduction: Tactical and Strategic - Inventory for manufacturing: Managing and optimizing inventories by small manufacturers, Smart inventory Management Solutions - Inventory in Retail: Need for Retail Inventory Management Solution, Managing inventory in retail: Manual vs Electronic , Steps in Retail Inventory Management – Warehouses : Role –Location - Size - Operations – Design procedure.

UNIT III STORAGE METHODS

(Teaching Hours:13 hours)

Storage: Palletized storage and Material Handling Equipments involved – Non-palletized storage: Handling and Storing of Small, Large and Long loads – Order picking: Picket-to-Goods and Goods-to-Picker – Receiving and dispatch process in a warehouse

UNIT IV BENCHMARKING AND SECURITY MEASURES

(Teaching Hours:13 hours)

Benchmarking: Need- Types – Methodology - Process of Benchmarking – Benchmarking Framework – Benchmarking Distribution operation – Distribution Outsourcing: Traditional outsourcing and Contract logistics – Drivers of distribution outsourcing – Critical success factors – Advantages and disadvantages – Selection process – International Warehouse security measures – Safety in distribution centre and warehouse.

UNIT V CASE STUDY

(Teaching Hours: 13 hours)

Case Study



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Will be able to understand the basic concepts of logistics and distribution channels	K1 &K2
CO2	Will be able to widen the Knowledge about inventory management systems and warehousing types	K1 &K2
CO3	Can be able to choose and adapt the right type of storage systems and follow efficient warehousing processes.	K2 & K3
CO4	Familiarize the benchmarking operations in logistics and international security measures	K2 & K3
CO5	Will be able to analyze and evaluate the safety and security measures in warehouse	K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	2	2			2	2
CO2	3		2	2		2	3		2	3
CO3	2		2		3	3	2			3
CO4	3	1	2	1	2	2				2
CO5			2		3	2	2		1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	The handbook of Logistics and Distribution Management	Alan Rushton, Phil Croucher, Peter Baker	Kogan Page Limited	Third Edition, 2006.
2	Supply Chain Management	Sunil Chopra & Peter Meindl	Pearson Education	2003
3	Logistics – An introduction to SCM	Donald Waters, Palgram	Macmillan,	2004
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Designing and Managing Supply Chain,	David Simchi-Levi, Philip Kaminsky, Edith Simchi Levi	Tata McGraw Hill Publications Co Ltd	Fourth Edition, 2005.
2	Fundamentals of logistics Management	Douglas M. Lambert, James stock, Lisa M. Ellram	McGraw Hill	1998

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21353V1	ELECTIVE I: CONSUMER BEHAVIOUR	4	-	-	100

Objectives: To impart in-depth knowledge and requisite skills to understand the behavior of consumers in perspective. To explore the ways and means to apply consumer behavior knowledge to plan, develop and implement marketing strategies.

UNIT I: INTRODUCTION TO CONSUMER BEHAVIOR (Teaching Hours:13 hours)

The meaning of Consumer Behavior – Different types of Consumers – The relationship between consumer behavior and the marketing concept ,Segmentation, Targeting & Positioning(STP)- The makeup and composition of a model of Consumer Behavior- The Howard Sheth Model of buying behavior – The Buying Decision Process: The Five-Stage Model – Problem recognition-Information search-Evaluation of alternatives-Purchase decision – Post Purchase Behavior.

UNIT II: CONSUMER MOTIVATION, PERSONALITY AND CONSUMER BEHAVIOR

(Teaching Hours:13 hours)

The meaning of Motivation- A model of the Motivation Process – Types of Human needs and Motives and the meaning of goals-The dynamics of motivation, arousal of needs, setting of goals and interrelationship between needs and goals- Maslow's Hierarchy of needs and its marketing application – The measurement of Human Motives. The meaning of personality-The nature of personality-Theories of personality- Personality and understanding consumer behavior – The ways to create Brand Personalities-Like Traits.

UNIT III: CONSUMER PERCEPTION & CONSUMER LEARNING

(Teaching Hours:13 hours)

The meaning of Perception- The sensory dynamics of perception- The elements of perception-Components of consumer imagery and their strategic applications - The meaning of Learning- The four elements of consumer learning-Behavioral learning and its applications to consumption behavior-Consumer involvement and passive learning and their strategic application on consumer behavior-Measuring consumer learning.

UNIT IV: CONSUMER ATTITUDE FORMATION AND CHANGE

(Teaching Hours:13 hours)

The meaning of attitude – The way in which attitudes are learned – nature and characteristics of attitudes-Tri-component attitude model –Multi- attribute attitude models-Theory of trying to consume model-attitude toward the ad model-attitude formation-strategies of attitude change- Understanding how consumers' attitudes can lead to behavior and how behavior can lead to attitudes.

UNIT V: SOCIAL ENVIRONMENT AND CONSUMER BEHAVIOR

(Teaching Hours:13 hours)

Socialization and other roles of the family – Dynamics of Husband-Wife decision making-the influence of children in family consumption decision making-Traditional and Nontraditional Family Life Cycles (FLCs) and their impact on consumer behavior-Meaning of Social Class-Relationship between social class and consumer behavior-distinctive profile of social class groupings-Consumer Behavior applications of social class- Opinion leadership and firm's marketing strategy-Adopter categories- The stages in the adoption process.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding about concepts of Consumer behavior, market segment and buying decision process.	K1, K2, K3
CO2	Consumer Research and Consumer Need and Motivation and Impact of personality.	K1,K2,K3
CO3	Learn about consumer Perception and Learning process.	K2,K3,K4
CO4	Consumer attitude formation and consumer behaviour	K2,K3,K4,K5
CO5	Understanding of Consumer social environment and impact on consumer behaviour	K1,K3,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1		3				
CO2	3	1	2	1	2	3				
CO3	1	1		1	3	1				
CO4	3		1	2	1	2		1	1	
CO5	2	2	3	2	2	3				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	.Consumer Behaviour: Insights from Indian Market	Ramanuj Majumdar	PHI Learning	First Edition, New Delhi, 2010
2	Consumer Behaviour	Rajneesh Krishna	Oxford University Press	First Edition, New Delhi
3	Consumer Behaviour, Text & Cases –An Indian Perspective	Dr.S.L.Gupta and Sumitrapal	Sultan Chand & Sons, New Delhi	Second Edition, 2011.
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Consumer Behaviour	Leon G.Schiffman, Leslie Lazar Kanuk, S.Ramesh Kumar	Oxford University Press	Tenth Edition, New Delhi, 2010.
2	Consumer behaviour	Michael Solomon, Gary Bamossy, Soren Askegaard, Margaret K.	Pearson	Sixth Edition, 22 April 2016,

Pedagogy : Teaching, Case Study, PPT, Group activity, Seminars

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21353W1	ELECTIVE I : CORPORATE FINANCE	4	THEORY	-	100

Objective: This paper aims at bringing the updated information about corporate finance related to domestic and international trade.

UNIT I – SOURCE OF FINANCE **(Teaching Hours:13 hours)**

Industrial Finance: Indian Capital Market- Basic problem of Industrial Finance in India, Equity- Debenture financing – Guidelines from SEBI - Cost of various sources of finance – Finance from international sources – ADR, GDR, ECB, FCCB and FDI.

UNIT II – APPRAISAL OF RISKY INVESTMENTS **(Teaching Hours:13 hours)**

Advanced financial management: Appraisal of risky investments - Certainty equivalent of cash flows and risk adjusted discount rate - Risk analysis in the context of DCF methods using probability information - Nature of cash flow, Sensitivity analysis, Simulation and investment decision - Decision tree approach in investment decision.

UNIT III – FINANCING DECISION **(Teaching Hours:13 hours)**

Financing decision: Cash inadequacy and cash insolvency – Determining the probability the cash insolvency – Financing decision in the context of option pricing model and agency costs – Inter-dependence of investment – Financing and Dividend decision.

UNIT IV – CORPORATE GOVERNANCE **(Teaching Hours:13 hours)**

Corporate governance: SEBI Guidelines – Corporate disasters and Ethics, Corporate social responsibility :Stakeholders and ethics – Ethics, Managers and Professionalism. Evidence of corporate financial performance relationship

UNIT – V – CASE STUDIES **(Teaching Hours: - 13 Hours)**

Case Study



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the different source of finance and its cost.	K1, K2
CO2	Risk analysis in the context of Discounted Cash Flow methods	K2, K3, K4, K5
CO3	Evaluate Financing decision and dividend decision	K2, K3, K4, K5
CO4	Identify the Corporate Social Responsibility of Business	K1, K2
CO5	To appraise the students on the leading practical application oriented case studies	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	3	2	2	2	3	2	2
CO2	1	2	1	3	2	2	1	3	1	1
CO3	2	2	2	2	1	3	1	3	1	1
CO4	2	1	1	3	3	2	1	3	1	1
CO5	2	1	2	3	2	2	1	3	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Management	I. M. Pandey	Vikas Publishing House Pvt. Ltd	2018 & 11 th Edition
2	Fundamentals of Corporate Finance	Jonathan Berk. Peter DeMarzo. Jarrad Harford	Pearson	2019 & 3 rd Edition
3	Financial Theory & Corporate Policy	Thomas E.. Weston, J. Fred, Shastri, Kuldeep Copel	Pearson	2013 & 4 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Management	M.Y. Khan and P.K. Jain	McGraw Hill Education	2018 & 8 th Edition
2	Financial Management and Policy	Van Horne and James C	Prentice Hall of India	2008 & 12 th Edition
3	Corporate Finance	Ross, Westerfield, Jaffe and Kakan	McGraw Hill Education	2014 & 10 th Edition

Pedagogy: Lecture, PPT presentation, e-content, seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21353X1	ELECTIVE I : MANAGING INTERPERSONAL EFFECTIVENESS	4	THEORY	-	100

Objective of the Course:

To provide an insight on self, TA, Emotional Intelligence, and its applications on individual, groups and organizational context.

UNIT -I – SELF AND COMMUNICATION, TRANSACTIONAL ANALYSIS

(Teaching Hours: 13 Hours)

Self and Communication: Self: Defining and perceiving, self – effectiveness, self – presentation; motives and strategies, Communication and language, Non-verbal communication – Types and importance. **Transactional Analysis**; TA philosophy and principles – Ego states as a model of personality – Types of transaction and rules of communication – Strokes and Motivation – Rackets and Stamps – Life positions and time structuring.

UNIT II: - EMOTIONAL INTELLIGENCE

(Teaching Hours: 13 Hours)

Emotional Intelligence: meaning, importance- mental intelligence and emotional intelligence – factors. Emotional intelligence in work place – Developing emotional intelligence – EI Models.

UNIT III: - COUNSELING, COACHING AND MENTORING

(Teaching Hours: 13 Hours)

Counseling: Counseling – Techniques, types, process and measures for effective counseling, Coaching – types, process and techniques, Mentoring – types, mentoring process and mentoring lifecycle.

UNIT IV: - ASSERTIVENESS AND ITS SIGNIFICANCE

(Teaching Hours: 13 Hours)

Assertiveness: Anxiety and stress at work. Assertiveness; Nature, importance and relevance in organisation. How assertiveness could improve individual – assertive communication exercises.

UNIT IV: - CASE STUDIES

(Teaching Hours: 13 Hours)

Case Study



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Knowledge about the information regarding self and communication as well as the transactional analysis and its influence in the interpersonal relationship	K2
CO2	Cognizance regarding emotional intelligence and the utilization emotional intelligence models	K3,K5
CO3	Enriched knowledge of counseling techniques and the influence of coaching and mentoring	K1,K3,K5
CO4	Affirmative thoughts in nature of assertiveness in the interpersonal relationship	K3
CO5	Having perspective thoughts in the contemporary scenarios and ability to resolve the odd issues.	K2,K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1								
CO2	1	2		2	3				1	
CO3	1	2	2	2	2	2			2	
CO4	1	2	2	2	3	2			1	
CO5	1	2		2	2	1			1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	I'm Okay, You're okay	Thomas Harris	Mass market Publications	2005, 4 th Edition
2	Getting to say Yes: Negotiating an agreement without giving in	Fishert Uray	Farrey Publications	2006, 2 nd Edition
3	Counseling and Guidance	S.Narayana Rao	Tata McGraw hill	2006, 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Positive Psychology	Alan Carr	Routledge Publications	2007
2	Emotional Intelligence Works, Developing "People Smart" strategies	S.Micheal Kravitz, Susan D Schubert	Viva Books Pvt Ltd	2007
3	Managing Interpersonal Effectiveness	Saroj Kumar, Santosh Sharma	Thakur Publications	2017

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21453A	CORE: EXIM FINANCE	3	THEORY	-	100

Objective of the Course:

This paper aims at bringing the updated information on export-import finance/ export credit risk insurance, new liberalized foreign exchange schemes, new techniques factoring services, pre-shipment credit and post-shipment credit.

UNIT – I INTRODUCTION TO EXIM FINANCE (Teaching Hours:13 hours)

Introduction to export import finance- terms of international payments – Modes of international payments – Financing of export credit needs - short terms source of finance – Medium and long term sources of finance – Export credit system in India.

UNIT – II CATEGORIES OF SHIPMENT FINANCE (Teaching Hours:13 hours)

Pre shipment finance – Categories of pre shipment finance – facilities of pre shipment credit pre shipment credit in foreign currency (PCFC) – Interest rate on pre shipment credit – Post shipment credit finance – Categories of post shipment credit in rupees – Post shipment credit in foreign currency – Refinance of Pre shipment and post shipment finance.

UNIT – III LONG TERM FINANCE (Teaching Hours:13 hours)

Long term finance – Deferred payments for EXIM – Buyers credit scheme- EXIM bank's Line of credit- Financing for export incentives- Hedging by Importers/ Exporters.

UNIT – IV IMPORT FINANCE (Teaching Hours:13 hours)

Introduction of import finance – Bulk import finance for inputs – Import finance against foreign lines of credit - Foreign exchange for import of inputs – Payment methods for imports – Role of financial institutions.

UNIT – V CASE STUDIES (Teaching Hours:13 hours)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Will be able to understand the scope of finance in international trade	K1 & K2
CO2	Will be able to formulate strategies involving international finance	K1, K2 & K3
CO3	Identify and analyze opportunities within International Projects Management	K3 & K4
CO4	Will be able to formulate opportunities of finance utilizing various export incentive policy implications	K2, K3 & K4
CO5	Analyze linkages between financial institutions and international trade and critically examine effects on business.	K2, K3, K4 & K5

Note: K1- Remembering; K2 -- Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2		3					
CO2	2		2	2		1		3		
CO3			2		3			3	1	
CO4	1	1	1			2	2	1		
CO5	1	1	2	2	2	2		3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	International Finance	Maurice D.Levi	Tata McGraw Hill	1996
2	Export Import Finance	Parasram	Anupam Publishers, New Delhi	2001
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International Finance an analytical approach	Imad. A. Moosa	Tata McGraw Hill	2011
2	Money Banking International Trade	Mithani DM	Himalaya Publishing House	1998
3	International Marketing	M.L.Varma & Agarwal	King Book Publishers	1985

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21453B	CORE: MANAGEMENT OF MULTINATIONAL CORPORATIONS	3	THEORY	-	100

Objective: This paper aims at explaining the methods of managing business across nations due to the increasing openness of the economy resulting in the emergence of a number of Multinational corporations.

UNIT I : CONCEPT AND GROWTH OF MNCs

(Teaching Hours: 13 hours)

MNCs Definition and Meaning- MNCs and International Trade- Need to Study MNCs-Factors Contributed for the growth of MNCs – Organizational Models – Arguments in favour of and against– Code of Conduct.

UNIT II : IMPORTANCE OF CASH MANAGEMENT AND ANALYSIS

(Teaching Hours: 13 hours)

International Cash Management: Cash flow analysis – centralized cash management – Techniques to optimize cash flows – complications in optimizing cash flow.

UNIT III : ROLE OF CULTURE AND NEGOTIATION IN MNCs

(Teaching Hours: 13 hours)

The International Cultural Environment: Meaning-Critical Cultural Value – Problems caused by Cultural differences – Developing a Multinational Business Team – Standard vs Tailormade. International Negotiations: Negotiations process -negotiation tactics

UNIT IV: STRATEGIES FOR MNCs AND FINDING OPPORTUNITIES

(Teaching Hours: 13 hours)

Basic Strategies for Multinational Company: Content and formulation – Multinational and participation strategies – Small Business as multinational companies – Overcoming barriers and findings opportunities – comparative strategic management – Trends in International Management.

UNIT V : CASE STUDIES

(Teaching Hours: 13 hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the fundamentals of MNCs, it's growth, positive and negative points of MNCs and its code of conduct	K2
CO2	To be familiar with the importance of centralized cash management, the techniques to optimize cash flow and complications in optimizing cash flow	K1, K4
CO3	To recognize, the role of culture its impact on business, need for good business teams, negotiations involved and tactics of negotiation	K1, K3
CO4	To know Multinational and Participating strategies of MNCs, finding new opportunities by overcoming barriers and knowing the latest trends.	K2, K3
CO5	To systematically analyze the practical cases to reach meaningful solutions using creativity and innovation	K4, K5

Note: K1- Remembering; K2 - Understanding; K3 - Applying; K4 - Analysing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2			1	1				
CO2	2	1				1			1	
CO3	1	1	1	2	1					
CO4	2	1			1	1				
CO5	2	1		1		2			10	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Management	Hodgets and Luthans	Tata McGraw Hill	2003 2 nd Edition,
2	International Business	Alam M.Rugman	Pearson Education	2004
3	Multinational Management	Johan B Cullen	South Western College Publication	1999
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International financial management	Jeff Madura	Thomson Publishing Company	2001 6 th Edition
2	International Finance	Maurice D. Levi	Tata McGraw Hill	1996

Pedagogy: Presentation with PPT, Discussions, e-content seminar, Spot Assignments, Group Discussions, Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21453U1	ELECTIVE II : SUPPLY CHAIN MANAGEMENT	4	THEORY	-	100

Objectives: To provide an in depth knowledge to the students regarding the supply networks, planning, sourcing & procuring, transportation and co-ordination. To familiarize on the concepts of supply chain implementation and performance measurement this helps businesses to fulfill the customer requirements.

UNIT I : INTRODUCTION TO SUPPLY CHAIN MANAGEMENT

(Teaching Hours : 13 hours)

Definition, objectives and Evolution of Supply Chain Management – Supply Chain Process Cycles – Strategic fit model for Supply Chain Management – Drivers of Supply Chain Performance-Benefits of SCM- Corporate success through SCM- Designing Supply Chain Network-Role of Distribution- Factors influencing decisions- Value of distributors in Supply Chain-Supply Chain as Profession.

UNIT II :FORECASTING AND PLANNING

(Teaching Hours : 13 hours)

Demand Forecasting in Supply Chain: Role – Characteristics of good forecast-Components and methods of forecasting- Planning supply and demand (Managing Predictable variability) - Principles of Just in Time (JIT) – Achieving JIT operations. **Planning and Managing Inventories:** Reasons for holding stock- EOQ – Uncertain demand and safety stock – Periodic Review System – Efforts to stock control.

UNIT III :SOURCING, PROCUREMENT, TRANSPORTATION AND CO-ORDINATION

(Teaching Hours : 13 hours)

Sourcing strategies and Procurement: Strategic Sourcing- Strategic Partnership with supplier – Supplier selection process- supplier development – Decisions- Continuous improvement of suppliers- Procurement process. **Transportation:** Factors affecting transport decisions- Designing transport network -Ownership of transport – Vehicle routing - Role of Information Technology in supply chain – Future trends in supply chain. **Co-ordination:** Bull Whip Effect-effect of lack of co-ordination-obstacles to Coordination- Achieving co-ordination in practice.

UNIT IV: CRM AND SCOR MODEL

(Teaching Hours : 13 hours)

Supply Chain and CRM: Concept- linkage between CRM and SCM- CRM business cycle **Supply Chain Implementation and Performance:** Implementing SCM – SCOR: Supply Chain Operations Reference Model - Performance benchmarking – Supply Chain performance measures for Agile supply Chains- Best practices in Supply Chain.

UNIT V : CASE STUDIES

(Teaching Hours: 13 hours)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To attain the basic understanding and knowledge about supply chain management and the major role of distribution network.	K1 & K2
CO2	To understand and apply the concepts of demand forecasting & planning and apply it through various inventory management techniques.	K2 & K3
CO3	To familiarize and adapt the stock control techniques for efficient warehousing.	K2 & K3
CO4	To analyze and evaluate the concept of sourcing, procurement, transportation for effective Supply Chain Management	K3 & K4
CO5	To be able to evaluate the bull whip effect due to lack of co-ordination in supply chain practice and find solution.	K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	2	2			2	2
CO2	3		2	2		2	3		2	3
CO3	2		2		3	3	2			3
CO4	3	1	2	1	2	2				2
CO5			2		3	2	2		1	2

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Supply Chain Management	Sunil Chopra, and Peter Meindl	Person Education	2003
2	Supply Chain Management- Concepts, Practices and Implementation	Sunil Charma	Oxford University Press	2010
3	Logistics and Supply Chain Management	D.K Agarwal	McMillan India Ltd	First Edition ,2003
Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Logistics – An introduction to Supply Chain Management	Donald Waters, Palgram	Macmillan India Ltd	First Edition 2004
2	Logistical Management- The integrated Supply Chain Process Tata Mc,	Donald J.Bowersox, David J.Closs	Graw Hill Publishing Company Ltd., New Delhi	5th Reprint, 2003

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21453V1	ELECTIVE II : ONLINE MARKETING	4	THEORY	-	100

Objective: This paper aims at bringing the knowledge of the recent trend in marketing and the challenges and growth in the field of on-line marketing

UNIT I : E-MARKETING CONCEPTS (Teaching Hours: 13 hours)

Definition – E-marketing. Ten C's for Internet Marketers-The on-line marketing environment in the modern economy-Microenvironment factors, Macro environment factors. On-line marketing planning – strategic marketing cycle- Multi-channel marketing – On-line marketing mix.

UNIT II : ON-LINE BUYER BEHAVIOUR (Teaching Hours: 13 hours)

On-line Buyer Behaviour - Consumer Buying decision Process – On-line Customer Expectations – On-line B2C Buyer Behaviour – On-line B2B Buyer Behavior – On-line Target Marketing – Data base Marketing. Search Engine Marketing- Pay per click – Search Engine optimization.

UNIT III : PERMISSION AND PERSONALIZATION ON-LINE

(Teaching Hours: 13 hours)

Permission and Personalization on-line- CRM and One- to – One Marketing - Permission Marketing – Personalization On-line. The On-line Product – Product attributes – Customizing the product – Branding Dimensions- New product development on-line.

UNIT IV : ON- LINE PRICING AND DISTRIBUTION CHANNELS

(Teaching Hours: 13 hours)

On- line Pricing – Pricing objectives – methods- Strategies and tactics. Promotional communications Mix – On-line advertising – types – E-mail Marketing – Viral Marketing- Affiliate Marketing. E-Public relations – Blogging – On-line sales promotions. On- Line Distribution – Channel Strategies- On-line Market places- E-procurement.

UNIT V : CASE STUDIES

(Teaching Hours: 13 hours)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Profoundness in the concept of E marketing and to know about the environment in the modern economy and its planning, channel marketing	K2
CO2	Recognition the importance of online buyer behavior and the essentials of online target marketing	K1,K3,K4
CO3	Intensive knowledge of Permission Marketing, Personalization On-line and product customization, segmentation.	K2,K3
CO4	Contemplated idea about pricing, types of e marketing and the process of distribution	K3,K4
CO5	Comprehensive ideas about making decisions and handling the situation	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2	3	2	1		3	3	
CO2	1			3	3	2			2	2
CO3	2	1		3	3	2			1	
CO4	1		2	3	2	2	2	1	2	
CO5	3	2	2	3	2	2		1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	On-line Marketing	Richard Gay, Alan Charles Worth, and Rita Esan,	Oxford University Press	2007 & First
2	Internet Marketing	Rafi A. Mohammed	Tata Mc Graw Hill	2002 & First
3	Marketing Management	Philip Kotler	Prentice Hall	1999
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Sales Management	Still Condif & Govoni Norman	Prentice Hall	1993
2	International Marketing Management	Onkrist & Shaw	Prentice Hall	2000
3	Fundamentals of Digital Marketing	Puneet Singh Bhatia	Pearson Education	2019& second Edition

Pedagogy: Teaching, PPT presentation, seminar, Assignment, Case studies, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21453W1	ELECTIVE II : SECURITIES ANALYSIS AND PORTFOLIO MANAGEMENT	4	THEORY	-	100

Objective of the Course:

This paper aims at bringing the updating the knowledge of the students in the field of Securities and the portfolio management.

UNIT I: INVESTMENT SETTING

(Teaching hours: 13)

Investment setting - Types of Investment – Process of investment management - Sources of investment information – Investment alternatives – Investor protection, New Issue market, Overview of Primary market and secondary Market, Stock exchanges in India- Regulations of stock exchanges- Trading system of stock exchanges.

UNIT II: PORTFOLIO MANAGEMENT

(Teaching hours: 13)

Portfolio Management: Portfolio analysis – Capital Asset Pricing Model, Portfolio selection – Markowitz model, Sharpe index model, Portfolio revision, Portfolio evaluation.

UNIT III: FUNDAMENTAL ANALYSIS

(Teaching hours: 13)

Fundamental analysis: Economic Analysis - Economic forecasting and stock investment decisions- Forecasting techniques. Industry Analysis- Industry classification - Economy and Industry analysis- Industry Life cycle- Company Analysis - Measuring earnings- Forecasting Earnings – Applied Valuation Techniques – Graham and Dodds investor Ratio.

UNIT IV: TECHNICAL ANALYSIS

(Teaching hours: 13)

Technical analysis: Fundamental Analysis Vs Technical Analysis- Charting Methods- Market indicators- Trend- Trend Reversals- Patterns- Moving Average- Exponential moving average- Oscillators – ROC momentum- MACD- RSI- Stochastic.

UNIT V: CASE STUDY

(Teaching hours: 13)

Case Study

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explore the knowledge on different avenues of investment	K1
CO2	Apply the concept of portfolio analysis for better investment	K2
CO3	Persist how investment in securities market is evaluated based on Fundamental analysis.	K3
CO4	Emphasis on competing approaches using technical tools	K4
CO5	Applying the tools in the current market analysis	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1	2	1			3	1	
CO2	2	2	2	1	2	1		3	1	
CO3	2	3	2	1	2	1		3	2	
CO4	1	3	2	1	2			3	1	
CO5	1	2			2			3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Securities Analysis and Portfolio Management	PunithavathyPandian	Vikas Publishing House Pvt Ltd	2001.
2	Security Analysis & Portfolio Management	I Donald E. Fischer & Ronald J. Jordan	Prentice Hall of India Pvt Ltd., New Delhi	2000
3	Investment Management	V. K. Bhalla	S. Chand & Comapany Ltd.,	2000 & 7 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Securities Analysis and Portfolio Management	V. A. Avadhani	Himalaya Publishing House	1997
2	Financial Statement Analysis and Security valuation	Penman, Stephen H	Mcgraw Hill	2003

Pedagogy: Lecture, Power Point Presentation, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21453X1	ELECTIVE II : HUMAN RESOURCE DEVELOPMENT	4	THEORY	-	100

Objectives of the Course:

To understand about the phenomenal concept of HRD and to observe the HRD practices in various industries in the global context along with to explain the contemporary issues in HRD.

UNIT - I: INTRODUCTION TO HRD

(Teaching Hours: 13 Hours)

Introduction to the concept and philosophy of HRD: Meaning, scope and Importance - Differences between traditional personnel management and HRD. Designing and implementing HRS - Role analysis and HRD - Key performance areas, Critical attributes, Role effectiveness - Role analysis methods.

UNIT - II: PERFORMANCE APPRAISAL & DEVELOPMENT

(Teaching Hours: 13 Hours)

Performance appraisal and performance development: Objectives - Performance Management Skills - Operationalising Performance Management, Development oriented appraisal System - Appraisal tools in performance management - Performance Counseling- Giving and receiving feedback - Dynamic relationship through effective counseling - 720 degree Performance Appraisal system

UNIT - III: POTENTIAL APPRAISAL & DEVELOPMENT (Teaching Hours: 13 Hours)

Potential appraisal and development - Objectives of potential appraisal - Steps to be followed in a potential appraisal system - Role and importance of Assessment centers - Career Planning and development - Career strategic process - Issues in organization.

UNIT - IV: LEARNING ORGANISATION

(Teaching Hours: 13 Hours)

Learning organisation - Learning models - Approaches to process of learning - Creating learning organization and learning culture - Self directed learning - Employee empowerment - Types, Process and strategies

UNIT - V: CULTURE AND CLIMATE

(Teaching Hours: 13 Hours)

OCTAPACE culture and HRD climate - Organizational development - QWL -importance, determinants and ways to increase QWL - Quality circle - Constitution process of quality circle - Employee Engagement- Case studies (all units)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding about the basic concepts of Human Resource Development and to observe about the method and process of HRD	K2, K3
CO2	Procurement and repletion of details about the planning and philosophy of HRD and the significance of the policies which is essential for the organisation	K1, K3, K4
CO3	Enhance cognizance towards the Human Resource in various sectors	K2, K5
CO4	Intensive knowledge about the Audit and effective feedback system in the Human Resource Development and the inevitability of diversity management	K3, K4
CO5	Capability to resolve the problems that has been identified in various situation and to conduct the research to bring the remedies to the problems	K1, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	1	1	2				
CO2	2		2	2	3					
CO3	1	1	2	1	2				3	
CO4	1	1	1	1	3				2	
CO5	2		2		3				2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Human Resource Development	P.C.Tripathi	Sultan Chand and Sons	2010
2	Human Resource Development	L.M.Prasad	Sultan Chand and sons	2007
3	Human Resource Development and Management	Biswanath Ghosh	S.Chand Publications	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Human Resource Development	Dr.Sudan Rakesh Kumar	New Century Publications	2018
2	New Dimensions on Human Resource Development	T.D.Tiwari and Ms.Anuja Thakkar	Wisdom Publications, Delhi	2005
3	Human Resource Development – Theory and Practice	Tapomoy Deb	ANE Books Publishers	2008

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion, Case Studies

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022
SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Course Name	Credits	Marks			Hrs. / Week	Exam. Duration (Hrs)	Category
					CA	TEE	Total			
I	III	20164A	Core: Introduction to Communication - Models and Theories	4	25	75	100	6	3	Theory
I	III	20164B	Core: Reporting and Editing	4	25	75	100	5	3	Theory
I	III	20164C	Core: Media Laws and Ethics	4	25	75	100	5	3	Theory
I	III	20164D	Core: Media , Culture and Society	4	25	75	100	5	3	Theory
I	III	20164E	Core: Advertising and Public Relations	4	25	75	100	5	3	Theory
I	III	20164P	Core: Art of Photography	3	40	60	100	5	3	Practical
I	III	20164Q	Core: Journalistic Skills	3	40	60	100	5	3	Practical
Total Credits for Semester I				26						
II	III	20264A	Core: Development Communication	4	25	75	100	6	3	Theory
II	III	20264B	Core: Film Studies	4	25	75	100	6	3	Theory
II	III	20264C	Core: Script Writing	3	25	75	100	6	3	Theory
II	III	20264D	Core: Audio Visual Techniques	4	25	75	100	6	3	Theory
II	III	20264E	Core: Multimedia Databases and Data Mining	4	25	75	100	6	3	Theory

DIT - 01
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Sem.	Part	Course Code	Course Name	Credits	Marks			Hrs. / Week	Exam. Duration (Hrs)	Category
					CA	TEE	Total			
II	III	20264P	Core: Studio Production	3	40	60	100	6	6	Practical
II	III	20264S	Core: Internship Viva Voce-I	2	NA	100	100	-	3	Practical
II	III	20264K	Online Swayam Course	2						
Total Credits for Semester II				26						
III	III	20364A	Core: Research Methodology	4	25	75	100	6	3	Theory
III	III	20364B	Core: Printing Technology	3	25	75	100	6	3	Theory
III	III		Elective	3	25	75	100	6	3	Theory
III	III		Elective	3	25	75	100	6	3	Theory
III	III		Elective	3	25	75	100	6	3	Theory
III	III	20364P	Core: Short Film and Documentary Making (Mini Project)	4	40	60	100	6	6	Practical
Total Credits for Semester III				20						
* Three Electives Per Student										

DIJ-02
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Sem.	Part	Course Code	Course Name	Credits	Marks			Hrs./ Week	Exam. Duration (Hrs)		CATEGORY
					CA	TEE	Total				
IV	III	20464A	Core: Gender and Communication	3	25	75	100	5	3	3	Theory
IV	III		Elective	3	25	75	100	4	3	3	Theory
IV	III	20464P	Core: Contemporary Issues in Media (Self Study)	2	NA	100	100	-	3	3	Practical
IV	III	20464S	Core: Media Research- Project/Thesis	8	100	100	200	6	3	3	Practical
IV	III	20464T	Core: Internship Viva Voce- II	2	NA	100	100	-	3	3	Practical
Total Credits for Semester IV				18							
Total Credits				90			2600				

***It is Mandatory for the Students to Complete 90 Credits.**

Note: The Internship Viva-voce Examination to be conducted in the third semester based on the internship taken up by the student, is modified for this academic year alone to accommodate and acknowledge the ongoing crisis situation due to the Covid 19 Pandemic. Accordingly students are given an option of taking up an **internship/ online internship**.

DTI-03
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Sem.	Part	Course Code	Subject Name
ELECTIVE			
III	III	20364U1	Elective : Integrated Marketing Communication
III	III	20364V1	Elective : Digital Media
III	III	20364W1	Elective : Media Business Management
III	III	20364X1	Elective : Film Appreciation

It is mandatory for the candidates to choose any three Electives Out of the four electives that are offered in the third semester, for the completion of the degree.

Sem.	Part	Course Code	Subject Name
ELECTIVE			
III	III	20464U1	Elective : Broadcast Journalism
III	III	20464V1	Elective : Environmental Journalism

It is mandatory for the candidates to choose any one Elective Out of the two electives that are offered in the fourth semester, for the completion of the degree.

DT-04
2021-22



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EIT-01
2021-22

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Programme Outcome	
P01	Knowledge Gaining Students will gain necessary knowledge and develop specialized skills in the different areas of Biotechnology
P02	Critical Thinking Students will think critically and creatively about the use of biotechnology to address local and global problems.
P03	Implementation of scientific skills Students will be able to implement the scientific skills for development of industrial applications and entrepreneurship
P04	Design Experiments Students will be able to design, conduct experiments, analyze and interpret data for investigating problems in Biotechnology and allied fields.
P05	Collaborative Research skills Ability to carry out research /investigation independently in specialized area of Biotechnology. Able to demonstrate a degree of mastery in the area of biotechnology to enable them in collaborative and multidisciplinary research.
P06	Report Documentation Ability to write and present a substantial technical report/document.
P07	Instrumentation Recognize the need for continuous learning and will prepare oneself to create, select, learn and apply appropriate techniques, resources, and modern instrumentation to solve complex biotechnological activities with an understanding of the limitations.
P08	Entrepreneurial Skills Demonstrate knowledge and understanding of biotechnology principles and apply the same to one's own work, as a member and leader in a team, manage efficiently in respective disciplines and multidisciplinary environments in science
P09	Ethical Practices and Social Responsibility Acquire contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the research outcomes in biotechnology
PO 10	Administration skills Demonstrate knowledge of biotechnology and management principles and apply to manage projects efficiently and economically with intellectual integrity.

Programme Specific Outcome	
PS01	Higher studies (M.Phil, Ph.D) can be pursued in order to attain research positions. Various examinations such as CSIR-NET, ARS-NET GATE, ICMR, DBT and many other opens channels for promising career in research.
PS02	Entrepreneurship ventures such as consultancy and training centers can be opened.
PS03	Students will be able to understand the potentials, and impact of biotechnological innovations on environment and their implementation for finding sustainable solution to issues pertaining to environment, health sector, agriculture, etc.
PS04	Students can become Junior Production Officer and Technical Assistant in biotechnology, pharmaceutical Companies, bio fertilizer industry, aquaculture industries, environmental units, crop production units, food processing industries and national bio-resource development firms
PS05	Several career opportunities are available for students with biotechnology background abroad especially in countries like Germany, Australia, Canada, USA and many more where biotechnology is a rapidly developing field.



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SCHEME OF EXAMINATIONS

Semester	Part	Course Code	Course Name	Credits	MARKS			Hrs./ Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	III	21158A	Core: Advanced Biochemistry	4	25	75	100	5	3	THEORY
I	III	21158B	Core: Applied Microbiology	4	25	75	100	5	3	THEORY
I	III	21158C	Core: Molecular Biology and Genetics	4	25	75	100	5	3	THEORY
I	III	21158P	Core: Practical I- Lab in Analytical Biochemistry	4	40	60	100	5	9	PRACTICAL
I	III	21158Q	Core: Practical II- Lab in Applied Microbiology	4	40	60	100	5	9	PRACTICAL
I	III	21158U1	Elective I: Computational Biology and Omics ^s	4	25	75	100	5	3	THEORY
II	III	21258A	Core: Bioprocess Technology	4	25	75	100	5	3	THEORY
II	III	21258B	Core: Recombinant DNA Technology	4	25	75	100	5	3	THEORY
II	III	21258C	Core: Plant and Animal Biotechnology	4	25	75	100	5	3	THEORY
II	III	21258P	Core: Practical III- Lab in Industrial Biotechnology	4	40	60	100	5	9	PRACTICAL
II	III	21258Q	Core: Practical IV- Lab in Plant Biotechnology	4	40	60	100	5	9	PRACTICAL
II	III		Elective II: Chosen from group I	3	25	75	100	5	3	THEORY

FT-02
2021-22

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Se m.	Part	Course Code	Course Name	Credits	MARKS			Hrs / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
II	III	21258K	Online Course	2	-	-	-	-	-	-
III	III	21358A	Core: Medical Biotechnology	4	25	75	100	5	3	THEORY
III	III	21358B	Core: Immunotechnology and Signal Transduction	4	25	75	100	5	3	THEORY
III	III	21358C	Core: Research Methods and Biostatistics	4	25	75	100	5	3	THEORY
III	III	21358P	Core: Practical V- Lab in Genetic Engineering and Animal Biotechnology	4	40	60	100	5	9	PRACTICAL
III	III	21358Q	Core: Practical VI- Lab in Immunotechnology and Food Biotechnology	4	40	60	100	5	9	PRACTICAL
III	III		Elective III: Subjects chosen from Group II	3	25	75	100	5	3	THEORY
III	III	21358S	Core: Internship**	4	NA	100	100	-		PRACTICAL
IV	III		Elective IV: Subjects chosen from Group III*	2	25	75	100	3	3	THEORY
IV	III		Elective V: Subjects chosen from Group IV*	2	25	75	100	3	3	THEORY
IV	III	21458S	Core: Project***	10	25	75	100	30	-	PRACTICAL
Total				90			2200			

EJ-03
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E_U-04
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Sem.	Part	Subject Code	Subject Name
Group I			
II	III	21258U1	Elective II: Biophysics and Bioinstrumentation
II	III	21258V1	Elective II :Nanobiotechnology
II	III	21258W1	Elective II: Biopharmaceuticals
II	III	21258X1	Elective II :Agricultural Biotechnology
II	III	21258Y1	Elective II : Synthetic Biology
Group II			
III	III	21358U1	ELECTIVE III: Genomics and Proteomics
III	III	21358V1	ELECTIVE III: Systems Biology
III	III	21358W1	ELECTIVE III : Cancer Biology
III	III	21358X1	ELECTIVE III: Marine Biotechnology
III	III	21358Y1	ELECTIVE III: Vaccine Technology
Group III*			
IV	III	21458U1	ELECTIVE IV: Bioremediation
IV	III	21458V1	ELECTIVE IV: Biosafety, Bioethics and IPR
IV	III	21458W1	ELECTIVE IV: Applied Enzyme Technology
IV	III	21458X1	ELECTIVE IV: Biomarketing
IV	III	21458Y1	ELECTIVE IV: Textile Biotechnology
Group IV*			
IV	III	21458U2	ELECTIVE V: Food Biotechnology
IV	III	21458V2	ELECTIVE V: Pharmacology and Toxicology
IV	III	21458W2	ELECTIVE V: Forensic Technology
IV	III	21458X2	ELECTIVE V: Medical Waste Management
IV	III	21458Y2	ELECTIVE V: Functional Foods and Nutraceuticals

*Self study

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
21158A	Core: Advanced Biochemistry	3	3	3	3	-	-	-	-	-	-
21158B	Core: Applied Microbiology	3	3	3	2	2	-	2	2	1	3
21158C	Core: Molecular Biology and Genetics	3	2	3	1	2	-	1	3	1	2
21158P	Core: Practical I- Lab in Analytical Biochemistry										
21158Q	Core: Practical II- Lab in Applied Microbiology										
21158U1	Elective I: Computational Biology and Omics	3	3	2	3	3	-	2	1	2	2
21258A	Core: Bioprocess Technology	3	2	2	3	2	-	3	2	1	2
21258B	Core: Recombinant DNA Technology	3	2	2	3	2	-	3	2	1	2
21258C	Core: Plant and Animal Biotechnology	3	3	3	2	-	-	2	2	-	-
21258P	Core: Practical III- Lab in Industrial Biotechnology										
21258Q	Core: Practical IV- Lab in Plant Biotechnology										
21258U1	Elective II: Biophysics and Bioinstrumentation	3	3	3	3	3	3	3	3	3	2
21258V1	Elective II :Nanobiotechnology	3	3	3	3	3	-	3	-	-	-
21258W1	Elective II: Biopharmaceuticals	3	1	2	3	3	2	2	3	3	3
21258X1	Elective II :Agricultural Biotechnology	3	3	3	3	3	2	3	3	2	3
21258Y1	Elective II :Synthetic Biology	3	3	3	3	3	2	3	3	2	3
21358A	Core: Medical Biotechnology	1	3	3	1	1	-	-	-	2	-
21358B	Core: Immunotechnology and Signal Transduction	3	3	3	-	-	-	3	-	3	-
21358C	Core: Research Methods and Biostatistics	3	3	3	3	3	3	-	2	-	-
21358P	Core: Practical V- Lab in Genetic Engineering and Animal Biotechnology										
21358Q	Core: Practical VI- Lab in Immunotechnology and Food Biotechnology										
21358U1	ELECTIVE III: Genomics and Proteomics	3	2	2	2	2	-	2	2	1	2
21358V1	ELECTIVE III: Systems Biology	3	2	3	2	2	-	1	1	-	1
21358W1	ELECTIVE III : Cancer Biology	3	3	2	3	2	1	3	2	1	1
21358X1	ELECTIVE III: Marine Biotechnology	3	3	2	3	2	1	3	2	3	1
21358Y1	ELECTIVE III: Vaccine Technology	3	3	2	3	2	1	3	2	3	1
21358S	Core: Internship										

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Course Code	Course Title	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
21458S	Core: Project										
21458U1	ELECTIVE IV: Bioremediation	2	3	3	3	3	3	3	3	2	2
21458V1	ELECTIVE IV: Biosafety, Bioethics and IPR	3	2	2	2	2	1	3	3	3	3
21458W1	ELECTIVE IV: Applied Enzyme Technology	2	3	3	3	3	3	3	3	2	2
21458X1	ELECTIVE IV : Biomarketing	3	2	3	2	2	3	-	3	3	3
21458Y1	ELECTIVE IV: Textile Biotechnology	3	3	2	3	2	1	3	2	3	1
21458U2	ELECTIVE V: Food Biotechnology	3	3	2	3	2	1	3	2	3	1
21458V2	ELECTIVE V: Pharmacology and Toxicology	1	3	3	1	1	-	-	-	2	-
21458W2	ELECTIVE V: Forensic Technology	3	3	2	3	2	1	3	2	3	1
21458X2	ELECTIVE V: Medical Waste Management	3	2	2	2	2	1	3	3	3	3
21458Y2	ELECTIVE V: Functional Foods and Nutraceuticals	3	3	2	3	2	1	3	2	3	1

Indicators: 1. Reasonable 2. Significant 3. Strong

EIS-06
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*Self Study – Both CA and TEE internal evaluation only

**** Internship - Internal evaluation only, report to be evaluated by not less than two faculty members**

Break up for Internship Evaluation:

1. Content of the report	: 30 marks
2. Methodology and Instrumentation	: 30 marks
3. Duration of the project	: 5 marks
4. Practical skills gained	: 35 marks
Total	<u>100 marks</u>

*****Project**

In the TEE the project report will be evaluated and viva voce test will be conducted jointly by the internal (research supervisor) and external examiner.

Break up for CA

1. Interaction frequency and attendance	: 5 marks
2. Timely submission of drafts and proofing	: 5 marks
3. Value Addition/ original ideas	: 10 marks
4. Application of concepts and work execution	: 5 marks
Total	<u>25 marks</u>

Break up for TEE (25 marks)

1. Clarity of presentation	: 15 marks
2. Content of report	: 10 marks
Total	<u>25 marks</u>

Break up for TEE (50 marks)

1. Methodology	: 10 marks
2. Literature review	: 10 marks
3. Dissertation preparation	: 10 marks
4. Results and discussion	: 20 marks
Total	<u>50 marks</u>

Teaching hours for all theory subjects is allocated as 55 - 60 hours. Teaching hours are not same for all subjects.

5- Computational Biology and Omics – 2 Internal Assessments; Mid term Exam will include Theory only and Model Exam will include Practical Only.

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E11-08
2021-22

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21158A	CORE: ADVANCED BIOCHEMISTRY	4	Theory	-	100

Objective of the Course: The students will get an overall understanding of structure of atoms, molecules and chemical bonds, enzyme kinetics, biopolymers and metabolic reactions in a living system.

UNIT I: Chemistry of Biomolecules: Carbohydrates (Teaching hours: 12)

Classification, Structure, Reaction of Monosaccharides, Structure and properties of Disaccharides and Polysaccharides, artificial sweeteners (aspartame, amino asparagine, saccharin, neoasparagine).

Lipids –Structure and classification of lipids- Simple, compound and derived lipids, physical and chemical properties of fats, industrial uses of lipids.

UNIT II: Chemistry of Biomolecules: Amino acid and Proteins (Teaching hours: 12)

Structure, and Classification of amino acids, chemical reactions of amino acids due to Carboxyl groups and amino groups. Peptides and peptide bond, classification of proteins. Levels of organization-primary, secondary, tertiary and quaternary structure. Bonds involved in protein structure, protein denaturation (reversible and irreversible).

Nucleic Acids- Structure of purines and pyrimidines, nucleotides, DNA, structure of DNA double helix (A, B and Z forms), RNA structure- mRNA, tRNA, rRNA, snRNA; unusual bases (pseudouridine, dihydrouridine, ribothymine, inosine) Biosynthesis of purines and pyrimidines.

UNIT III: Lymph, tissue fluids and physical aspects Blood cells (Teaching hours: 12)

Properties and functions. Blood volume and its regulation. Colloids, Diffusion, Partition, Law of Mass action, Surface tension, Adsorption, Viscosity, Osmotic pressure, Donnan membrane equilibrium and their applications. **Laboratory management:** Precision, accuracy, specificity, sensitivity, percentage error, quality control, precautions in handling hazardous materials, Pre-analytical variations. Lab accreditation –NABL

UNIT IV Health and disease (Teaching hours: 12)

Basic concepts: Normal and pathological changes affecting cells in the body. Cell death and physiological causes. Physical, chemical and biological agents. Body fluids: urine normal and abnormal constituents, CSF composition, Gastric juice, Pleural fluid, peritoneal fluid, synovial fluid composition. Extra cellular and intracellular fluid composition. Their normal and abnormal variations under physiological and pathological conditions.

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 (Teaching hours: 12)

UNIT V Primary nutritional diseases

PEM, starvation, Obesity, Vitamin deficiency disorders and biochemical basis of causation and diagnosis of nutritional anemia. Biochemical indices of hepatobiliary diseases. Bilepigments-formation of bilirubin, Urobilinogen, bile acids, liver function tests. Porphyrias, Hyperbilirubinemias, Congenital Hyperbilirubinemia, Hemolytic jaundice, Hepatocellular jaundice, Obstructive Jaundice, Differential diagnosis of jaundice, diseases of the liver –hepatitis, cholestasis, cirrhosis, gallstone.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Comprehend the structure and function of different biomolecules including of proteins, lipids, nucleic acids, and carbohydrates.	K1 & K2
CO2	Basic concepts of enzymes their mechanism of action	K1 & K3
CO3	Basic components of blood	K2 & K4
CO4	To have a knowledge on health and disease	K3 & K4
CO5	To understand more on lab diagnosis of liver related diseases	K2 & K4

Note: K1-Remembering; K2-Understanding; K3 -Applying; K4-Analysing; K5-Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			2						
CO2	3			3						
CO3	3		2	2						
CO4	2	3	3							
CO5	3	2	3							

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Lehninger principles of biochemistry	Albert L. Lehninger,	W.H. Freeman	2008 & Sixth
2	Biochemistry	U. Sathyanarayana	Elsevier	2017 & Fifth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Biochemistry	Donald Voet, Judith G. Voet,	J. Wiley & Sons,	2014
2	Biochemistry	Geoffrey L. Zubay	Wm.C. Brown	1993

Pedagogy: Methods Lecture, PPT presentation, e-content, seminar, Assignment

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EJ-10
2021-22

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21158B	CORE: APPLIED MICROBIOLOGY	4	Theory	-	100

Objective of the Course: To learn about the microorganisms, its role and application in various fields of microbiology

UNIT I: Introduction of Microbiology

(Teaching hours: 12)

History of Microbiology - Ultra structure of bacterial cell - Growth phases - Generation time, Batch culture, continuous culture, synchronous culture (definition and brief description). Physical factors influencing growth – Temperature, pH, osmotic pressure, salt concentration. Classification of algae, protozoa and fungi. General properties and outline classification of viruses - structure and properties of T4 phage, Tobacco mosaic virus and HIV. Pure culture techniques. Control of microbial growth. Working principle and construction of bright field, dark field, phase contrast and Electron microscopy (TEM and SEM).

UNIT II: Environmental Microbiology

(Teaching hours: 12)

Brief account of microbial interactions (symbiosis, neutralism, commensalism, competition, ammensalism, synergism, parasitism, and predation); Biological nitrogen fixation - symbiotic and asymbiotic; Biofertilizers, Biological pest control. Carbon, Nitrogen, Phosphorus, and Sulphur cycles. Different types of microorganisms in air, aerosols and air sampling techniques. Coliform test - detection of faecal coliform; Treatment of municipal wastewater.

UNIT III: Food Microbiology

(Teaching hours: 11)

Normal microflora in milk, meat, poultry, eggs, fruits and vegetable; fresh food, canned food and stored grains; milk quality tests, Microbiology of fermented food: curd, cheese, idli, yogurt, acidophilic milk. Microorganisms as food - SCP: *Spirulina* and Edible mushrooms; Food borne diseases: Salmonellosis and Shigellosis.

UNIT IV: Medical Microbiology

(Teaching hours: 12)

Human Microbiome, Entry of pathogens into the host, Host factors for infection and innate resistance to infection. Endemic diseases: Malaria, Dengue and CoV – origin, symptoms and remedial measures. Definition and Classification of antibiotics on the basis of structure and mode of action.

UNIT V: Microorganisms in cloning technology

(Teaching hours: 12)

Applications of *Escherichia coli*, *Bacillus subtilis*, *Streptomyces* and *Saccharomyces cerevisiae* in cloning technology. Types of vectors - plasmids - host range and incompatibility - Vectors constructed based on bacteriophages (M13 and Lambda), cosmids, phagemids and BACs - Yeast vectors. Animal virus as vectors: Simian virus 40, Adeno virus, Retrovirus, Vaccinia virus and Baculovirus.

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EJ-11
2021-22

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can remember and understand by leaning the introduction of microbiology	K1 & K2
CO2	This course makes them to apply their knowledge and understanding of the Environmental aspects.	K1, K2 & K3
CO3	Students can analyze the Food items and apply the basic understanding of the course at the extent.	K2, K3 & K4
CO4	Medical Microbiology course can tune them to remember and apply their understanding as possible.	K1, K2 & K3
CO5	Students express their understanding of Microorganisms in cloning technology and are creative in analyzing the uses.	K2, K4 & K5

Note: K1-Remembering; K2-Understanding; K3-Applying; K4-Analysing; K5-Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3						2			1
CO2	2	1	3	1	1		2	1	1	
CO3		2	1		1			2		3
CO4	3	1	1	2	1		1		1	
CO5		3	2	1	2		1			

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Microbiology	Lansing M Prescott.	Mc Graw Hill Publishing	2017 & Tenth
2	Microbiology	Lansing M Prescott.	Mc Graw Hill Publishing	2017 & Tenth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles of Microbiology	Atlas R M	McGraw Hill Publications	2015
2	Microbial Ecology - Fundamentals and Applications	Atlas R N and Bartha R	Redwood City C A	1998
3	Food Microbiology	Frazier W C and West Hoff D C	Tata McGraw Hill Ltd	1989

Pedagogy: Lecture, PPT presentation, Assignment, Discussion, Quiz

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E1-12

2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21158C	CORE: MOLECULAR BIOLOGY AND GENETICS	4	Theory	-	100

Objective of the Course: The major objective of the paper is to provide knowledge of molecular biology and genetics of prokaryotic and eukaryotic organisms to the students.

UNIT I: Cell Biology

(Teaching hours: 11)

Cell architecture- structure and function; Organelles. Cell cycle - molecular aspects of mitosis and meiosis. Regulation of eukaryotic cell cycle; membrane architecture and function; Transport across membranes; cytoskeleton

UNIT II: Gene Structure & DNA replication

(Teaching hours: 11)

Structure of prokaryotic and eukaryotic gene; Human genome; Chromosome architecture. Enzymes and proteins, mechanism, differences between prokaryotic and eukaryotic replication; Restriction and modification systems.

UNIT III: Gene Expression and Regulation in Prokaryotes

(Teaching hours: 12)

Transcription - RNA Polymerase, promoters, mechanism; Processing of rRNA, tRNA; Translation- ribosome structure and role; tRNA structure and role; Mechanism of protein synthesis. Regulation: The lac operon- positive and negative control; Trp operon- repression, attenuation and anti-termination, RNA editing, ribozymes; Riboswitches and global regulation of gene expression.

UNIT IV: Gene Expression and Regulation in Eukaryotes

(Teaching hours: 12)

Transcription- promoters, enhancers, response elements, TF's, RNA polymerases- I, II and III, mechanism; rRNA, tRNA, mRNA processing- poly A tailing, capping, splicing, RNA editing; Translation-mechanism; post translational modifications; Regulation: transcriptional control, mRNA transport control, RNA processing control, translation control, mRNA degradation control, protein degradation control and tissue specific control.

UNIT V: Gene as a Unit of Mutation and Recombination

(Teaching hours: 12)

Mutation types- forward, reverse and suppressor; Mutagenesis- spontaneous and induced. DNA repair mechanisms- direct reversal; Excision repair (base excision, nucleotide excision and mismatch); recombinational repair; SOS response and SOS bypass. Recombination - Models; Rec A, RecBCD, Ruv ABC, and molecular mechanism of recombination. Conjugation; transformation and transduction. Transposons - simple and complex in prokaryotic and eukaryotic systems.

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EII-13
2021-22

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students will gain knowledge about molecular complement in classical cell biology and how the cells to carry out their basic processes	K1 & K2
CO2	Students will study the differences of gene organization between prokaryotes and eukaryotes	K1,K2 & K3
CO3	Students will need to learn about transcription (basically think of it as a template),translation (a protein) and distinguish between positive and negative control of operon	K1,K2 & K5
CO4	The students will have knowledge to apply appropriate techniques, resources of modern molecular techniques in eukaryotes of translation and transduction	K1,K2 & K4
CO5	This course will give acquire knowledge and expose types of mutation and recombination models	K1,K3 & K5

Note: K1-Remembering; K2 -Understanding; K3 -Applying; K4-Analysing; K5-Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1				3		
CO2	1	1						1	1	
CO3	1	1			1			2		
CO4	1	2	3				1			2
CO5	3	2	1		2					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cell and molecular biology	Ajoy Paul	Arunabla Sen,Book and Allied (P) Ltd	2009 & Second
2	Genes X	Benjamin Lewin	Oxford University Press, U.K	1997 & Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Genomes 2	T. A Brown	Garland Science Publishing	2002
2	Molecular Biology of the Cell	Alberts, Bruce et al.,	Garland Science, Taylor & Francis	2012
3	Molecular Biology	David P Clark	Elsevier Press	2006

Pedagogy: Lecture, PPT presentation, Assignment, E Books

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E15-14
2021-22
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21158P	CORE: PRACTICAL I - LAB IN ANALYTICAL BIOCHEMISTRY	4	Practical	-	-

Objective of the Course: To give overall understanding of common instruments used for analysis. Starting with practical exercises on techniques then moving on to experiments with biological molecules and their analysis using quantitative and qualitative techniques.

1. Colorimetry and Spectrophotometry
 2. pH and Buffer Solutions
 3. Methods of protein Estimation (Lowry, Biuret Method)
 4. Estimation of carbohydrates by anthrone method
 5. Determination of reducing sugars using 3, 5, dinitrosalicylic acid
 6. Estimation of blood cholesterol
 7. Estimation of Vitamin C
 8. Quantification of Amino acid
 9. Determination of the acid value, Saponification value, Iodine number of fat
 10. Thin layer chromatography
 11. Paper chromatography
 12. Gel Permeation Chromatography
 13. PAGE
 14. Silver staining of protein
- 

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E11-15
2021-22

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	The course deals with the principles of the use of common instruments like colorimeter, pH meter etc, and also standard separation techniques like chromatography and analysis of carbohydrates, lipids etc. The course improves the understanding of the students about basic units, biomolecule interaction and usage of the laboratory instruments.	K1, K3, K4 & K5

Note: K1-Remembering; K2-Understanding; K3-Applying; K4 - Analysing; K5 - Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	2	3	3	3	2	3	3	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Principles of Instrumental Analysis	D.A. Skoog, F. J. Holler and T.A. Nieman	Saunders	1998 & Sixth
2	Laboratory Manual of Biochemistry	J. Jayaraman	Wiley Eastern	1981 & Second
3	Biochemical Methods	S. Sadasivam and A. Manickam	New age international (P) Limited	1996 & Third

Pedagogy: Lecture, PPT presentation, demonstration and hands on training.

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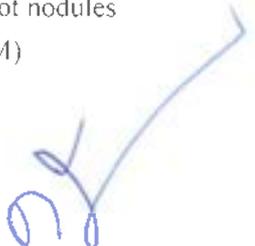
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EJ - 16
2021-22
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21158Q	CORE: PRACTICAL II - LAB IN APPLIED MICROBIOLOGY	4	Practical	-	-

Objective of the Course: The scope of this work is to make the students understand basic and applied Microbiology techniques in detail and to give an apparent depiction of the complete microbiology techniques starting from isolation to application.

1. Safety guidelines in Microbiology laboratory practices.
 2. Study of aseptic techniques-Disinfection
 3. Preparation of culture media for growth of microorganisms.
 4. Isolation and Identification of various microorganisms (Bacteria, Fungi and Yeasts) from soil and water.
 5. Study of colony characteristics and morphology of bacteria.
 6. Staining of Microorganisms - Gram's stain, simple stain, Lactophenol Cotton Blue Stain for fungi.
 7. Biochemical tests used for the identification of microorganisms.
 - a. Fermentation of carbohydrates-glucose.
 - b. Starch hydrolysis.
 - c. Gelatin liquefaction.
 - d. Urease test.
 - e. Catalase test.
 - f. Oxidase test.
 - g. Triple sugar Iron agar test (TSIA).
 - h. Nitrate reduction Test.
 - i. Indole Test.
 - j. Methyl red and VP Test
 - k. Citrate utilization test
 8. Counting of microorganisms by using Haemocytometer (yeast sample)/ DMC.
 9. Study of bacterial motility by Hanging Drop Method.
 10. Isolation of rhizosphere/phyloplane microflora
 11. Isolation of actinomycetes from soil.
 12. Assay of antibiotics by agar disc method and dilution method
 13. Isolation of *Rhizobium* from legume root nodules
 14. Vesicular Arbuscular Mycorrhiza (VAM)
- 

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E1 - (7)
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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	This Practical course covers the area of Isolation (All Pure culture techniques), Identification (Morphology and Biochemical) and application of microbes. The course gives detailed knowledge about the prevalence of various microbes around us and their identification techniques. The course also imparts social responsibility to the students by teaching them the good laboratory practices.	K1, K3, K4 & K5

Note: K1-Remembering; K2 –Understanding; K3–Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	2	3	3	3	2	3	3	3	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Manual of Microbiology Tools and Techniques	Kanika Sharma	Ane Books	2007 & Fourth
2	Laboratory Manual on Biotechnology	Prof. P.M. Swamy	Rastogi Publications	2008 & First
3	Laboratory Manual in General Microbiology	N. Kannan	Panima Publishing Corporation	1996 & First

Pedagogy: Lecture, PPT presentation, demonstration and hands on training.

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E11-18
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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21158U1	ELECTIVE I : COMPUTATIONAL BIOLOGY AND OMICS	4	Theory	-	100

(QUESTIONS SHOULD BE TAKEN FROM UNIT I – IV, EXCLUDING UNIT V)

Objective of the course: To impart knowledge in the fields of computational biology and to educate students in the promising field of OMES and OMICS for fulfilling an industry needs.

UNIT I: Sequence Databases and analysis of sequences

(Teaching hours: 12)

Sequence databases: Introduction to Bioinformatics. Biological databases: Types and classification with respect to the sequence: Primary nucleic acid sequence databases, Primary protein sequence databases, secondary and composite databases. Other Popular Resources in NCBI: PubMed and OMIM. KEGG. Sequence Alignment: Definitions: homology, similarity, identity and gaps. Pairwise and multiple sequence alignment methods. Local and global alignment: Needleman Wunsch and Smith Watermann Algorithm. Similarity Searching and Phylogenetic analysis: BLAST, phylogenetic tree construction methods.

UNIT II: Structural Databases and analysis of structures

(Teaching hours: 12)

Structural Databases: Protein Data Bank. Protein Structure Classification Databases: SCOP and CATH. Protein Structure Modeling - Comparative modeling, Abinitio prediction, threading, Protein folding. Molecular Docking, Drug designing: Structure based and ligand based drug designing. Molecular Visualization: Swiss-PDB Viewer and RasMol - Importance of molecular visualization.

UNIT III: Genomics and Transcriptomics

(Teaching hours: 12)

Definition of genomics, genome features of prokaryote and eukaryote - Human Genome Project (HGP) - sequencing strategies, concept of genetic and physical maps. GeneFinder-GenScan, Genomic variations- SNP, Comparative genomics. Definition of transcriptomics, Techniques-Microarray, Differential gene expression - SAGE. Outline of Epigenomics and Pharmacogenomics.

UNIT IV: Proteomics

(Teaching hours: 12)

Definition, techniques - Identification and analysis of proteins by 2D electrophoresis, spot visualization. Peptide mass fingerprinting, Protein identification with amino acid composition. Protein-protein interaction (PPI); Pull down assay; PPI maps. Protein microarrays. Outline of Metabolomics and Interactomics.

UNIT V: Practicals

(Teaching hours: 10)

1. NCBI: Retrieving gene and protein sequences
2. BLAST: Nucleotide, protein, genome and primer
3. Sequence Alignment: BLAST, Clustal Omega and Phylogenetic analysis: MEGA7

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E5-19
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4. Sequence analysis: ProtParam and SOPMA
5. Tertiary structure prediction and validation: Swiss-model and SAVeS server
6. Small molecule retrieving and drawing: PubChem and ChemSketch
7. Molecular docking: AutoDock
8. Drug likeness property: SwissADME
9. Molecular visualization: Swiss-PDB viewer
10. Protein-Protein interaction and visualization: String and CytoScape

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students will be able to describe the most important bioinformatics database and sequence based searches and analyze and discuss the result in light of molecular biological knowledge	K1, K2, K3, K4
CO2	To get introduced to structural databases and computational methods in predicting and visualizing protein structures and interactions between molecules	K2 & K4
CO3	To gain knowledge on various techniques employed in genomics and transcriptomics	K2 & K3
CO4	To gain knowledge on various techniques employed in proteomics and an outline about metabolomics and interactomics	K2, K3 & K5
CO5	To provide hands on training on various computational tools and techniques in biological sequence and structure analysis	K2, K3, K4 & K5

Note: K1-Remembering; K2 –Understanding; K3–Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3		3	3			1		1
CO2	3	2		2	2			1		1
CO3	3	2	2	2	1		2	1	2	2
CO4	3	2	2	2	1		2	1	2	2
CO5	3	1		2	2					1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Bioinformatics Sequence and Genome Analysis	David W. Mount	Cold Spring Harbor Laboratory Press	2004
2	Bioinformatics and Functional Genomics	Jonathan Pevsner	John Wiley	2015 & Third
3	Protein Biochemistry and Proteomics	Hubert Rehm	Academic Press	2006 & Fourth

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Reference Books				
S.No	Title	Author	Publishers	Year of Publications
1	Bioinformatics Methods and Applications: Genomics, Proteomics and Drug Discovery	Rastogi S C., Namita Mendiratta, Parag Rastogi	Prentice Hall of India Private Limited	2013
2	Bioinformatics and Functional Genomics	Jonathan Pevsner	John Wiley	2015
3	Bioinformatics Sequence and Genome Analysis	David W. Mount	Cold Spring Harbor Laboratory Press	2004
5	Genomes 3	T A Brown	Garland Science	2006
6	Principles of Gene Manipulation and Genomics	Primrose S and Twyman	Blackwell	2006
7	Protein Biochemistry and Proteomics	Hubert Rehm	Academic Press	2006
8	Functional Genomics	Hunt, Stephen. P	Oxford University Press	2012
9	Proteomics	Pennington S.R	Viva Books Private Limited	2012
10	https://www.ncbi.nlm.nih.gov/	-	-	-
11	www.embl.org/	-	-	-
12	www.ddbj.nig.ac.jp/	-	-	-
13	http://www.openrasmol.org/	-	-	-
14	http://spdbv.vital-it.ch/	-	-	-
15	https://www.ncbi.nlm.nih.gov/blast	-	-	-
16	https://www.ebi.ac.uk/Tools/msa/clustal/	-	-	-
17	https://web.expasy.org/protparam/	-	-	-
18	https://preadmet.bmdrc.kr/	-	-	-
19	https://npsa-prabi.ibcp.fr/cgi-bin/npsa_automat.pl?page=npsa_sopma.html	-	-	-
20	https://swissmodel.expasy.org	-	-	-
21	https://services.mbi.ucla.edu/SAVES/	-	-	-
22	https://pubchem.ncbi.nlm.nih.gov/	-	-	-
23	http://www.swissadme.ch/index.php	-	-	-
24	https://string-db.org/	-	-	-

Pedagogy: Lecture, PPT presentation, seminar, Term paper/ Group discussions

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21258A	CORE: BIOPROCESS TECHNOLOGY	4	Theory	-	100

Objective of the Course: To learn about the basics of fermentation in biotechnology, up and down stream process in fermentation for the desired products.

UNIT I: Introduction of Bioprocess Engineering (Teaching hours: 11)

Fermentation a Historical perspective. Biotechnology and bioprocess engineering, Bioprocess regulatory constraints, Basic of Biology – an engineering perspectives – Cell construction, cell nutrients. Stoichiometry of microbial growth and product formation. Alteration in cellular information.

UNIT II: Design of Bioreactor (Teaching hours: 12)

Introduction to fermentation process. Sterilization. Thermal death kinetics. Design of continuous sterilization process, Fibrous filters. Bioreactor design, parts and their functions, Alternative vessel designs - CSTR, Tower, Airlift, Loop jet, Bubble Column, Packed bed. Immobilized cells.

UNIT III: Kinetic Studies (Teaching hours: 11)

Microbiology of Industrial fermentation, Fermentation kinetics, Rheological properties of the medium; Theory of mixing. Oxygen transfer rate, Oxygen transfer coefficient and correlation. Biological heat transfer and heat transfer coefficient.

UNIT IV: Instrumentation Controls (Teaching hours: 11)

Different types of instrumentation, common measurement and control systems, Additional sensors, Feedback control, PID control, Computers in Bioprocess control systems, Biosensors in bioprocess monitoring and control.

UNIT V: Upstream and Downstream Processing (Teaching hours: 12)

Upstream processing, Recovery and purification of fermentation products- Membrane process, centrifugation-Ultracentrifugation, Ion exchange and gel permeation chromatography and HPLC.

Fermentation in Industry and Applications: Microbial production of organic acids - citric acid; antibiotics – Streptomycin; enzymes- amylase; vitamins - B12; Alcoholic beverage – Beer.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can understand the Introduction of Bioprocess Engineering and remember the perspectives of engineering	K1 & K2
CO2	Apply their understanding of Design of Bioreactor and recollect the uses of various types.	K1, K2 & K3
CO3	Analyze the information of Kinetic Studies in fermentation and apply as appropriate.	K3 & K4
CO4	Students can understand thoroughly about Instrumentation Control and in which they can apply and analyze bioprocess control.	K2, K3 & K4
CO5	Evaluate the process by the information and understanding of Upstream and Downstream Process.	K1, K2 & K5

Note: K1-Remembering; K2 –Understanding; K3 –Applying; K4 –Analysing; K5 –Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1	1					
CO2		2	1	3	2		2	1		1
CO3		2		2			2			
CO4	1	1	2		1		3	1		1
CO5	2	1	1		1		2	2	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Bioprocess Engineering Basic concepts	Michael L. Shuler	Prentice Hall International services	2017 & Third
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Biotechnology-A Textbook of Industrial Microbiology	Crueger	Panima Publishing Corporation	2005
2	Principles of Fermentation Technology	Whitaker	Elsevier Science Ltd	2007

Pedagogy: Lecture, PPT presentation, Assignment, Discussion, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21258B	CORE: RECOMBINANT DNA TECHNOLOGY	4	Theory	-	100

Objective of the Course: The main objective of the paper is to expose students to the basics and various advances in the field of recombinant DNA Technology their application.

UNIT I: Enzymes and Vectors

(Teaching hours: 12)

Enzymes used in genetic engineering- nucleases, ligases, polymerases, reverse transcriptase, terminal deoxynucleotidyl transferase, kinases and alkaline phosphatases. Vectors – Characteristics, plasmids, cosmids, phagemids, Ti and Ri Plasmids - binary and cointegrate vector strategy, animal and plant viral vectors – Adeno virus, reter virus, Gemini virus, CaMV, TMV and artificial chromosomes (BAC, YAC, HAC).

UNIT II: Genetic Transformation

(Teaching hours: 12)

Direct and indirect methods of gene transformation – Physical, Chemical and Biological, selectable markers and reporter genes; gene tagging, gene knock out, gene silencing- antisense and RNA interference

UNIT III: Recombinant DNA Techniques

(Teaching hours: 12)

Construction of a recombinant molecule - construction of genomic and cDNA libraries - Blotting techniques – Northern, Western, southern, Dot Blot and Zoo Blot, HAT, HART. Microarrays- cDNA and protein chips. Site Directed Mutagenesis. Genome editing - CRISPR and Cas9.

UNIT IV: PCR & Sequencing Methods

(Teaching hours: 12)

PCR & Types: Principle, Steps and Applications – Nested PCR, Multiplex PCR, Real Time qPCR, RT PCR, Colony PCR, Touchdown PCR and Hot Start PCR. DNA sequencing: Principle of chemical, enzymatic and automated methods - high throughput DNA sequencing, Pyrosequencing, next generation sequencing - Massively Parallel Signature Sequencing (MPSS) and Nanopore sequencing. DNA fingerprinting, RAPD, RFLP and AFLP, SNPs, VNTRs and microsatellites.

UNIT V: Applications

(Teaching hours: 12)

Metabolomics – metabolome and Identification of new disease indicators. Chromatin immunoprecipitation assay. Applications: Gene cloning in medicine (Insulin, Blood clotting factor VIII); Genetic engineering for human gene therapy; Industrial applications of rDNA technology.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This course offer students to learn the tools and techniques used in recombinant DNA technology	K1, K2 & K3
CO2	Students will have sufficient scientific understanding of the basics and advanced recombinant DNA techniques	K2 & K3
CO3	Knows how to use the main methodologies and instruments that characterize biotechnologies for the prevention, diagnosis and treatment of human diseases and problems	K3, K4 & K5
CO4	Students will develop an ability to use skills and modern technological tools necessary for medical biotechnological practices	K3, K4 & K5
CO5	Students will be able to apply advanced biotechnological principles, methods and models to solve human pathology	K3, K4 & K5

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Ana lysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	3							
CO2		1	3							
CO3			3	1	1				2	
CO4		1	3	1	1				2	
CO5		1	3	1	1				2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Gene Manipulation	Primrose	Blackwell Science Limited	2001 & Sixth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Gene Cloning and DNA Analysis	Brown TA	Garland Science	2006

Pedagogy: Lecture, PPT Presentation, Seminar, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21258C	CORE: PLANT AND ANIMAL BIOTECHNOLOGY	4	Theory	-	100

Objective of the Course: This paper has been designed to give the students comprehensive coaching in the field of plant biotechnology and animal biotechnology that benefit for knowing the basics in plant and animal tissue culture and and inculcates the indepth knowledge on the recent emergence in GMO.

UNIT I: Plant Tissue Culture

(Teaching hours: 11)

Cloning: isolation of single cells, production of haploid plants, protoplast culture and somatic hybridisation, somaclonal variation, germplasm conservation and cryopreservation. Genome Organisation and Protein targeting in nuclear, mitochondrial and chloroplast - Cytoplasmic male sterility, Transposons.

UNIT II: Transgenic plants

(Teaching hours: 11)

Improving nutritional value of seed storage protein, application of biotechnology in crop improvement, genetic engineering of plants for delay of fruit ripening, herbicides tolerance, salt resistance; virus and pest resistance, role of monoclonal antibodies in agriculture. plant pathogen interaction - virus, bacteria, fungi and nematodes, Nitrogen fixation

UNIT III: Animal cell culture

(Teaching hours: 12)

Culture media and its types; role of carbon dioxide in animal cell culture. Cell culture methods: primary culture, secondary culture; continuous cell lines; suspension cultures, Organ culture, Feeder layers, disaggregation of cells, cell separation, cell synchronization, apoptosis, Types of contaminants, testing of toxicity of environmental pollutants in cell culture

UNIT IV: Transgenic Animals

(Teaching hours: 11)

Characteristics of cultured cells, Cell bank, Identification of specific cell lines. Mammalian cell lines, Mammalian cell expression system, Gene transfer techniques in mammalian cells, Sexing of embryos, Somatic cell nuclear transfer and transgenic animals - Production of transgenic animals (cattle, mice and fish) and chimeras. Artificial insemination and embryo transfer.

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UNIT V: Applications

(Teaching hours: 12)

Plant Biotechnology - Application of Plant genome organization – Rice and Tobacco: Molecular Farming - Plant secondary metabolites; therapeutic proteins, Phytoremediation; edible vaccines, Germplasm Conservation and Cryopreservation.

Animal Biotechnology – production of human and animal vaccines and pharmaceutical proteins (viz, Blood Factors, Hormones, Therapeutic Proteins), Cryopreservation of germ cells.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Recall the basic concepts of tissue culture and explain fundamental procedures practiced in plant cell culture and also comprehend about the plant complete genome organization and its importance in plant genetic engineering	K1, K2 & K3
CO2	Students learn about how biotechnology has been used to develop transgenic plants and knows its applications	K3 & K5
CO3	Recall the basic concepts of tissue culture and explain fundamental procedures practiced in Animal cell culture	K1 & K3
CO4	Students learn about how biotechnology has been used to develop transgenic animals and knows its applications	K3 & K5
CO5	Elucidate about the advanced techniques used for plant improvement and also studies the applications of animal and plant biotechnology in day today life	K3, K4 & K5

Note: K1-Remembering; K2-Understanding; K3-Applying; K4 - Analysing; K5 - Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			2						
CO2		3					1	2		
CO3	3			2						
CO4		3					1	2		
CO5		2	3	3			1			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Plant Biotechnology: The Genetic Manipulation of plants	Slater	Oxford Press	2008 & Second
2	Plant Biotechnology	U.Satayanarayana	Books & Allied (p) Ltd.	2005 & First
3	Animal Cell Culture: A Practical Approach	R. Ian Freshney	John Wiley & Sons Inc.	2009 & Sixth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	An Introduction to Plant Tissue	M.K. Razdan.	Oxford and IBH	2003

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	Culture		Publishing Co.,	
2	Animal cell Biotechnology	Portner	Humana Press,	2007

Pedagogy: Lecture, PPT Presentation, Seminar, Assignment, Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21258P	CORE: PRACTICAL III - LAB IN INDUSTRIAL BIOTECHNOLOGY	4	Practical	-	-

Objective of the Course: The scope of this course is to make the students understand industrial biotechnology in detail and to give a clear picture of the parts and design of a bioreactor, batch and continuous fermentation. The knowledge on fermentation process enables the students to manipulate microbes for improvement of the need-based society

1. Introduction to bioprocess technology parts and design of Bioreactor
2. Batch and continuous fed batch fermentation
3. Bacterial growth curve - pH, temperature effect
4. Conservation of bacteria by lyophilisation
5. Cell disruption by sonication and product recovery.
6. Isolation of industrially important microorganisms (amylase, Keratinase) for Microbial process & maintenance of bacterial & fungal cultures.
7. Downstream process - Purification of fermentation product by Ion exchange Chromatography
8. Detection and quantification of siderophores produced by *Pseudomonas spp*
9. Study of alcohol fermentation-alcohol production-estimation of percentage of alcohol
10. Production and analysis of SCP
11. Microbial production of citric acid using *Aspergillus niger*.
12. Microbial production of pectinase using agrowastes.
13. Microbial production and assay of amino acids
14. Microbial production of Penicillin and product recovery.
15. Microbial production and assay of Vitamins
16. Cell and enzyme immobilization
17. Preparation of Biofertilizer

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	This Practical course covers the area starting from Screening and Isolation of microbes, Product production, Fermentation condition, Recovery and purification of products and its analysis. It gives complete exposure to students about the industrial production process and various instrumentations used at the industrial level. The student also gets hands on experiences in fermentation technology which is a basic requirement for various biotechnology based industrial sectors.	K2, K3, K4 & K5

Note: K1-Remembering; K2 –Understanding; K3–Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	2	3	3	3	2	3	3	2	3

1. Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Protein Methods	Daniel M. Bollag et al.	Wiley-Liss, Inc.	1996 & Second
2	Microbial Technology: Fermentation Technology	Henry J. Peppler, D. Perlman	Academic Press	1979 & Second
3	Laboratory Manual on Biotechnology	Prof. P.M. Swamy	Rastogi Publications	2008 & First

Pedagogy: Lecture, PPT presentation, demonstration and hands on training.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21258Q	CORE: PRACTICAL IV - LAB IN PLANT BIOTECHNOLOGY	4	Practical	-	-

Objective of the course: To give hands on experience on various techniques and aspects regarding plant biotechnology. This paper has been designed to give the students comprehensive coaching in the field of plant biotechnology

1. Preparation and sterilization of glass wares, instruments and explants
2. Composition and preparation of media and sterilization
 - a. White's Medium
 - b. Murashige and Skoog's Medium
 - c. Nitsch Medium
3. *in vitro* seed germination
4. Micropropagation - Nodal and apical meristems
5. Initiation and maintenance of callus
6. Organogenesis from callus
7. Somatic embryogenesis from root culture
8. Suspension cultures
9. Production of secondary metabolites
10. Anther culture
11. Embryo culture
12. Initiation of artificial seeds
13. Isolation of Protoplast
14. Isolation of Plant Chloroplast
15. Isolation of plant genomic DNA
16. Qualitative and quantitative analysis of plant genomic DNA
17. Isolation of Plasmid DNA from *Agrobacterium* sp.
18. *Agrobacterium* mediated transformation

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Practical gives a broad knowledge and Hands on training in all techniques of plant tissue culture, which provokes deep understanding and knowledge on the plant tissue culture techniques and also teaches the handling and processing of the plant samples used for culturing.	K3, K4 & K5

Note: K1-Remembering; K2 –Understanding; K3–Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	1	3	3	3		1	3	1	1

1. Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Plant Tissue Culture Concepts and Laboratory Exercise	Robert Nicholas Trigiano, Dennis John Gray	CRC Press	1999 & Second
2	Introduction to Plant Tissue Culture	M. K. Razdan	Science Publishers	2003 & Second
3	An Introduction to Practical Biotechnology	S. Harisha	Firewall Media	2006 & First

Pedagogy: Lecture, PPT presentation, demonstration and hands on training.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21258U1	ELECTIVE II: BIOPHYSICS AND BIOINSTRUMENTATION	3	Theory	-	100

Objective of the Course: To expose students to various biophysical techniques used in modern biotechnology research. The students also learn in detail about structure of atoms and bonds involved in biopolymer structures.

UNIT I: Structural Characteristics

(Teaching hours: 11)

Scope and definition of Biophysics. Biophysics at the macroscopic level - at the microscopic level and at the molecular level. Biophysical Chemistry: Atoms, Molecules, Energy, Structure of atoms and molecules: Elementary quantum mechanics, Covalent bonds, Hydrogen bonds. Stereochemistry, Molecular orbitals, Chirality.

UNIT II: Conformational Analysis

(Teaching hours: 12)

Van der Waals radii of atoms (equilibrium separation between non covalently bonded atoms), Contact distance criteria, Non covalent forces determining biopolymer structure, Dispersion forces, Electrostatic interactions, Van der Waals interactions- Hydrogen bonds, Hydrophobic interactions, Distortional energies, Description of various interactions by potential functions, Principles of minimization of conformational energy.

UNIT III: pH, Centrifugation and Colorimetry

(Teaching hours: 12)

pH: pH Scale, Methods of calculating pH from instrumentation using Henderson's equation, Reference electrode, Glass electrode, pH indicators. **Centrifugation:** Principles and instrumentation: analytical centrifuge, preparative and ultra centrifuge. **Colorimetry:** Principles and application. **Spectroscopy:** Instrumentation, principle and applications: UV spectrophotometer, Infra red spectroscopy, Spectrofluorimetry, Flame spectrophotometry, AAS, NMR, ESR, X-ray crystallography, ICPMS and Mass spectroscopy

UNIT IV: Chromatography and Electrophoresis

(Teaching hours: 11)

Chromatography: Principle, materials and applications: Paper, Thin layer chromatography, Adsorption, Ion exchange chromatography. Principles of HPLC, Gel permeation chromatography, affinity chromatography and GLC. **Electrophoresis:** Principle, methods and applications: Agarose, Polyacrylamide gel, Immunoelectrophoresis and Pulse field gel electrophoresis.

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(Teaching hours: 11)

UNIT V: Radioactivity

Units, types, fundamentals of radioactive decay, isotopes and radioisotopes, detection and measurement of radioactivity, liquid and solid state counting, instrumentation, autoradiography. Applications of radioactivity.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	They will learn the basic concepts of atomic structure and explain the fundamental principles and origin of spectral lines. Biophysics at macroscopic and molecular level and Biophysical chemistry.	K2 & K4
CO2	Determination of non covalent forces and Vander waals interaction and Electrostatic interactions	K1 & K2
CO3	Identify and differentiate working principle and instrumentation and applications of various bio-analytical instruments and Hendersons equation.	K3 & K4
CO4	The students will be able to choose and plan the use of suitable chromatographic or electrophoretic techniques for actual analytical problems based on a reasonable degree of knowledge of potentially relevant methods and be able to consider HSE in relation to chromatographic experimentation.	K3, K4 & K5
CO5	The course offers a good basis for the Radioecology and Radiation Biology and recognising risks of radiation in their living and working environment; Fundamentals and Applications.	K2, K3 & K4

Note: K1-Remembering; K2 -Understanding; K3 -Applying; K4 -Analyzing; K5-Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	2	3	3	3	2
CO2	3		3	3	3	2		2		2
CO3	3		2		3		3	2	3	2
CO4	3	3	3	2	3	2	3	2	3	2
CO5	3	3	3	3	3	1	3	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Lehninger principles of biochemistry	Albert L. Lehninger, David Lee Nelson, Michael M. Cox,	W.H. Freeman	2008 and Sixth
2	Biotechnology	U. Sathy anarayana	Elsevier	2017 and Fifth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles of Physical Biochemistry	Kensal E. Van Holde, W. Curtis Johnson and P. Shing Ho	Prentice-Hall international	1988
2	Biophysical Chemistry Principles and Techniques	Avinash Upadhyay, Kakoli Upadhyay and Nirmalendu Nath	Himalaya Publishing House	2008

Pedagogy: Lecture, PPT presentation, e-content, seminar, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21258VI	ELECTIVE II: NANOBIOTECHNOLOGY	3	Theory	-	100

Objective of the Course: The paper is framed to provide the principles, technology and applications of nano materials in biology to the students.

UNIT I: Essentials of Nanotechnology

(Teaching hours: 11)

History, Properties, Classification of nanomaterials, Concept of nanoscale engineering size and confinement effects. Strategies for nano architecture- bottom up, top down and functional approaches; Chemical and Physical synthesis of nanoparticles - characteristics of nanoparticles; Characterization of nanoscale materials using UV Spectroscopy, particle size analyzer, TEM, AFM/STM, XRD and FTIR.

UNIT II: Bionanomaterials

(Teaching hours: 11)

DNA, protein and lipids based nanostructures (DNA cages, tiles, wires-protein nanotubes, nanospheres, nanorods, liposomes, SLP and neosomes etc), synthesis, characterization and applications; Bionanopores, biological synthesis of nanoparticles: bacteria, fungi, yeast and plants- mechanism; Molecular Self assembly in biology; Biological functionalisation of nanomaterials: DNA/protein-gold nanoparticle conjugates; biologically inspired nanocomposites.

UNIT III: Bio-interface systems

(Teaching hours: 11)

Lab on chip devices-their potentials for nanobiotechnology-Microfluidic devices- methods, materials for manufacturing microfluidic components - fluidic structures; Microcontact printing of proteins-strategies, printing types, methods and characterization, Cell nanostructure interactions-networks for neuronal cells- Biosensor development using DNA/protein as molecular recognition system.

UNIT IV: Surface Biology

(Teaching hours: 11)

Analysis of biomolecular structures by Atomic force Microscopy DNA and its condensation, DNA sequences recognized by mica, Drug binding to single double stranded DNA molecules, Protein analysis using AFM- Dynamic force microscopy-specific bimolecular bonds, cell membranes, proteins, DNA-protein interactions and molecular motors.

UNIT V: Applications of Nanobiotechnology

(Teaching hours: 11)

Antimicrobial activity of nanoparticles-mechanism; Nanoanalytics- Quantum dots- bioconjugates in cell and tissue imaging; Diagnosis of cancer and other diseases using bionano systems; Drug and gene delivery; Protein targeting- targeting signals, translocation and sorting; Micelles for drug delivery; Proteins and DNA coupled nanoparticles for biosensors;; Nanotechnology in agriculture.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basic Knowledge and generation in the areas of Nano architecture and Nanomaterials and Nanosystems, and their encompassing applications	K1 & K2
CO2	To enhance the technical competence of identifying and analyzing and creating appropriate engineering of nanoparticles.	K2 & K3
CO3	Ability to identify tailor made Nano applications for Local and Societal needs	K2 & K4
CO4	Improving efficiency of existing systems by developing innovative low cost solutions,	K4 & K5
CO5	To strengthen the application of fundamental knowledge in Mathematics and Science, Engineering and Technology for the benefit of mankind. New product development	K3 & K5

Note: K1- Remembering; K2 –Understanding; K3–Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2		3			2			
CO2		3		3			3			
CO3	3		2	2	3					
CO4	2	3	3							
CO5	3	2	3							

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Bionanotechnology, Lessons from Nature	S. David Goodsell,	Wiley-Liss	2004 & First
2	Nano: The Essentials	T. Pradeep	Tata Mgraw Hill,	2007 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Chemistry of Nanomaterials Synthesis, Properties and Applications	C.N.R. Rao, A. Muller,	A. K. Cheetham	2004

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21258W1	ELECTIVE II: BIOPHARMACEUTICALS	3	Theory	-	100

Objective of the Course: To enable the students to know the actual path of metabolism of drugs and drug discovery.

UNIT I: Biological systems

(Teaching hours: 11)

Solubility- factors, Bio-availability, Pharmacodynamics of protein therapeutics, Chemical modification of protein, potential pitfall in tumor targeting, high throughput screening. Genotyping - Genetic predisposition and heterogeneity, Basic pharmaco-genomics.

UNIT II: Drug Metabolism

(Teaching hours: 11)

Need for developing new drugs, procedure followed in drug designing, molecular modification of lead compounds, soft drugs, physico-chemical parameters in drug design, Active site determination of enzymes, Design of enzyme inhibitors.

UNIT III: Pharmacokinetics and Drug Discovery

(Teaching hours: 11)

Drug receptor interaction: types of receptor, sources of active principles, Assay systems and models (eg: Knockout-mice) Protein molecular modeling by computers, Docking studies, structure based drug-designing. Molecular Dynamics and Simulation. Cancer: chemotherapy- vincristine, vinblastine, taxol, methotrexate.

UNIT IV: Pharmaceutical products

(Teaching hours: 12)

Antibiotics: penicillin, streptomycin, tetracycline, Vitamins. Plant Secondary metabolites: Alkaloids, flavanoids, steroids, terpenoids.

UNIT V: Use of DNA technology in pharma products

(Teaching hours: 12)

Therapeutic Proteins: insulin, human growth hormone, clotting factors, interferons, interleukins, tissue plasminogen activators (TPA), erythropoietin, production, and applications. Gene therapy- antisense therapy, gene delivery system, vector usage for gene therapy, clinical trials.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This course enables the students to learn about basics of drugs and drug metabolism in biological systems.	K1 & K3
CO2	The students gain knowledge about components involved in drug discovery and its mechanism so that they can have a strong base in pharmaceutical biotechnology.	K3 & K4
CO3	This course emphasis on molecular modeling and drug designing which could be the basis for the student's entry in to IT based life science sectors.	K2, K3 & K5
CO4	This course deals about the production and application of pharmaceutical products which is the platform for pharmaceutical industries.	K2, K3 & K5
CO5	This course deals about the production and application of genetically engineered pharmaceuticals which is a blooming field in biotechnology, where there exists ample of scope for a job in bio products based commercial sectors.	K3, K4 & K5

Note: K1- Remembering; K2 -Understanding; K3 -Applying; K4 -Analysing; K5-Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1					2			
CO2	1		2		2					1
CO3		1		3	1					2
CO4				3	3	2		3	2	3
CO5		1						3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Introduction to Drug Design	SN Pandeya	New Age Intl. Publication	2007 & First
2	Pharmacology and Pharmacotherapeutics	Satoskar, R.S., Bhandarkar, S.D., Ainapure, S.S	Popular Prakashan, Mumbai	2002 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Industrial Pharmaceutical Biotechnology	Heinrich Klefenz	Wiley-VCH publication, Germany	2002
2	Pharmaceutical Biotechnology	Daan Crommelin, Robert D Sindelar	Taylor and Francis publications, New York	2002

Pedagogy: Lecture, Assignment, Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21258X1	ELECTIVE II: AGRICULTURAL BIOTECHNOLOGY	3	Theory	-	100

Objective of the Course: The objective of this module is to provide an understanding of the principles and emerging concepts in agro biotechnology.

UNIT I: Transgenic plants

(Teaching hours: 12)

Introduction and importance of transgenic technology. Disease resistance: Genes and gene constructs used for viral resistance by coat protein mediated protection and RNA mediated protection. Bacterial resistance by lysozyme gene, Fungal resistance by chitinase and 1,3-beta glucanase genes. Herbicide resistance in commercially important plants. Insect resistance through BT genes (cry genes) and protease inhibitor genes, BT crops, current status in the world. Other biopesticides and their importance. Terminator gene technology. Male sterile plants, methods of inducing cytoplasmic male sterility, its importance in breeding, Barstar and barnase system

UNIT II: Plant breeding and crop improvements

(Teaching hours: 12)

Introduction, Conventional breeding methods and their merits and demerits. Crop improvement to resist adverse soil conditions; Salinity tolerance, Drought resistance in plants. Protection breeding and quality breeding. Applications of plant breeding for crop improvement through mutations. Plant genetic resources: Plant introduction agencies in India-merits and demerits, Organizations involved in plant breeding in india. NBPGR, PBRs.

UNIT III: Post harvest technology

(Teaching hours: 11)

Introduction and importance of post harvest technology. Post harvest protection: Antisense RNA technology (ACC synthase gene and polygalacturonase) Delay of softening and ripening of fleshy fruits by antisense RNA for ACC synthase gene in tomato, banana, watermelons etc. Use of antisense RNA technology for extending shelf life of fruits and flowers. Protection of cereals, millets and pulses. Post harvesting using biotechnology. Biotechnology for fortification of agricultural products –golden rice, transgenic sweet potatoes.

UNIT IV: Bioinoculants

(Teaching hours: 12)

Introduction and Importance of biofertilizers in agriculture, Mass culturing and quality control of microbial inoculants-mother culture, shake culture and large scale production of biofertilizers (Rhizobium, Azotobacter, Mycorrhiza, Actinorhiza) types of carrier materials, packing storage, shelflife and transportation of biofertilizers. Methods of application to seed, soil and nursery, vermiculture, composting, current practices and production.

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UNIT V: Integrated pest management

(Teaching hours: 12)

Brief introduction to entomology: Importance of JH and JH analogues in insect pest control. Insect pheromones and their applications. Biological control of insect pests and weeds using natural enemies, mass multiplication of predators and parasites. Biological control of plant pathogens using antagonistic fungi and antagonistic bacteria.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The course provides the fundamentals and importance of transgenic technology	K1&K2
CO2	The students will be provided with a firm understanding in the principles and application of Plant breeding and crop improvents in agriculture biotechnology.	K1 & K3
CO3	This course exposes students to the applications of Post harvest technology in biological research.	K2 & K4
CO4	It briefly explains the Bioinoculants and Importance of biofertilizers in agriculture, Mass culturing and quality control of microbial inoculants	K4 & K5
CO5	Students will be able to study the importance of Integrated pest management and entomology	K3& K5

Note: K1-Remembering; K2 –Understanding; K3–Applying; K4–Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1					1		
CO2	2	3	2	3		2	3		2	3
CO3	3	3	2	3	3		3	3	2	2
CO4	2	3	3	2	1		3	2		1
CO5	2	3	2	1	2	2	3		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Biotechnology – the basic principles	Trevan, M.D. Boffey, S. Goulding, K.H. and Starberry P	Tata McGraw Hill	1990 & Third
2	Agricultural Microbiology	G. Rangaswamy and D.J. Bagyaraj	Prentice Hall of India Private Limited	1993 & Second
3	Plant Pathology	Agrios. Powel C.L. and Bagyaraj, D.J.	CRD Press Florida	1984 & First

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Disease of crop plants in India	G.Rangaswamy and D.H. Bagayraj	Prentice Hall of India Private Limited	1994
2	Agricultural Microbiology	G.Rangaswamy and D.J. Bagayraj	Marcel Dekker, Inc	1993
3	Microbial Biotechnology – Fundamentals of applied Microbiology	Glazer and Nikaido	W.H. Freeman Publication company	1995

Pedagogy: Lecture, PPT presentation & Assignment

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21258Y1	ELECTIVE II: SYNTHETIC BIOLOGY	3	Theory	-	100

Objective of the course: The rapidly emerging interdisciplinary field spans the boundary of biology and offers an understanding of the biomolecular systems for wide variety of applications. To expose students to the new field of biological systems, the synthetic biology for achieving the required knowledge and to learn about key technologies.

UNIT I: Introduction to Synthetic Biology

(Teaching hours: 12)

Synthetic Biology: History. Current status. Future challenges and Ethics. Glimpse on areas of research: DNA based circuits, Synthetic metabolic pathway engineering, Synthetic genomics, Protocell construction, Xenobiology. Applications of synthetic biology: Bioenergy. Environmental, agricultural, replace natural material, chemical production.

UNIT II: Gene structure and Gene expression

(Teaching hours: 12)

Gene structure: Prokaryotes and Eukaryotes. Central Dogma of Biology: Transcription. Reverse transcription, Translation, Post translational modifications. Gene regulation in eukaryotes: *cis* and *trans* acting DNA sequences, Enhancers, Silencers, Methylation, Myc-Max regulatory mechanism. Signal transduction pathways. Gene regulation in prokaryotes: Operon Structure, Inducible and repressible operons. Gene expression analysis.

UNIT III: Genetic Engineering and DNA Assembly

(Teaching hours: 12)

Methods of rDNA technologies: Restriction enzymes. Microinjections, Gene gun and CRISPR/Cas9. DNA assembly tools: terms used in DNA assembly, sequential and hierarchical assembly pathways, NEBuilder HiFi DNA assembly cloning method, BioBricks.

UNIT IV: Genome Editing & Transcriptome Sequencing

(Teaching hours: 12)

Genome Editing: The concept of genome editing, Gene. genome. Genome editing technology and its outcome. Nuclease Technologies: Zinc-Finger, TALE, CRISPR-Cas9, Homing endonucleases. Applications of genome editing: Engineering cell lines and organisms, Therapeutic genome editing, Transcriptome sequencing.

UNIT V: Medical Informatics

(Teaching hours: 10)

Historical background of medical informatics. Levels of Medical Informatics: Bioinformatics, Imaging informatics, Clinical informatics, Public health informatics. Translational Informatics. Medical data: Nature, types and main uses; Different ways of representation.

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Course Outcome	CO Statement	Knowledge level
CO1	To obtain the required knowledge in the newly emerging filed, synthetic biology, its area of research and application	K1, K2, K3, K4
CO2	To provide insights of gene structure, expression and regulation in both prokaryotes and eukaryotes	K2 & K4
CO3	To gain understandings in genetic engineering and DNA assembly technologies	K2, K3, K4 & K5
CO4	To detail the perceptions of genome editing technologies, its outcome and applications	K2, K3, K4 & K5
CO5	To provide the basic aspects of medical informatics, levels of analyzing medical data and different ways of representing the data	K2 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3		3	3			1		1
CO2	3	2		2	2			1		1
CO3	3	2	2	2	1		2	1	2	2
CO4	3	2	2	2	1		2	1	2	2
CO5	3	1		2	2					1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Synthetic Biology	Schiele, S., Scott, D., Abdelhakim, D., Garforth, K., Gomez Castro, B., Schmidt, L. and Cooper, H.D.	Secretariat of the convention of Biological Diversity	2015
Reference Books				
1	Practical Guide to Medical Informatics	Zholos O.V, Moroz O.F, Ogloblia O.V. Artemenko O.Y.	-	2019
2	Medical Informatics and Bioinformatics	Ziad O. Abu-Faraj	Medical Information Science Reference	2012
3	Integrative Biology	Tom Ellis, Tom Adie and Geoff S. Baldwin	Frontiers	2010
4	Extreme Genetic Engineering – An Introduction to Synthetic biology	ETC Group's series report	www.etcgroup.org	2007

Pedagogy: Methods Lecture, PPT presentation, e-content, seminar, Assignment.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21358A	CORE: MEDICAL BIOTECHNOLOGY	4	Theory	-	100

Objective of the Course: The main objective of the paper is to expose students to application of biotechnology in medical treatments and diagnosis.

UNIT I: Molecular Diagnostics

(Teaching hours: 12)

Importance of diagnosis, DNA markers in disease diagnosis, DNA/RNA probes, PCR and probe based diagnosis for infectious diseases HIV and Typhoid and genetic diseases Sickle Cell anemia and Cancer, Prenatal diagnosis of genetic disease - amniocentesis and karyotyping.

UNIT II: Assisted Reproductive Techniques

(Teaching hours: 12)

Introduction- causes of infertility- methods: *In vitro* fertilization (IVF. Gamete Intrafallopian transfer and Zygote Intrafallopian transfer, Intra uterine insemination, ICSI, Designer babies, Three Parent Baby.

Unit III: Stem Cell Biology

(Teaching hours: 12)

Basic definitions and terminologies; Self-renewal and pluripotency; Quiescence vs senescence; Embryonic and adult stem cells. Stem cell niche – Role and molecular characterization; Epigenetic regulation. Stem cells - definition, properties, sources and potency of stem cells, Clinical applications, Ethical issues and personalized medicine.

UNIT IV: Tissue Engineering

(Teaching hours: 12)

Tissue Engineering: Introduction to Tissue Engineering and Regenerative Medicine. Principles of tissue development and organization. Biology of Regeneration, Basis of Regenerative Medicine, Strategies of Regenerative Medicine. Role of Scaffolds, Musculoskeletal and Cardiovascular tissue engineering.

Unit V: Organ Transplantation

(Teaching hours: 12)

Xenotransplantation: Terminology, technology, organ donors, social and ethical issues.

Bioartificial organs : Artificial tissue and artificial skeleton. 3D cell culture and tissue growth, 3D printing of tissue, cells and organs. Bioartificial heart and Bioartificial kidney

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This course offer students to learn the tools and techniques used in rDNA in clinical field	K1, K2 & K3
CO2	Students will have sufficient scientific understanding of IVF	K2 & K3

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CO3	Knows how to use the main methodologies and instruments that characterize biotechnologies for the prevention, diagnosis and treatment of human diseases and problems	K3,K4 & K5
CO4	Students will develop an ability to use skills and modern technological tools necessary for medical biotechnological practices	K3,K4 & K5
CO5	Students will be able to apply advanced biotechnological principles, methods and models to solve human pathology	K3,K4 & K5

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Ana lysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	3							
CO2		1	3							
CO3			3	1	1				2	
CO4		1	3	1	1				2	
CO5		1	3	1	1				2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Gene Manipulation	Primrose	Blackwell Science Limited	2001 & Sixth
2	Medical biotechnology	Bernard R Glick	ASM Press	2014 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
2	Molecular Diagnostics	George Patrinos and Wilhelm Ansonage	Academic Press	2005

Pedagogy: *Lecture, PPT Presentation, Seminar, Assignment, Group Discussion*

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21358B	CORE: IMMUNOTECHNOLOGY AND SIGNAL TRANSDUCTION	4	Theory	-	100

Objective of the Course: To study the basic and advanced concepts in immunology and explain the process of disease progression in terms of cellular signalling and acquire knowledge in applications of the techniques.

UNIT I: Components of innate and adaptive immunity.

(Teaching hours: 12)

Humoral and cell mediated immunity, cells of immune system: Macrophages, B & T- Lymphocytes, dendritic cells, natural killer cells, LAK, eosinophils, neutrophils, mast cells. Organs of immune system: bone marrow, thymus, spleen, lymph nodes, MALT, CALT, haematopoiesis and differentiation, lymphocyte trafficking. Antigen Biology- immunogenicity, epitopes, haptens, adjuvants. Antibody: classes, structure and function. Antigen-Antibody reactions and application of immunological techniques. ELISA, Western Blotting, MHC: Structure and function.

UNIT II: Antigen Processing and Presentation

(Teaching hours: 12)

Pathways and the role of APC's. T-cell Receptor Complex, T-cell activation and differentiation, B-cell maturation, B-cell activation and proliferation. Effector Mechanism: Cytokines-Properties, function, Receptors, cytokine secretion by Th1 and Th2 cells. Complement: Classical pathway, Alternative Pathway. Cell Mediated effector response: T-cell and NK-cell mediated cytotoxicity, ADCC. Complement Fixation Test. Immune tolerance and immune suppression.

UNIT III: Hypersensitivity reactions

(Teaching hours: 12)

Types, autoimmune diseases- organ specific, systemic auto immune diseases. Transplantation Immunology- MLR, HLA typing, cell mediated graft rejection. Tumor Immunology- Tumor Antigen, Immune response to tumors, Cancer immunotherapy. Vaccines, AIDS and other immunodeficiencies. Structure of HIV, envelop glycoprotein, destruction of T-cells, immunologic symptoms of AIDS, AIDS vaccine and therapy for treatment.

UNIT IV: Signal Transduction

(Teaching hours: 12)

Introduction to Signal Transduction, Signals and receptors, Importance and overview of signal transduction, general principles and mechanisms - G-protein and GPCR, receptor tyrosine kinases and activation of Ras, TGF β , cytokine receptors and JAK/STAT pathway, calcium signaling

UNIT V: Signal Transduction Pathways

(Teaching hours: 12)

Canonical and non-canonical: MAP Kinase, PI3K-PKB/Akt pathway, mTOR signaling, Cyclic AMP pathway, Wnt signaling; Sonic hedgehog signaling; TGF- β BMP and Notch signaling - Signaling processes - Toll-Like receptor signaling, immunoreceptor signaling, signaling by nuclear receptors,

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Hippo pathway, signaling pathways that control cell proliferation, signaling pathways that regulate cell division, signaling in control of cell growth and metabolism

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To promote critical thinking among students and to provide students with a foundation in immunological processes.	K2 & K5
CO2	To be able to distinguish and characterize CD4+ T helper cell lineages Th1, Th2, Th17, and regulatory T cell	K1 & K3
CO3	To understand the significance the Major Histocompatibility Complex in terms of immune response and transplantation	K2 & K4
CO4	The course will describe about the various receptors involved in signal transduction.	K2, K4 & K5
CO5	The course will describe about the various signal transduction pathways and their role	K2, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3						3			
CO2	3	3								
CO3	2	3	3							
CO4	3		3				2		3	
CO5	3		3				2		3	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Text book on Immunology	Kuby, RA Goldsby, Thomas J. Kindt, Barbara, A. Osborne	Freeman	2002 & Sixth
2	Signal Transduction: Principles, Pathways, and Processes	Lewis Cantley, Tony Hunter, Richard Sever, Jeremy Thorner	Cold Spring Harbor Laboratory Press, NY, USA	2014 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamental of Immunology	Paul	Lippencott Raven Publishers Philadelphia	2008
2	Signal Transduction	Ijsbrand M. Kramer	Academic Press, USA.	2016

Pedagogy: Lecture, PPT presentation, e-content, seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21358C	CORE: RESEARCH METHODS AND BIostatISTICS	4	Theory	-	100

Objective of the Course: The main objective of this course is to enhance the knowledge in research and to give practice in the quantitative methods used by empirical researchers. It also expose the students to learn the methods used in statistical packages for academics as well as policy analysis.

Unit I: Research Methodology

(Teaching hours: 10)

Definition, importance and meaning of research, characteristics of research, types of research, steps in research, research questions, research design, formulation of hypothesis, review of literature. Data Mining. Research report, types of reports, contents, styles of reporting, steps in drafting reports, editing the final draft, evaluating the final draft. Scientific Writings, Preparation of Short videos and movies for presentation.

UNIT II: Statistical Measures and Graphs

(Teaching hours: 10)

Introduction, collection of data, classification of data, tabulation of data, uses of statistics. **Measures of Central Tendency:** mean, median, mode. **Measures of dispersion:** Standard deviation, variance, coefficient of variation.

Graphical Representation of data: Histogram, frequency curve, frequency polygon, cumulative frequency curves.

Unit III: Probability and Distributions

(Teaching hours: 12)

Probability: addition rule, multiplication rule on probability. Introduction, binomial distribution, general form, simple applications- fitting a binomial distribution. poisson distribution: general form- simple applications- fitting a poisson distribution. normal distribution: general form- simple applications.

UNIT IV: Tests of hypothesis and significance

(Teaching hours: 12)

Introduction, tests of significance, procedure for testing of hypothesis. tests of significance for large sample: tests of significance for single mean and differences of two means. student's t-test: test based on t-distribution for single mean and difference of two means.

UNIT V: Chi-Square Test and ANOVA

(Teaching hours: 12)

Chi-square Test: Introduction, Procedure of chi square test, Goodness of fit only. **Analysis of variance:** Test based on F distribution, One way classification and two way classifications.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Research designing, Report Writing, drafting the final report	K2, K3 & K5
CO2	Measures of central tendency, Measures of dispersion and Graphical representation of data	K1, K3 & K4
CO3	Probability and theoretical distributions	K2 & K3
CO4	Testing of hypothesis, Large samples and small samples	K2, K3 & K5
CO5	Chi-square test, Analysis of variance	K2, K3 & K4

Note: K1-Remembering; K2 -Understanding; K3 -Applying; K4 -Analyzing; K5 -Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			2	2	3				
CO2		3		3	2			2		
CO3	1	2	2	3	3					
CO4	3	2	2	3						
CO5	2	3	3	3	2	1				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Research Methodology: Methods and Techniques	C.R Kothari, Gaurav Garg	New Age International Pvt Ltd	2013 & First
2	Statistical Methods	S.P Gupta	Sultan chand and sons	2017 & Forty Fifth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Introduction to biostatistics and research methods	P S S Sundar Rao and J Richard	PHI Private Limited	2012
2	An Introduction to Biostatistics	N Gurumani	MJP publications	2015

Pedagogy: Lecture, Assignment, Seminar

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21358P	CORE: PRACTICAL V - LAB IN GENETIC ENGINEERING AND ANIMAL BIOTECHNOLOGY	4	Practical	-	-

Objective of the Course: On successful completion the subject student should have understood the molecular techniques in genetic engineering including isolation of nucleic acids and restriction enzymes and Transformation into bacteria along with hybridization techniques and Polymerase chain reaction. And also the practical focus on the animal biotechnology techniques in detail.

GENETIC ENGINEERING

1. Growth curve of bacteria
2. Preparation of genomic DNA from bacteria
3. Extraction of genomic DNA from plant source
4. Extraction of DNA from goat liver
5. Fungal DNA isolation
6. Estimation of DNA purity and Quantification
7. Agarose gel electrophoresis
8. Isolation of plasmid DNA from bacteria
9. Restriction digestion and ligation of Lambda phage DNA
10. Restriction digestion of plasmid
11. Bacterial transformation, expression and selection
12. Isolation of RNA and separation in denaturing gel
13. Polymerase chain reaction
14. Southern Hybridization
15. Northern Blotting
16. RAPD

ANIMAL BIOTECHNOLOGY

1. Preparation of animal cell culture media
2. Primary cell culture (chicken fibroblasts)
3. Secondary cell culture
4. Determination of live cells from spleen cells

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	This Practical course covers the area of genetic engineering like, isolation of DNA, cloning and PCR methods and also about animal cell culture techniques, which are the upcoming sector of modern biotechnology field, where many genetically engineered microbes are being used at industrial level. The knowledge about cell lines and their usage has a wide opportunity for the students at clinical sectors.	K3, K4 & K5

Note: K1-Remembering; K2 –Understanding; K3–Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	2	3	3	3	2	3	3	2	3

1. Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Genetic Engineering Principles and Practice	Sandhya Mitra	Macmillan India	1996 & First
2	Molecular Cloning: A Laboratory Manual	Joseph Sambrook, E. F. Fritsch, Tom Maniatis, Chris Nolan	Cold Spring Harbor Laboratory	1989 & Second
3	Animal Cell Culture: A Practical Approach	David William Russell	CSHL Press	2001 & Third
4	Animal Cell Culture: A Practical Approach	Ian Freshney	IRL Press	1986 & Fifth

Pedagogy: Lecture, PPT presentation, demonstration and hands on training.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21358Q	CORE: PRACTICAL VI-LAB IN IMMUNOTECHNOLOGY AND FOOD BIOTECHNOLOGY	4	Practical	-	-

Objective of the Course: The scope of this course is to make the students to understand the techniques in detail. Immuno techniques and Food technology give good exposure for the students in application of this technique.

IMMUNOTECHNOLOGY

1. Demonstration of animal handling for experimental purposes, cervical dislocation, dissection of mice, cardiac puncture, blood sample preparation and its handling
2. Immunization and generation of antisera in rabbit against antigen
3. Separation of Ig G using affinity chromatography
4. Blood grouping and Counting of blood cells
5. Antigen- Antibody Interactions
 - a. Radial Immunodiffusion
 - b. Ouchterlony double diffusion
 - c. Precipitin ring test
6. Immunoelectrophoresis
7. Rocket immunoelectrophoresis
8. Sandwich ELISA
9. Antigen capture ELISA
10. Antibody Capture ELISA
11. Western blotting

FOOD BIOTECHNOLOGY

1. Detection and determination of coliforms, faecal coliforms and *E.coli* in foods and beverages.
2. Estimation of yeasts and moulds in foods
3. Detection and confirmation of *Listeria monocytogenes* in food
4. Enumeration and Isolation of *E.coli* from processed Meat/Chicken

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5. Detection of adulterants in food
6. Detection of soluble color in spices powder by TLC
7. Determination of total fat in liquid milk
8. Preparation and analysis of yoghurt
9. Determination of Vitamin C in fruit Juices
10. Enumeration and Isolation of *Staphylococci* from ready to eat street foods
11. Inhibitory effect of spices on microbial load in fish and flesh foods

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	This Practical course covers all the techniques in immunology used in diagnosis of various diseases and knowledge on microbes contaminating the food, detection of food adulterants and evaluation of the nutraceutical properties of various food samples.	K3, K4 & K5

Note: K1-Remembering; K2-Understanding; K3-Applying; K4-Analysing; K5-Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	2	3	3	3	2	3	3	1	1

1. Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Practical Immunology	Leslie Hudson, F.C. Hay	Blackwell Scientific Public	1981 & Second
2	Animal Cell Culture: A Practical Approach	John R	Oxford University Press	2000 & Third
3	Practical Immunology	Leslie Hudson, Frank C. Hay	Blackwell (Oxford)	1976 & Fourth
4	Laboratory Methods in Food Microbiology	Harrigan W.F	Academic Press	2011 & First

Pedagogy: Lecture, PPT presentation, demonstration and hands on training.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21358U1	ELECTIVE III : GENOMICS AND PROTEOMICS	3	Theory	-	100

Objective of the Course: To impart the knowledge about the basic concepts and features of genome, genome mapping, gene prediction methods and Proteomics. Educating the students to analyze the genome data as well as to gain knowledge on stand alone and online software for genetic studies.

UNIT - I: Genome Sequencing and Mapping **(Teaching hours: 15)**

Methods of sequencing DNA. Genome Map: Introduction to genome maps. Genome Mapping Methods: Genetic Mapping and Physical Mapping - Restriction and Cytogenetic mapping and their uses. Map elements: Polymorphic markers, LINE, SINE, RFLP, SNP. Map Repositories and Genome Map Databases: GDB and Human genome map viewer. Genetic linkage map, cytogenic and radiation hybrid map resources. Uses of Genome Maps: Locating genome regions, Target identification, Arrangement of genes, SNP diagnosis, Position-Specific Cloning, Predicting gene functions and regulatory genes.

UNIT - II: Human Genome and its analysis **(Teaching hours: 10)**

Human genome: Size, Features, Composition and Characteristics: Sequence repeats, Transposable elements, Gene structure, Pseudogenes, Split genes. Genome Analysis: Gene order (Synteny), Chromosome rearrangement, Computational analysis, Gene Cluster, Composite genes.

UNIT - III: Genome Annotation **(Teaching hours: 12)**

Structural Annotation: Locating coding regions and other structural elements of the gene. Approaches to Gene Prediction: ORF prediction, Gene prediction in prokaryotes, Gene prediction in eukaryotes, Practical Aspects on Gene prediction Tools: GenScan, GRAIL, Prediction of promoter sequences. Functional annotation (prediction of gene function): Employing the similarity in the sequence, gene family and metabolic pathway, Employing the conserved domain, Profile and motif, EST comparison.

UNIT - IV: Comparative Genomics **(Teaching hours: 10)**

Methods of Comparison: Nucleotide level, Break points level, Gene cluster level, Ontological comparison, Phylogenetic comparison. Comparative Genomic Databases: PEDANT, COG, Gene plot, KEGG, MGD, Organism specific databases (Yeast, *Arabidopsis*).

UNIT - V: Functional Proteomics **(Teaching hours: 12)**

Identification and analysis of proteins by 2D Gel Electrophoresis – spot visualization, peptide fingerprinting – mass spectrometry, Integrated Proteome Analysis: Phage antibody as tool, Protein expression analysis: Microarray. Automation of Proteomics Analysis: Cross species and Intraspecies comparison. Protein-protein interactions: pull-down assay and surface Plasmon resonance.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To be able to understand the genome sequencing methods and genome mapping methods and uses of genome maps	K1, K2 & K3
CO2	To provide clear knowledge about human genome and genome analysis	K1, K2 & K3
CO3	To understand the structural and functional annotation of genes in genome	K2, K3 & K4
CO4	To facilitate the knowledge in comparative genomics and methods of comparisons and its respective databases	K2, K3 & K4
CO5	To advance the study about functional proteomics in terms of protein expression analysis and its methods	K2, K3, K4 & K5

Note: K1 Remembering; K2 – Understanding; K3 – Applying; K4–Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	2		2	2	1	2
CO2	2	2	1	2	2		1	1	1	2
CO3	3	2	2	2	2		2	2	1	2
CO4	2	1	1	1	2		1	1	1	2
CO5	3	2	2	2	2		2	2	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Bioinformatics and Functional Genomics	Jonathan Pevsner	John Wiley	2015 & Third
2	Bioinformatics Sequence and Genome Analysis	David W. Mount	Cold Spring Harbor Laboratory Press	2004 & Second
3	Proteomics	Pennigton S R and Dunn M J	BIOS Scientific Publishers Limited	2002 & First
4	Proteome & Protein Analysis	Kamp R M, Kyriakidis, Choli T, Papa Dopulou	Springer	2000 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Bioinformatics - A Practical Guide to the Analysis of Genes and Proteins	Andreas D Baxevanis, Francis Quellette B F	John Wiley & Sons Inc.	2005
2	Genomes	Brown T A	Garland Science Publishing	2007
3	Bioinformatics and Functional Genomics	Jonathan Pevsner	John Wiley	2015

Pedagogy: Lecture, PPT presentation, seminar, Term paper/ Group discussions

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21358V1	ELECTIVE III : SYSTEMS BIOLOGY	3	Theory	-	100

Objective of the course: To provide the clear knowledge in system level understanding of biological pathways and their networks.

UNIT I: Functional Genomics

(Teaching hours: 13)

Developmental Biology and Differential Expression of Genes: Expression and regulation of entire set of genes: Sporulation vs Vegetative condition yeast and bacillus, Diseases vs. normal condition – Breast cancer, Brain vs. gut – organ specific. Analyzing Gene Expression: Microarray, Types of arrays, Tagging, Documentation, Stanford Microarray database. Microarray Analysis: Data normalization, Hierarchical clustering, Self-organizing maps.

UNIT II: Central metabolism

(Teaching hours: 13)

EMP, PPP, TCA, Electron transport, Alternative carbon sources, Amino acid metabolism, Vitamin and Lipid metabolism, Transport metabolism. Translating biochemical networks into linear algebra.

UNIT III: Whole Cell Simulation

(Teaching hours: 11)

Principle and levels of simulation, Virtual erythrocytes, Pathological analysis, Fermentation Analysis, Flux balance analysis, Minimal gene complement.

UNIT IV: Relationship Analysis

(Teaching hours: 11)

Predicting ligand binding function, Comparative genome analysis, Binding surface comparison, Detecting protein-protein interactions – use of EST databases for gene discovery, primer designing, restriction mapping, position specific cloning.

UNIT V: Protein Expression and Pathway Analysis

(Teaching hours: 10)

Analyzing Protein Expression: Two-dimensional gel electrophoresis, Mass spectrometry. Metabolic Pathway Databases: Plant Metabolic Pathway (PMN) Database, *Kyoto Encyclopedia of Genes and Genomes* (KEGG) pathway database.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To get introduced into the basic concepts of systems biology, developmental biology, differential gene expression studies and its databases	K1, K2 & K4
CO2	To understand the central metabolisms and interactions between molecules in the biological pathways	K1 & K2
CO3	To provide foundations of biochemical network analysis and modeling	K2, K4 & K5
CO4	To understand the relationship analysis using gene networks	K2, K3 & K4
CO5	To provide the clear knowledge in protein expression and pathway analysis in databases	K2, K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	2		1	1		1
CO2	3									
CO3	2	2	2		2		1	1		
CO4	2	2	3	2	2		1	1		1
CO5	1	1	1	2	2		1	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Scott F Gilbert	Developmental Biology	Sinauer Associates Inc.	2006 & Eighth
2	Biochemistry	Donald Voet and Judith G. Voet	Wiley & Sons	2010 & Fourth
3	Bioinformatics Methods and Applications: Genomics, Proteomics and Drug Discovery	Rastogi S C., Namita Mendiratta, Parag Rastogi	Published by Prentice Hall of India Private Limited	2013 & Fourth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Bioinformatics - A Practical Guide to the Analysis of Genes and Proteins	Andreas D Baxeavanis and Francis Quелlette B F	John Wiley & Sons Inc.	2005
2	Developmental Biology	Scott F Gilbert	Sinauer Associates Inc.	2006
3	Bioinformatics Methods and Applications: Genomics, Proteomics and Drug Discovery	Rastogi S C., Namita Mendiratta and Parag Rastogi	Published by Prentice Hall of India Private Limited	2013

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S.No.	Title	Author	Publishers	Year of Publications
4	Biochemistry and Molecular Biology	Daphne C. Elliott, William H. Elliott and Alison Snape	Oxford publishers	2014
5	Biochemistry	Donald Voet and Judith G. Voet	Wiley & Sons	2010
6	Harper's Illustrated Biochemistry	Robert K. Murray, Darryl K. Granner, Peter A. Mayes and Victor W. Rodwell	McGraw-Hill Professional	2009
7	http://www.plantcyc.org/	-	-	-
8	http://www.genome.jp/kegg/	-	-	-

Pedagogy: Lecture, PPT presentation, seminar, term paper/ group discussions

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21358W1	ELECTIVE III: CANCER BIOLOGY	3	Theory	-	100

Objective of the Course: To learn the basics and advanced processes of molecular and genetic basis of cancer. It helps to generate novel mechanistic insight into the processes of tumor development and translate these results for the diagnostic and therapeutic strategies.

UNIT I: Introduction to Cancer

(Teaching hours: 12)

Definition; Cancer incidence and Mortality; Types of Cancer: Benign Tumor Vs Malignant Tumors. Common Symptoms. **Causes of Cancer:** Chemical Carcinogenesis; Irradiation Carcinogenesis; Viral Carcinogenesis, Oxygen Free Radicals, Aging and Cancer; Genetic Susceptibility and Cancer; Multiple Mutations in Cancer; DNA Repair Defects.

UNIT II: Cell Cycle Regulation and Cell Signaling in Cancer

(Teaching hours: 12)

Growth characteristics of malignant cells; cell cycle regulation; evasion of apoptosis – intrinsic and extrinsic pathways; growth factors signal transduction mechanisms: G- Protein- Linked receptors, mTOR, Tyrosine kinase pathway, JAK-STAT pathway, estrogen receptor pathway, hypoxia-inducible factor, heat shock protein-mediated events; angiogenesis; invasions and metastasis; biology of tumor metastasis.

UNIT III: Molecular genetics of cancer

(Teaching hours: 10)

Molecular Basis of Cancer: DNA Methylation and Cancer ; Loss of Heterozygosity; Telomeres and Telomerase; Molecular Genetic Alterations in Cancer Cells– Translocation and Inversions, Chromosomal Deletions, Gene Amplification, Point Mutations, Aneuploidy, Disomy, Trinucleotide Expansion, Microsatellite Instability, Mismatch DNA Repair Defects, Oncogenes, Tumor Suppressor Genes: pRb and p53.

UNIT IV: Tumor Immunology

(Teaching hours: 12)

Mechanism of the Immune Response to Cancer : Antigen Presenting Cells; Antigen Processing; T Lymphocytes and T Cell Activation: The Immunological Synapse; B Lymphocytes and B. Cell Activation; Natural Killer Cells; Cell- Mediated Cytotoxicity; Role of Gene Rearrangement in the Tumor Response; Heat Shock Proteins as Regulators of the Immune Response; Inflammation and Cancer; Immunotherapy.

UNIT V: Cancer Diagnosis and Treatment

(Teaching hours: 12)

Tumor Markers; Gene Expression Microarrays; Proteomic Methods; Circulating Epithelial Cells; Circulating Endothelial Cells and Endothelial Progenitor Cells; Molecular Imaging; Mitochondrial Damage; Formation of Oxygen- Free Radicals; Diet and Cancer Prevention; Chemoprevention; Antiproliferative Agents; Antioxidants; Protease Inhibitors; Histone Deacetylase Inhibitors; Multiagent chemoprevention.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This course deals causes of cancer which can improve the student's self awareness.	K1 & K2
CO2	The students learn about the basics of cell and cancer and the cell's response to cancer invasion,	K2 & K3
CO3	This course deals with the molecular genetics and signaling pathways involving cancer cells which gives the strong knowledge about designing cancer drugs.	K3 & K5
CO4	This course deals about the immune response for cancer which gives basic understanding about cancer survival	K3 & K5
CO5	This course deals with types of cancer treatments and its diagnosis which can improve the student's entrepreneurial skills.	K1 & K4

Note: K1- Remembering; K2 -Understanding; K3-Applying; K4 -Analysing; K5 -Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	-	-	1	-	-	1	-
CO2	1	-	-	-	-	1	-	-	1	-
CO3	1	-	-	3	2	1	3	2	-	1
CO4	-	-	-	3	2	1	3	2	-	1
CO5	-	3	2	-	2	1	-	-	3	-

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cancer Biology	Raymond W. Ruddon.	Oxford University Press	2007 & Second
2	Molecular Biology of Cancer	F. Macdonald, C.H.J Ford, and A.G Casson	Garland science/ Bios scientific Publishers.	2002 & First
3	The Biology of Cancer	Weinberg. Robert A	John Wiley and Sons Garland Science	2007 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Molecular Biology of Human Cancers	Wolfgang Arthr Schulz	Springer	1996
2	Molecular Biology of Cancer; Mechanisms, targets and therapeutics	Lauren Pecorino	Oxford University press	2006

Pedagogy: Lecture, Assignment, Seminar



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21358X1	ELECTIVE III: MARINE BIOTECHNOLOGY	3	Theory	-	100

Objective of the Course: This paper provides the knowledge about marine ecosystems and marine biodiversity, commercially available natural and bioactive products of marine microbes Marine pollutants and their effects on marine biodiversity and Bioremediation of marine ecosystem.

UNIT I: Marine Ecosystems and Marine Biodiversity

(Teaching hours: 12)

Intertidal, estuarine, salt marsh, mangrove, coral reef, coastal, deep sea ecosystems and hydrothermal vents. Marine Flora-Phytoplankton, seaweeds, sea grasses, and mangroves - their characteristics and identification. Marine fauna-Zooplankton, major marine invertebrates (crustaceans & molluscs), Vertebrates(Pisces) and marine mammals (dolphin and whales) - characteristics and identification.

UNIT II: Overview of Marine microorganisms

(Teaching hours: 10)

Diversity of microorganism - Archaea, bacteria, cyano bacteria, algae, fungi, viruses and actinomycetes in the mangroves and coral environments. Methods of study of marine microbes: General microbiological methods, 16S rRNA genomic similarity, Content of guanine (G) + cytosine (C) (%GC), Fatty acid methyl ester analysis (FAME), DNA hybridization.

UNIT III: Marine Bioactive compounds

(Teaching hours: 10)

Anti tumor compounds, anti inflammatory/ analgesic compounds, anti viral agents, antibiotics, antimicrobial agents and marine toxins and its analysis. Marine Products in Cancer therapies.

UNIT IV: Marine natural products

(Teaching hours: 12)

Marine algal products: single cell protein, hydrocolloids, agarose, carrageen, alginates; Marine Enzymes, Marine Lipids, Carotenoids, Chitosan, Chitin, Alginates, adhesives, fish oil and fish foods.

UNIT V: Marine Bioremediation and marine environment conservation

(Teaching hours: 12)

Major pollutants of marine environment, Lethal and sub lethal effects of pollutants to marine organisms. Impact of global climate changes: oceans as a carbon sink, effects on corals bleaching. Aerobic and anaerobic bioremediation of marine environment. Conservation and management-in situ and ex situ methods, Marine biosphere reserves, Marine parks - heritage sites.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This course teaches about marine flora and fauna and their characteristics, identification and distribution which are the basic for research in marine natural products.	K1 & K2
CO2	This course teaches about marine micro organisms and their characteristics and identification which are the important factors to develop student's research skills.	K2 & K4
CO3	This course deals with production and applications of marine pharmaceuticals which is the platform for pharmaceutical industries.	K3 & K5
CO4	This course deals with production and applications of marine commercial products and nutraceuticals which develops the student's interest and entrepreneurial Skills towards biotech industries.	K3 & K5
CO5	This course emphasis on the effects of marine pollution and Global climate change towards the environment which improves the student's responsibility towards global environmental conservation.	K1 & K4

Note: K1 Remembering; K2 - Understanding; K3 - Applying; K4 - Analysing; K5- Creating&Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	-	-	1	-	-	1	-
CO2	1	-	-	-	-	1	-	-	1	-
CO3	1	-	-	3	2	1	3	2	-	1
CO4	-	-	-	3	2	1	3	2	-	1
CO5	-	3	2	-	2	1	-	-	3	-

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Environmental Microbiology of Aquatic and Waste Systems	Nduka Okafor	Springer	2012 & First
2	Aquatic Microbiology-an Ecological Approach	Rheinheimer, G	Blackwell Scientific Publications.	1980 & First
3	Microbial Ecology of the Oceans	Kirchman, L	John Wiley and Sons	1991 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Marine Microbiology	Munn and Munn	BIOS Scientific publisher	1996
2	New Developments in Marine Biotechnology	Y. Le Gal and H.O.Halvorson	Springer	1998
3	Biotechnology in the Marine Sciences	Rita R. Colwell	Wiley Interscience	1984
4	Recent advances in Marine Biotechnology	Fingerman M	Science Publishers	2000

Pedagogy: Lecture, Assignment, Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21358Y1	ELECTIVE III: VACCINE TECHNOLOGY	3	Theory	-	100

Objective of the Course: To learn the types of vaccines, its immunological effects and regulatory guidelines.

UNIT I: Conventional Vaccines

(Teaching hours: 11)

Conventional vaccines: Brief introduction, definition, Classification, live attenuated vaccines, non-living vaccines; whole organism, subunit vaccines, diphtheria and tetanus toxoid, Acellularpertusis vaccine, polysaccharide vaccine

UNIT II: Modern Vaccine Technologies

(Teaching hours: 11)

Modern vaccine technologies: Genetically improved live vaccines; genetically attenuated microorganisms, live vectors, genetically improved subunit vaccines; genetically detoxified proteins, proteins expressed in host cells, recombinant peptide vaccines, Antiidiotype antibody vaccines, synthetic peptide based vaccines, nucleic acid vaccines.

UNIT III: Pharmaceutical Considerations

(Teaching hours: 11)

Pharmaceutical considerations: Basics of Production of vaccine, formulation of vaccine; additives, adjuvant and delivery systems of vaccine, combination vaccines, characterization, storage of vaccine.

UNIT IV: Assay Development and Regulation

(Teaching hours: 11)

Introduction of the standard assays used for vaccine release, test criteria for the vaccine, creating and validating a new assay for a novel target and the regulatory requirements for the vaccine.

UNIT V: Vaccine Economics

(Teaching hours: 11)

Clinical trials for vaccine. Trade-Related Aspects of Intellectual Property Rights (TRIPs) and Intellectual Property, Emerging Markets for vaccine, Internalisation and Diversification



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can understand the Introduction of vaccine and remember the perspectives of vaccine techniques	K1, K2
CO2	Apply their understanding of vaccine and recollect the uses of various types of vaccine.	K1, K2, K3
CO3	Analyze the information of Production and formulation of vaccine and apply as appropriate.	K3, K4
CO4	Students can understand thoroughly Assay Regulation and in which they can apply and analyze vaccine.	K2, K3, K4,
CO5	Evaluate the process of emerging Markets for vaccine, Internalisation and Diversification.	K1, K2, K5,

Note: K1-Remembering; K2-Understanding; K3-Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	1	1					
CO2		2	1	3	2		2	1		1
CO3		2		2			2			
CO4	1	1	2		1		3	1		1
CO5	2	1	1		1		2	2	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	New Vaccine Technologies,	Ronald W. Ellis	Landes Bioscience,	2001
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Immunology: A Short Course	Coico, R. etal	Wiley – Liss	2003
2	Advances in Vaccine Technology and Delivery	Cheryl Barton,	Espicom Business Intelligence,	2009.

Pedagogy: Lecture, PPT Presentation. Seminar, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21458U1	ELECTIVE IV: BIOREMEDIATION	2	Theory	-	100

Objective of the Course: To understand the nature and importance of bioremediation ; to know the influence of site characteristics to bioremediation rates; to have a knowledge of the impacts of contaminant characteristics to bioremediation process; to understand the use of bioremediation in real world applications.

UNIT I: Basic of Bioremediation

(Teaching hours: 11)

Introduction of bioremediation advantages and applications; concept, constraints and priorities of bioremediation, process and organisms involved; types of bioremediation; natural (attenuation); ex-situ and in-situ; current remediation practices, benefits of bioremediation biostimulation of naturally occurring microbial activities, bioaugmentation, in situ, ex situ, intrinsic & engineered bioremediation; solid phase and slurry phase bioremediation.

UNIT II: Bioremediation for Soil Environment

(Teaching hours: 11)

Atmospheric environment for microorganisms; microbial degradation of contaminants in gas phase; biological filtration processes for decontamination of air stream-biofiltration, -biotrickling filtration, - bioscrubbers. Solid phase bioremediation - land farming, prepared beds, soil piles, phytoremediation-concepts of phytoremediation. composting, bioventing & biosparging; Liquid phase bioremediation - suspended bioreactors, fixed biofilm reactors

UNIT III: Bioremediation for Water Environment

(Teaching hours: 12)

Biochemical, molecular, and ecological foundations of bioremediation; contaminants in groundwater; ex-situ decontamination of groundwater -characterizing the site and contaminant complexity, -selecting the bioremediation option, process optimization, landfill leachate biotreatment technologies.

UNIT IV: Bioremediation of Metals

(Teaching hours: 11)

Microbial transformation of metals; biological treatment technologies for metals remediation; microbial leaching. mining and metal and biobenficiaction; bioaccumulation; oxidation/reduction processes; biological methylation; bioremediation of toxic metal ions biosorption and bioaccumulation principles, use of microbes for heavy metal detoxification

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UNIT V: Application of bioremediation

(Teaching hours: 11)

Application to hazardous waste management - examples of biotechnological applications to hazardous waste management – cyanide detoxification - detoxification of oxalate, urea etc. - toxic organics - phenols. . microbial degradation of pesticides. environment biochemical, molecular, and ecological foundations of bioremediation

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basic of Bioremediation	K2, K3 & K5
CO2	Bioremediation for Soil Environment	K1, K3 & K4
CO3	Bioremediation for Water Environment	K2 & K3
CO4	Bioremediation of Metals	K2, K3 & K5
CO5	Application of bioremediation	K2, K3 & K4

Note: K1-Remembering; K2-Understanding; K3-Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			2	2	3				
CO2		3		3	2			2		
CO3	1	2	2	3	3					
CO4	3	2	2	3						
CO5	2	3	3	3	2	1				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Bioremediation Principles.	Eweis, Ergas, Chang, and Schroeder.	WCB McGraw-Hill.	1998 & First
2	Biodegradation & Bioremediation	Martin Alexander	Academic Press	1999 & Second
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Environmental management Publication.	Jadhav HV	Mumbai Vipul prakashan	2002
2	Bioremediation engineering; design and application.	John. T. cookson	Jr. Mc Graw Hill, Inc.	1995

Pedagogy: Lecture, PPT Presentation. Seminar, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21458V1	ELECTIVE IV: BIOSAFETY, BIOETHICS AND IPR	2	Theory	-	100

Objective of the Course: To get an idea about the advantages and disadvantages of biotechnology applications, ethical implications, and intellectual property rights.

UNIT I: Biodiversity

(Teaching hours: 11)

Introduction to Biodiversity - levels of biodiversity - values of biodiversity - loss of biodiversity - species concept - classification and systematic: biological nomenclature - biological classification; biodiversity conservation: *in situ* and *ex situ* - magnitude and distribution of biodiversity - wild life biodiversity in India and global level- Biodiversity hotspots.

UNIT II: Bioethics and Biowarfare

(Teaching hours: 12)

Introduction to ethics / bioethics frame work for ethical decision making; Biotechnology and ethics - Biotechnology in agriculture and environment; benefits and risks – benefits and risks of genetic engineering - ethical aspects of genetic testing- ethical aspects relating to use of genetic information - genetic engineering and biowarfare.

UNIT III: ELSI in Biotechnology

(Teaching hours: 10)

Ethical implications of cloning: reproductive cloning, therapeutic cloning, ethical, legal and socio - economic gene therapy, germ line, somatic, embryonic and adult stem cell research - GM crops and GMO's - Biotechnology and Biopiracy - ELSI of human genome project.

UNIT IV: Introduction to Biosafety

(Teaching hours: 12)

Introduction to biosafety - biosafety issues in Biotechnology - risks assessments and risk management- safety protocols: risk groups - biosafety levels- biosafety guidelines and regulations (National and International) - operation of biosafety guidelines and regulations - Types of biosafety containments.

UNIT V: Introduction to IPR

(Teaching hours: 11)

Introduction to intellectual property and intellectual property rights - types: patents, copy rights, trade marks, design rights, geographical indications - importance of IPR - patentable and non-patentable - patenting life - legal protection of Biotechnological inventions - world intellectual property rights organization (WIPO).

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This course enables the students to learn about the basic values and loss of biodiversity and biological classification and global wildlife biodiversity conservation which enhances their understanding towards life sciences.	K1 & K2
CO2	The student gains complete knowledge and understanding about benefits and risks of biotechnology in various fields so that they can know their limitations in biological products production.	K2 & K4
CO3	The course imparts knowledge about the ethical Implications of cloning and stem cell research which make them understand their social responsibilities.	K2 & K3
CO4	The student understands about the Biosafety levels and its guidelines and regulations and its operation so they can know about their safety precautions while handling with different micro organism.	K3 & K4
CO5	This course emphasis on the terms related to intellectual property rights and its evaluation which improves the student's Entrepreneurial Skills	K4 & K5

Note: K1-Remembering; K2 –Understanding; K3–Applying; K4 –Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2				1				
CO2	2	2		1	2		3		3	
CO3		2	1	2					3	
CO4							3	-	3	
CO5	2		2	1	1			3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Plant Conservation and Biodiversity	David L. Hawksworth & Alan T. Bull	Springer	2007 & sixteen
2	Principles of cloning	Jose Cibelli, Robertp.Lanza, Keith.H.S Campbell. Michle D. West	Academic Press	2002 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Ethics in Engineering	Martin. M.W and Schinzinger.R	Tata McGraw-Hill, New Delhi	2003

Pedagogy: Lecture, Assignment, Seminar



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21458W1	ELECTIVE IV: APPLIED ENZYME TECHNOLOGY	2	Theory	-	100

Objective of the Course: To enable students to know various wet lab and in silico tools for handling proteomic studies.

UNIT I Enzymes - An Introduction

(Teaching hours: 12)

General introduction and historic background- General Terminology, Nomenclature and Classification of Enzymes. Criteria of purity of enzymes- Specific activity. Enzyme units-Katal and IU. Enzyme activity-chemical nature of enzymes. Protein nature of enzymes and Non protein enzymes- Ribozymes and DNAzymes. Metalloenzymes and metal activated enzymes. Coenzymes and Cofactors- Prosthetic group, coenzymes involved in different metabolic pathways. Classification of coenzymes. Isozymes, Abzymes, Synzyme

UNIT II: Enzyme Catalysis and Inhibition

(Teaching hours: 12)

Lock and key, Induced fit and Transition state Hypotheses. Mechanism of enzyme catalysis- Acid-base catalysis, covalent catalysis, Metal ion catalysis, Proximity and orientation effects etc. Mechanism of Serine proteases-Chymotrypsin, Lysozyme, Carboxypeptidase A and Ribonuclease., Proenzymes (Zymogens).

Reversible Inhibition- Competitive, Non Competitive, Uncompetitive, Mixed, Substrate, Allosteric and Product Inhibition. Irreversible Inhibition- Suicide inhibition. Examples and Mechanism of various Inhibitions like Penicillin, Iodoacetamide and DIPP.

UNIT III: Regulation of enzymes

(Teaching hours: 12)

Feedback Regulation. Allosteric Regulation. Reversible Covalent Modification and Proteolytic Activation. Organisation of enzymes in the cell. Enzymes in the cell, localization, compartmentation of metabolic pathways, enzymes in membranes. concentrations. Mechanisms of enzyme degradation, lysosomal and nonlysosomal pathways. examples.

UNIT IV: Enzyme Kinetics

(Teaching hours: 12)

Factors affecting the enzyme activity- Concentration, pH and temperature. Kinetics of a single-substrate enzyme catalysed reaction, Michealis-Menten Equation, Km, Vmax. L.B Plot, Turnover number, Kcat. Kinetics of Enzyme Inhibition. Kinetics Allosteric enzymes.

Enzyme Structure activity Relationship (SAR) and Drug Discovery- Properties of Enzymes.

Lead Compound, Structure based drug design, combinatorial chemistry, High-throughput screening, Case study of DHFR etc

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UNIT V: Applied Enzymology (Teaching hours: 12)

Industrial Enzymes- Thermophilic enzymes, amylases, lipases, proteolytic enzymes in meat and leather industry, enzymes used in various fermentation processes. cellulose degrading enzymes, Metal degrading enzymes.

Clinical enzymes- Enzymes as thrombolytic agents, Anti-inflammatory agents, strptokinasae, asparaginase, Isoenzymes like CK and LDH. Transaminases (AST, ALT), Amylases, Cholinesterases, Phosphatases. Immobilization of enzymes, ELIZA. Biosensors. Enzyme Engineering and site directed mutagenesis, Designer enzymes

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basics of Enzymology and different type of enzymes	K2 & K5
CO2	Inculcates the knowledge on enzyme catalysis and inhibition types and mechanisms	K2,K3 & K4
CO3	The student will get a knowledge about enzyme regulation	K2,K3 & K4
CO4	Differentiate between equilibrium and steady state kinetics and analyze simple kinetic data and estimate important parameter (Km, Vmax, Kcat etc)..	K2,K3 & K4
CO5	After completion of the course the student will have basic knowledge of various applications of enzymes	K4 & K5

Note: K1- Remembering; K2 - Understanding; K3- Applying; K4 - Analysing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	2	2	2	3	2	1	2
CO2	1	3	3	3	3	3	3	3		2
CO3	2	3	3	2	2	2	2	2	1	1
CO4	1	2	1	1	2	2	3	3		2
CO5	2	2	3				3	2	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Lehninger principles of biochemistry	Albert L. Lehninger, David Lee Nelson, Michael M. Cox,	W.H. Freeman	2008 & Sixth
2	Fundamentals of Enzmology	Nicholas Price & Lewis Stevens	Oxford University Pres	1999 & Third
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications

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1	Enzymes : Biochemistry, Biotechnology and Clinical Chemistry	Trevor Palmer and Philip Bonner	Wood Head Publishing Limited	2007
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Pedagogy: Lecture, PPT presentation, e-content, Seminar, Assignment



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21458X1	ELECTIVE IV: BIOMARKETING	2	Theory	-	100

Objective of the Course: The purpose of Biomarketing course is to provide specialized knowledge from the Biotechnology sector for effective business education for tomorrow's industry leaders and to develop knowledge and skills to master the future challenges of the biotechnology industries.

UNIT I: Biotechnology Business Management

(Teaching hours: 10)

Principles & Practices of Management & Communication Skills. Biotechnology and Bioinformatics – Business, Marketing, Materials, & Logistics Management. Biotechnology plant, Project & Production management. Intellectual property rights & technology transfer Innovation & knowledge management.

UNIT II: Marketing

(Teaching hours: 10)

Assessment of the market demand for potential product(s) of interest; market conditions, segments; prediction of market changes; identifying needs of customers including gaps in the market, packaging the product; market linkages, branding issues; developing distribution channels; pricing/ policies/ competition/ promotion / advertising; services marketing.

UNIT III: Pharmaceutical Business Industry & Management

(Teaching hours: 11)

Pharmaceutical Industry: Issues, Structure & Dynamics; Legal, Regulatory, and Ethical Issues in the Pharmaceutical Industry; U.S Healthcare System & Pharmaceutical Managed Markets. Pharmaceutical Marketing: Pharmaceutical Marketing Research; Pharmaceutical Product Management; Managing the Pharmaceutical Sales Organization

UNIT IV: Agriculture Business Management

(Teaching hours: 12)

Management of Agricultural Input Marketing; Fertilizer Technology & Management; Management of Agro Chemical Industry; Seed Production Technology & Management; Transgenic Seeds/Crops (Soybean, Corn, Cotton, & Others (Includes Canola, Wheat, Rice, and Potato among Others), and Biopesticides.

UNIT V: Health Care Business Management

(Teaching hours: 12)

Economics of Health Care and Policy, Managed Care and Market Structure, Financial Management of Health Institutions, Health Policy, Health Services Delivery: A Managerial Economic Approach, Legal Aspects of Health Care, Management of Care for the Elderly, Health Care Marketing, Comparative Health Care Systems, E-Health: Business Models and Impact, Health Care Entrepreneurship.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Upon completion the student are able to evaluate and manage the marketing information management concepts, systems, and tools needed for marketing decisions. Able to understand the IPR and technology management.	K2 & K4
CO2	The ability to acquire, time management skills, personal organization skills, teamwork skills, Marketing skill etc,	K2,K4&K5
CO3	The students learn the different aspects of management. It helps them with the overall managerial skills in the Pharmaceutical Business Industry & Management	K4&K5
CO4	Students will be able to effectively manage to market the various agri-products like fertilizer, Bio-pesticides seed production technology etc.	K3,K4&K5
CO5	Students will exhibit the knowledge regarding various attributes of Health care Policy and Marketing and play a leadership roles in health care organizations.	K2,K3&K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3			2		3	2	3
CO2		2				2		3	2	3
CO3	3					3		2	3	2
CO4	2		3	2	2			2	2	2
CO5			2			3		3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Excellence in Business Communication	John V.Thill, Courtland I, Bovee	Prentice Hall International .Inc	2001 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Best Practices in Biotechnology business Development	Yali Friedman	Logos press	2008

Pedagogy: Lecture, PPT presentation, Assignment and Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21458Y1	ELECTIVE IV: TEXTILE BIOTECHNOLOGY	2	Theory	-	100

Objective of the Course: To enable the students to gain knowledge of various textiles and fibres manufactured at industrial level and processing and application in medical field.

UNIT I: Novel enzymes for textile applications

(Teaching hours: 11)

Design and engineering of novel enzymes for textile applications- advantages and limitations, smart materials containing enzymes, Application of enzymatic treatment for cotton processing (de sizing, bioscouring and seed coat removal), wool fibre processing (Scouring and finishing) and silk fibre processing (Degumming).

UNIT II: Textile Fibres

(Teaching hours: 11)

Introduction, fibre forming polymers, fibre classification, structure and properties, Natural fibres from plant and animal origin, method of manufacture of chemical and natural fibres. Biomodification of fibres by enzymatic hydrolysis (Cellulose acetate fibre). Production and application of recombinant protein fibres (elastin and collagen).

UNIT III: Medical textiles and their manufacturing process

(Teaching hours: 11)

Role of medical textiles in health care. Classification of medical textile products: Health Care and hygiene products, Extracorporeal devices, Implantable materials, Non implantable materials. Manufacturing Process of medical textiles -Yarn Processing, manufacturing techniques, treatment, sterilization and packaging.

UNIT IV: Types of medical textiles and regulatory measurement

(Teaching hours: 12)

Types of textiles and biomaterials in health care- Wound dressings, Reusable textiles, Non-woven textiles, Bandages and Stockings, Surgical sutures, textiles for tissue engineering and scaffolds, textiles for implants and regenerative medicine – types, advantages, limitations and their applications. Control of medical textile products: Regulatory requirements and commonly required tests.

UNIT V: Smart textiles and biofunctional textiles

(Teaching hours: 12)

Nanofibrous textiles, Super absorbents, drug releasing textiles, Antimicrobials and medical applications of smart textiles. Biofunctional Textiles - Introduction, types of bio functional textiles, Evaluation of biofunctional safety and efficacy, Manufacture and application of biofunctional textiles.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This course enables the students to learn about novel enzymes which are used in processing and manufacture of various textiles	K1, K3
CO2	This course deals with different types of natural and synthetic fibres used for textile production and their application in biotechnology	K3, K4
CO3	The students gain knowledge about the textiles used for medicinal purpose and their manufacturing process.	K2, k3, k5
CO4	This course deals about the production and application of medical textiles, their advantages and limitations and their regulatory measures.	K2, k3, k5
CO5	This course deals about the production and application of smart and novel medical textiles which are used in advanced therapies	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating
Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	-	-	-	-	1	-	-	1
CO2	1	-	2	-	2	-	-	-	-	1
CO3	-	1	-	3	1	-	-	-	-	2
CO4	-	-	3	3	3	2	3	3	1	1
CO5	-	1	3	-	-	-	3	3	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advances in textile biotechnology	V. A. Nierstrasz, A. Cavaco- Paulo	Woodhead Publishing Ltd, UK	2010 & First
2	Handbook of textile fibres	J. Gordon Cook	Woodhead Publishing Ltd, England	2006 & Fifth
3	Handbook of medical textiles	V. T. Bartels	Woodhead Publishing Ltd, USA	2011 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Textile Processing with enzymes	A. Cavaco- Paulo, G. M. Gubitza	Woodhead Publishing Ltd, USA	2000
2	Medical Textile Materials	Yimin Quin	Woodhead Publishing Ltd, USA	2016
3	Bioprocessing of textiles	C. Vigneshwaran, M. Ananthasubramanian, P. Kandhavadi	Woodhead Publishing Ltd, India	2014
4	Advances in smart medical textiles	Lieva Van Langenhove	Woodhead Publishing Ltd, UK	2016

Pedagogy: Lecture, Assignment, Seminar



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21458U2	ELECTIVE V: FOOD BIOTECHNOLOGY	2	Theory	-	100

Objective of the subject: Students get an idea about the advantages and disadvantages of Biotechnological applications in food production and processing of different challenging issues in food based industry.

UNIT I: Food Chemistry and Sensory Evaluation

(Teaching hours: 11)

Nutritional composition of food, metabolic rate and caloric needs, requirements and role of nutrients in human health, RDAs, Nutrition of dietary fibres. Biological value of proteins. Energy value of foods. Sensory evaluation: layout of sensory evaluation laboratory, sensitivity tests, threshold value, paired comparison test, duotrio test, triangle test, hedonic scale, Amoore's classification of odorous compounds. Sherman and Szczniak classification of food texture.

UNIT II: Food Microbiology

(Teaching hours: 11)

Harmful role of microbes in food technology: History, developments in the field. food-borne diseases: symptoms, causes and control: *Campylobacter jejuni* and *Listeria monocytogens*, food intoxication: Aflatoxin and botulinum toxin. **Microbial spoilage in foods:** meat, poultry, sea foods, vegetables, dairy products, fruits and vegetables

UNIT III: Food Preservation

(Teaching hours: 12)

Low temperature - Freezing and Refrigeration, High temperature - Thermal Processing- Sterilization, commercial sterilization, Pasteurization, and blanching. Food Preservation by Moisture control – Drying and Dehydration, Evaporation – Definition, factors affecting evaporation, names of evaporators used in food industry. Food Preservation by Irradiation. Packaging.

UNIT IV: Beneficial role of Microbes in Food Technology

(Teaching hours: 11)

Fresh meats and poultry, processed meats, seafood's, fermented and fermented dairy products and miscellaneous food products. microbial production of amylase, wine, acetic acid, streptomycin. medical foods: pre and probiotics, health benefits of fermented milk and foods products.

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UNIT V: Value added Food Products

(Teaching hours: 11)

Milk and Milk Products: Butter, Cheese, Ice-cream ; Vegetable and fruit products: Jam, Marmalade, Pickle Production; Edible oils and fats: Extraction and Products; Meat Processing, Preservation and Products Poultry Processing, Preservation and Products Fish Processing, Preservation and Products Confectionery : Candy Production Beverages : Fruit drink , Squash Production.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can able to apply scientific thinking in the analysis and sensory evaluation of food chemistry. Apply ethical reasoning within the discipline of food science, nutritional sciences or dietetics.	K2, K4 & K5
CO2	Students will be knowledge about the harmful role of microorganisms and microbial toxins and microbial spoilage of food.	K1,K4 & K5
CO3	The student will acquire an overview application of the preservation process depending on the type of food.	K2,K3 & K4
CO4	To equip students with a basic understanding of the Beneficial role of microbes in food technology.	K3,K4 & K5
CO5	To familiarize them with processing and preservation techniques of Value added food products and to impart knowledge about the science and techniques in the field of value added food products.	K3,K4 & K5

Note: K1- Remembering; K2 –Understanding; K3 –Applying; K4–Analysing; K5–Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3			2	2	2		1
CO2	2		3		3				3	
CO3			3			2	3	2		
CO4			3	2		2		3	2	1
CO5			3	2		2	3	3	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Food Microbiology	Frazier	Tata McGraw Hill	2007 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Food Processing Technology: Principles and Practice	P.Fellow	Wood Head Publishing Co.Ltd,Cambridge, England	2000

Pedagogy: Lecture , PPT presentation, Assignment and Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21458V2	ELECTIVE V: PHARMACOLOGY AND TOXICOLOGY	2	Theory	-	100

Objective of the Course: This subject is designed to impart the knowledge on preclinical evaluation of drugs and recent experimental techniques in the drug discovery and development. The subject content helps the student to understand the maintenance of laboratory animals as per the guidelines, basic knowledge of various in-vitro and in-vivo preclinical evaluation processes

UNIT I: General Pharmacology

(Teaching hours : 12)

Routes of drug Administration, ADME and factors affecting them, Pharmacodynamics - mechanisms of drugs action, theories of drug actions, tolerance and tachyphylaxis, measurement of some pharmacological parameters. Toxicology: Basic principles of toxicology and biochemical mechanism of toxicity in mammalian species and human, Classes of toxicants, introduction to toxicogenomics, disposition of toxicants. Introduction to Pharmacogenomics and pharmacogenetics.

UNIT II: Clinical Pharmacology

(Teaching hours: 11)

Respiratory Pharmacology: anti-asthmatics and anti allergics. Reproductive Pharmacology: Aphrodisiacs and antifertility agents. Gastrointestinal drugs: anti ulcer and laxatives. Cardiovascular Pharmacology: antihypertensives, antiarrhythmics, and diuretics. Drugs for metabolic disorders like anti-diabetic. Anti cancer agents. Immunopharmacology: Immunomodulators, Immunosuppressants and Immunostimulants
 General principles of immunoassay: theoretical basis and optimization of immunoassay, heterogeneous and homogenous immunoassay systems.

UNIT III: Pharmacology of the ocular and haemopoetic system

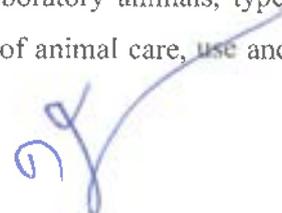
(Teaching hours: 12)

CNS Pharmacology: Behavioral and muscle co ordination, CNS stimulants and depressants,. Drugs for neurodegenerative diseases like Parkinsonism, and Alzheimers. Drugs acting on Autonomic Nervous System. Drugs acting on the ocular system: miotics, and mydriatic drugs used in glaucoma, cycloplegics, ophthalmic diagnostic agents, Drugs acting on the haemopoetic System: Anticoagulants, and vitamins. Antithrombotic and thrombotic agents.

UNIT IV: Experimental pharmacology

(Teaching hours: 11)

Animals as experimental tools in pharmacology; definition of laboratory animals, types and essential features, diets and maintenance of laboratory animals, principles of animal care, use and ethics. OCED



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Guidelines, IAEC functioning. Methods in toxicology I including ED50, LD50 determination, Therapeutic index calculation, Brine shrimp tests, Ame's test, acute and chronic poisoning.

UNIT V: Systemic toxicology and health safety **(Teaching hours: 11)**

Toxicity in organ systems (Hepatotoxicity, nephrotoxicity, toxicology of the nervous system, neurotoxicity, toxicity of the endocrine system, respiratory system, reproductive system, and blood as a target organ), correlation between morphological and functional changes caused by toxicants and environmental pollutants in different organs. Prevention of toxicity in different environments- legislation and regulation affairs, Environmental Impact Assessment, hazard identification, risk characterization, Toxicological evaluation of a new drug. Post market surveillance of drugs and OTC herbal supplements.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	They will learn the theories and principles of drug action and factors that influence drug action. Know effects of toxicants and environmental pollutants toxicants on organ system and drug disposition.	K1,K2 & K4
CO2	<ul style="list-style-type: none"> • Good understanding of the aetiology of Respiratory,cardiovascular and components of immune system and modes of immune response. • Understanding site of action, mechanism of action and clinical application of drugs used in the management of cough. • Understanding site of action, mechanism of action and clinical application of drugs used in the treatment of cardiovascular and anti-inflammatory and immunosuppressant drugs. 	K1 & K2
CO3	<ul style="list-style-type: none"> • Know the drugs and classes of drugs used in the management of selected systemic disorders • Know the mechanism of action, disposition, side effects, drug-drug interactions, contra-indication of the drugs. 	K3, K4 & K5
CO4	<ul style="list-style-type: none"> • To know effects of route of drug administration on drug action. • Know effects of enzyme inhibition and induction on action of drugs • Know effect of agonist and antagonist at receptor sites • Know dose response relationship and how to plot dose response curves • Know how to determine the relationship between effective dose and lethal dose of drugs • Know methods in toxicology • Know single nucleotide polymorphisms. 	K3,K4,k5
CO5	<ul style="list-style-type: none"> • To acquaint the student with the concepts of organ toxicology and the roles of the various disciplines in toxicology • To acquaint the student with the numerous sources, site and mechanisms of how drugs can and do act as hazards on biological system; • To acquaint the student with the types of adverse effects and examples which produce them • To acquaint the student with the toxicological prerequisites for evaluating new drugs in different countries; • To acquaint the student with the post-marketing surveillance of drugs. 	K2,K3 & K4.

Note: K1- Remembering; K2 -Understanding; K3 -Applying; K4-Analysing; K5-Creating & Evaluating

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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	2	3	3	3	2
CO2	3		3	3	3	2		2		2
CO3	3		2		3		3	2	3	2
CO4	3	3	3	2	3	2	3	2	3	2
CO5	3	3	3	3	3	1	3	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Regulatory Toxicology	Shayne C Gad	Taylor & Francis Inc	2001
2.	Regulatory Toxicology	Changelis Christopher P Shayne Cox Gad, Joseph F Holson	Second Edition, Informa Healthcare	2001
Reference Books				
1.	Essentials of Toxicology	Curtis D. Klaassen, John B. Watkins	LANGE Basic Science	2003

Pedagogy: Lecture, PPT presentation, e-content, seminar, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21458W2	ELECTIVE V: FORENSIC TECHNOLOGY	2	Theory	-	100

Objective of the Course: This paper presents the study of basic forensic science which applied in biology; many criminal cases can be identified using the help of this forensic biotechnology

UNIT I: Forensic Science - Introduction

(Teaching hours: 12)

Definition of Forensic Science The Role of the Forensic Laboratory, History and Development of Forensic Science in India &Abroad, Pioneers in Forensic Science, Multidisciplinary nature, Forensic Technology solving crimes with advanced technology, Forensic intelligence and Interviews.

UNIT II: Forensic Significance of DNA profiling

(Teaching hours: 12)

Applications in disputed ,child swapping ,missing -civil immigration, veterinary, wildlife and agriculture cases, -legal standards for admissibility of DNA profiling, procedural and ethical concerns, status of development of DNA profiling in India and abroad.

UNIT III Forensic Facial Reconstruction and Odontology

(Teaching hours: 11)

Two Dimensional and 3Dimensional methods, Importance of tissue depth to construct various facial features. **Forensic Odontology:** Development and scope, role in mass disaster and anthropology, structural variation in teeth (human and non-human), types of teeth and their functions

UNIT IV: Forensic Medicine

(Teaching hours: 12)

Definition, Identification, Of Unknown Person, Dead bodies, And Remains of a Persons By Age ,Sex, Stature, Dental Examination, Scars, Moles, Tattoos, Dactylographic, DNA Typing And Personnel Belonging Including Photographs **Determination of age from teeth:** Eruption sequence, Gustafson's method, dental anomalies, their significance in personal identification Bites marks

UNIT V: Medico legal Death Investigation

(Teaching hours: 12)

Aspects of death scene analysis by a medical examiner, including autopsy procedures, unidentified remains, child death investigations and mass disaster investigations. Determination of Time Since Death: Immediate changes, Livor, Rigor and Algor mortis, cadaveric spasm, cold stiffening and heat stiffening. Putrefaction, mummification, adipocere and maceration Postmortem artifacts.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Role of forensic science in crime	K1 & K2
CO2	Methods of DNA profiling	K2 & K3
CO3	Facial construction and Odontology	K2 & K5
CO4	Forensic Medicine and Examination	K3 & K4
CO5	Medicolegal investigation	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			2						
CO2	3			3						
CO3	3		2	2						
CO4	2	3	3							
CO5	3	2	3							

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Forensic Science in India: A vision for the twenty	Nanda, B.B.andTewari, R.K	First centurySelect Publisher,New Delhi.	2001 & First
2	Medical Jurisprudence & Toxicology	Modi,J.K.	N.M. TripathiPvt.Ltd.	2000 & Seventh
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Forensic Science: An introduction to scientific and investigative techniques	James, S.H and Nordby, J.J.	CRC Press	2003
2	Criminalistics	Saferstein	Prentice Hall Inc., USA	1976

Pedagogy: Methods Lecture, PPT presentation, e-content, seminar, Assignment.



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21458X2	ELECTIVE V: MEDICAL WASTE MANAGEMENT	2	Theory	-	100

Objective of the course: To understand the sources of the different types of medical waste, characterize the medical waste and its segregation and the safety aspects from the medical waste.

UNIT I: Types of Medical Waste

(Teaching hours: 11)

Definition and Types of wastes, major and minor sources of biomedical waste, Categories and classification of biomedical waste, need for disposal of biomedical waste, waste minimization, waste segregation and labeling, waste handling and disposal.

Unit II : Hazardous Waste Management

(Teaching hours: 11)

Hazardous waste management, Hazardous Substance Safety, OSHA Hazard Communication Standard, DOT Hazardous Material Regulations, Healthcare Hazardous Materials, Radioactive waste management, Medical Gas Systems, Respiratory Protection.

Unit III: Recycling Process

(Teaching hours :11)

Waste minimization, Recycling symbols for plastics, Recycling and recovery, Environmental management systems, Minimum approach to waste minimization Sorting, Receptacles and Handling Sorting principles, Handling of bags, Hazardous waste handling rules.

Unit IV : Collection, Storage and Treatment

(Teaching hours :11)

System Various methods, Precautions during collection, Storage & Transportation of Hospital Waste. Treatment and Disposal Treatment and disposal methods, Incineration, Chemical disinfection, Needle extraction or destruction, Encapsulation

Unit V: Prevention and Protection Measures

(Teaching hours: 11)

Healthcare Immunizations, Centers for Disease Control and Prevention, Disinfectants, Sterilants and Antiseptics, OSHA Blood borne Pathogens Standard, Tuberculosis, Healthcare Opportunistic Infections, Healthcare-Associated Infections, Medication Safety. Staff Protection Measures Personal protective equipment, Personal hygiene, Emergency measures and Training.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Distinguish between the types of medical waste and identify the risks of medical waste. Medical Waste and Impact on Health and the Environment	K2, K4 & K5
CO2	Describe the handling and disposal requirements for hazardous Waste Management	K2, K4 & K5
CO3	Recycling Process and Waste minimization, Recycling symbols for plastics	K2, K3 & K4
CO4	Collection and category of wastes. Treatment and Clean up safely after an accidental spill of regulated medical waste.	K3, K4 & K5
CO5	Healthcare Opportunistic Infections and describe the prevention and protection methods	K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3			2	2	2		1
CO2	2		3		3				3	
CO3			3			2	3	2		
CO4			3	2		2		3	2	1
CO5			3	2		2	3	3	2	

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Hospital Waste Management: A Guide for Self-Assessment and Review	Basarkar Shishir	Jaypee Brothers, Medical Publishers Pvt. Limited	2016
2	Healthcare hazard control and safety management	James T. Tweedy	CRC Press, Taylor and Francis Group	2014 & 3

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3	Biomedical Waste Disposal	Anantpreet Singh, Sukhjot Kaur	Jaypee Brothers Medical Publishers (P) Ltd	2012
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Evaluation of Biomedical Waste Management System	Khalid Maryam	LAP Lambert Academic Publishing	2015
2	Infectious and Medical Waste Management	Peter A. Reinhardt	CRC Press, Taylor & Francis Group. BocaRaton/London/New York	2017
3	Environmental Waste Management	Ram Chandra	CRC Press, Taylor & Francis Group, BocaRaton/London/New York	2015
ICT/MOOCs References				
1	https://nptel.ac.in/courses/105/106/105106056/			
2	https://www.env.go.jp/recycle/3r/en/asia/02_03-2/04.pdf			
3	https://hspcb.gov.in/BMW%20Rules.pdf			
4	http://lab.fs.uni-lj.si/lasin/wp/IMIT_files/neural/NN-examples.pdf			
5	https://www.youtube.com/watch?v=2ckHP-U-mZQ			
6	https://www.youtube.com/watch?v=iaDBE4-OIJs			

Pedagogy: Lecture, PPT presentation, Assignment and Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21458Y2	ELECTIVE V: FUNCTIONAL FOOD AND NUTRACEUTICALS	2	Theory	-	100

Objective of the Course: To Gain basic knowledge on functional foods, Build knowledge on the function and molecular mechanism of nutraceutical compounds to manage various diseases and inculcate the knowledge on marketing potential of nutraceutical compounds related to health management

UNIT I: Food and Development

(Teaching hours: 11)

Functional foods, traditional foods, nutraceuticals, designer foods and pharma foods, history of functional foods, components of functional foods, stages involved in development of functional foods. Definition, concept of nutraceuticals; classification of nutraceuticals, dietary supplements, fortified foods, functional foods; scope involved in the industry- Indian and global scenario.

UNIT II: Categorization of Nutraceuticals

(Teaching hours: 11)

Classification - Nutraceuticals in fruits, vegetables and grains with health benefits - Based on food source, mechanism of action and chemical nature-isoprenoid, phenolic substances, fatty acids and structural lipids, carbohydrates and amino acid based derivatives, isoflavones.

UNIT III: Microbial Nutraceuticals

(Teaching hours: 12)

Probiotics- Taxonomy and important features of probiotic micro- organisms. Health effects of probiotics including mechanism of action. Probiotics in various foods: fermented milk products, non-milk products etc. Quality Assurance of probiotics and safety. Prebiotics- Definition, chemistry, sources, metabolism and bioavailability, effect of processing, physiological effects, effects on human health and potential applications in risk reduction of diseases.

UNIT IV: Functional foods and Nutraceuticals in Health and Disease

(Teaching hours: 11)

Role of Nutraceuticals in cardiovascular health, HIV and cancer risk reduction, bone and joint health, diabetes, hypertension, hypercholesterolemia, immune system, oxidative stress, cognitive function, anti-ageing, maternal and infant health, gut health, reproductive health.

UNIT V: Regulatory Aspects of Functional Foods and Nutraceuticals

(Teaching hours: 11)

Assessment of safety and efficacy of functional foods and ingredients, regulatory issues and health claims, use of animal models and pre-clinical and clinical trials involved. Life style changes - Nutraceutical transition and its implications. Enhancing quality and bioavailability of nutraceuticals. International and national regulatory aspects of functional foods in India, IOMR guidelines for probiotics. Nutrigenomics

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Role of forensic science in crime	K1 & K2
CO2	Methods of DNA profiling	K2 & K3
CO3	Facial construction and Odontology	K2 & K5
CO4	Forensic Medicine and Examination	K3 & K4
CO5	Medicolegal investigation	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			2						
CO2	3			3						
CO3	3		2	2						
CO4	2	3	3							
CO5	3	2	3							

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Forensic Science in India: A vision for the twenty	Nanda, B.B.and Tewari, R.K	First century Select Publisher,New Delhi.	2001 & First
2	Medical Jurisprudence & Toxicology	Modi,J.K.	N.M. Tripathi Pvt. Ltd.	2000 & Seventh
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Forensic Science: An introduction to scientific and investigative techniques	James, S.H and Nordby, J.J.	CRC Press	2003
2	Criminalistics	Saferstein	Prentice Hall Inc., USA	1976

Pedagogy: Methods Lecture, PPT presentation, e-content, seminar, Assignment.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Deals with the basic knowledge on traditional and functional foods	K1, K2 & K3
CO2	Elaborates on components and chemical nature of functional food	K2, K3 & K5
CO3	Inculcate the knowledge on probiotic and prebiotic	K1, K2 & K3
CO4	Discuss on the role of natural foods in disease prevention	K3, K4 & K5
CO5	Elucidate about regulatory issues in nutraceuticals market	K2, K3, K4 & K5

Note: K1-Remembering; K2-Understanding; K3-Applying; K4 - Analysing; K5 - Creating & Evaluating

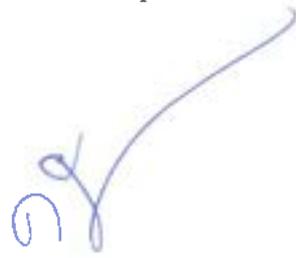
Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			2						
CO2		3					1	2		2
CO3	3			2						
CO4		3					1	2		2
CO5		2	3	3			1			2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Dietary Supplements and Functional Foods	Webb G.P	Blackwell Publishing Ltd, New York.	2006 & Second
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Nutraceuticals and Functional Foods in Human Health and Disease Prevention	Debasis Bagchi, Harry G. Preuss, Anand Swaroop	CRC Press	2015
2	Bioactive Proteins and Peptides as Functional Foods and Nutraceuticals.	Yoshinori Mine, Eunice Li-Chan, and Bo Jiang	Blackwell Publishing Ltd.	2010

Pedagogy: Lecture, PPT Presentation, Seminar, Assignment, Group Discussion



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Programme Outcome	
PO1	Apply the knowledge of computer programming, computing specialization and appropriate domain knowledge to construct computing models for the identified problems.
PO2	Ability to categorize and analyze the nature of a problem and implement problem solving with computational thinking.
PO3	Design and assess systems, components, or procedures that meet specific needs with suitable consideration for societal considerations.
PO4	Utilize the research oriented knowledge and research techniques including experimentation, data analysis and interpretation, and formation of the information to provide applicable results.
PO5	Identify and apply the appropriate computing/simulation tools and techniques for system implementations.
PO6	Recognize and commit to professional ethics and cyber regulations and norms of computing professional practices.
PO7	Apply the knowledge of the computing principles to design and develop projects in multidisciplinary environments.
PO8	Proficient in the application development with necessary domain knowledge.
PO9	Effective communication skills to interact with the technical community and the society by documentations and presentations.
PO 10	Acquire analytical and managerial skills to develop employment potential.

Programme Specific Outcome	
PSO1	Ability to understand the emerging Information Technology concepts.
PSO2	Ability to design and develop applications for user specific requirements with latest development tools.
PSO3	Ability to get an insight and learn advanced tools and technology for mobile application development.
PSO4	Ability to understand the security mechanisms for computing systems.
PSO5	Ability to learn and apply the cutting edge technologies for application development.



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SCHEME OF EXAMINATIONS

Sem	Part	Course Code	Course Title	Credits	MARKS			Hrs/ week	Exam Duration (Hrs)	Category
					CA	TEE	Total			
I	III	21163A	CORE: MODERN OPERATING SYSTEMS	4	25	75	100	5	3	THEORY
I	III	21163B	CORE: ADVANCED DBMS	4	25	75	100	5	3	THEORY
I	III	21163C	CORE: PYTHON PROGRAMMING	4	25	75	100	5	3	THEORY
I	III	21163D	CORE: OBJECT ORIENTED ANALYSIS AND DESIGN	4	25	75	100	5	3	THEORY
I	III	21163P	CORE: ADVANCED DBMS LAB	3	40	60	100	5	3	PRACTICAL
I	III	21163Q	CORE: PYTHON PROGRAMMING LAB	3	40	60	100	5	3	PRACTICAL
II	III	21263A	CORE: SOFTWARE PROJECT MANAGEMENT AND QUALITY ASSURANCE	4	25	75	100	4	3	THEORY
II	III	21263K	Online Course/ SWAYAM/NPTEL	2				4		
II	III	21263B	CORE: MOBILE TECHNOLOGY	4	25	75	100	4	3	THEORY
II	III	21263C	NON MAJOR: APTITUDE *	3	25	75	100	4	3	PRACTICAL
II	III		ELECTIVE - I	4	25	75	100	4	3	THEORY
II	III	21263P	CORE: SOFTWARE PROJECT MANAGEMENT AND QUALITY ASSURANCE LAB	3	40	60	100	5	3	PRACTICAL
II	III	21263Q	CORE: MOBILE TECHNOLOGY LAB	3	40	60	100	5	3	PRACTICAL
III	III	21363A	CORE: INTERNET OF THINGS	4	25	75	100	4	3	THEORY
III	III	21363B	CORE: WEB PROGRAMMING	4	25	75	100	4	3	THEORY
III	III	21363C	CORE: CYBER SECURITY INTELLIGENCE	4	25	75	100	4	3	THEORY
III	III	21363S	CORE: PROJECT I	6	25	75	100	6		PRACTICAL
III	III	21363D	NON-MAJOR: SOFT SKILLS *	3	25	75	100	3	3	PRACTICAL

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Sem	Part	Course Code	Course Title	Credits	MARKS			Hrs/ week	Exam Duration (Hrs)	Category
					CA	TEE	Total			
III	III	21363K	Online Course/ SWAYAM/NPTEL	2			4			
III	III	21363P	CORE: WEB PROGRAMMING LAB	2	40	60	5	3	PRACTICAL	
IV	III	21463S	CORE: PROJECT II	20	25	75			PRACTICAL	
			TOTAL	90	550	1350	90			

Sem.	Part	Subject Code	Subject Name
			ELECTIVE I
II	III	21263U1	ELECTIVE I : ETHICAL HACKING AND NETWORK DEFENSE
II	III	21263U2	ELECTIVE I: INFORMATION SECURITY
II	III	21263U3	ELECTIVE I: CLOUD COMPUTING
II	III	21263U4	ELECTIVE I: ARTIFICIAL INTELLIGENCE AND EXPERT SYSTEMS

* a part of the course is Self Study & Both CA and TEE Marks will be evaluated Internally

Online course: This can be availed by the students at anytime during that particular year of study. Students are expected to produce certificates.

Project I and Project II

Marks split up:

I Project Review	10
II Project Review	15
Project Documentation	25
Viva Voce	50
Total	100 Marks

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21163A	CORE: MODERN OPERATING SYSTEMS	3	1	2	1	1		2	2		
21163B	CORE: ADVANCED DBMS	1	2	1	3	3		3	3		1
21163C	CORE: PYTHON PROGRAMMING	1	3	1	2	2		3	3		2
21163D	CORE: OBJECT ORIENTED ANALYSIS AND DESIGN	1	2	2	2	3		3	3		1
21163P	CORE: ADVANCED DBMS LAB	2	3			3		3	3		1
21163Q	CORE: PYTHON PROGRAMMING LAB	2	3			3		3	3		1
21263A	CORE: SOFTWARE PROJECT MANAGEMENT AND QUALITY ASSURANCE	1	2	2	2	3		3	3		1
21263B	CORE: MOBILE TECHNOLOGY	2	2	1		3		2		2	2
21263C	NON MAJOR: APTITUDE *	2	3	1						3	3
21263U1	ELECTIVE I: ETHICAL HACKING AND NETWORK DEFENSE	2		3		1	3	2			2
21263U2	ELECTIVE I: INFORMATION SECURITY	2		3		1	3	2			2
21263U3	ELECTIVE I: CLOUD COMPUTING	2	2	2	3	2		2	1	1	1
21263U4	ELECTIVE I: ARTIFICIAL INTELLIGENCE AND EXPERT SYSTEMS	3	2	3	2	3			1		
21263P	CORE: SOFTWARE PROJECT MANAGEMENT AND QUALITY ASSURANCE LAB	2	3			3		3	3		
21263Q	CORE: MOBILE TECHNOLOGY LAB	2	3			3		3	3		
21363A	CORE: INTERNET OF THINGS		2	3	2	2	2	3			1
21363B	CORE: WEB PROGRAMMING		2	1	2	2		3			3
21363C	CORE: CYBER SECURITY INTELLIGENCE	1	2	3		1	3	2			2
21363S	CORE: PROJECT I	2		3		3					3
21363D	NON-MAJOR: SOFT SKILLS *	3	3	3		3	3		2	2	3
21363P	CORE: WEB PROGRAMMING LAB	2	3	1						3	3
21463S	CORE: PROJECT II	2	3			3		3	3		3
		3	3	3		3	3		2	2	3

Indicators: 1. Reasonable 2. Significant 3. Strong

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21163A	CORE:MODERN OPERATING SYSTEMS	4	Theory	-	100

Objective of the Course:

This course recollects the Operating system concepts and gives general understanding of structure of modern computers, its purpose and functions..

UNIT I: Operating System Concepts – an Overview

(Teaching hours: 8)

Processes – Address Spaces – Files – I/O units – Protection – The Shell – System Calls – System calls for Process Management – System Calls for File Management – System Calls for Directory Management – Operating System Structure – Client/Server Model – Virtual Machines

UNIT II: Processes and Interprocess Communication

(Teaching hours: 8)

The Process Model – Process Creation – Process Termination – Process States – Interprocess Communication – Race Conditions – Critical Regions – Mutual Exclusion with busy waiting – Sleep and wake up – Semaphores – Message Passing. Scheduling: Scheduling in Interactive Systems – Scheduling in Real time Systems – Classical IPC Problems: The Dining Philosophers Problem. Memory Management – Swapping – Managing Free memory

UNIT III: Multimedia Operating Systems

(Teaching hours: 8)

Multimedia Files – Video Encoding – Audio Encoding- Video Compression – Audio Compression – Multimedia Process Scheduling: Scheduling Homogeneous Processes – General Real time Scheduling – Earliest Deadline First Scheduling Caching

UNIT IV: Multiple Processor Systems

(Teaching hours: 8)

Multiple Processors – Hardware – Operating System Types. Multi Computers: Hardware – Distributed Shared Memory. Virtualization: Requirements for virtualization – Memory Virtualization – I/O Virtualization – Virtual machines on Multicore CPUs.

Distributed Systems: Network Hardware – Network Services and Protocols – Grids. The Security Environment – Threats – Intruders – Accidental Data Loss.

UNIT V: Case Study

(Teaching hours: 8)

LINUX – Overview – Goals – Interfaces to Linux – The Shell – Linux Utility Programs – Kernel Structure – Processes in Linux – Fundamental Concepts – System Calls – Memory Management in Linux – Fundamental Concepts – System Calls – I/O in Linux – Networking – Security in Linux – System Calls.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Remember and Rethink the Operating System Concepts with modern design and updates.	K1 & K2
CO2	Inquire the Process Management and Interprocess Communication with a Classical Example.	K2
CO3	Apply and associate the CO1 and CO2 on Multimedia Operating Systems.	K2 & K3 & K4
CO4	Enhance the Operating Systems to Multiple Processor machines and explore Virtualization.	K4
CO5	Correlate the Modern updates with a Case Study on Linux Operating System	K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3					1	1	1		1
CO2	2		2	1						
CO3	3	1	2			1				
CO4	3	1			2					
CO5		2	3	1	2	1	2	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Modern Operating System	Andrew S.Tanenbaum	Pearson Education	2008, 3 rd Edition
2	Operating System Concepts	Silberschatz , Galvin, Gagne	Wiley Publications	2018, 9 th Edition

Pedagogy:Lecture, PPT presentation, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21163B	CORE: ADVANCED DBMS	4	Theory	-	100

Objective of the Course: The objective of this course is to give students a basic understanding of the concepts, techniques and applications of open source database management technology.

UNIT I: Architectures of Database Systems (Teaching hours: 8)

Database system architectures: Centralized systems – Client/Server systems – Parallel and Distributed systems. Advanced Querying: Decision-support systems – Data mining – Data warehousing – Directories and categories

UNIT II: Storage and File Structure (Teaching hours: 8)

Storage and File Structure: File Organization – Organization of Records in Files - Data Dictionary storage – Database Buffer. PL/SQL: Triggers- Procedures- Functions-Packages-Cursors-Exception handling.

UNIT III: Transactions and Distributed Databases (Teaching hours: 8)

Transactions: Concept – A simple Transaction Model – Storage structure – Transaction Atomicity and Durability – Transaction Isolation – Serializability - Transaction Isolation and Atomicity. Distributed Databases: Homogeneous and Heterogeneous Databases – Distributed Data Storage – Distributed Transactions – Commit Protocols – Concurrency control in Distributed database – Availability – Distributed Query Processing – Cloud-based Databases

UNIT IV: Document Oriented Databases (Teaching hours: 8)

Introduction to MongoDB: Using Java Script Object Notation – Creating or Generating a Unique Key: Database, Collection, Document, Support for dynamic queries, Storing binary data, Replication, Sharding, Updating information In-place – Terms used in RDBMS and MongoDB: Create and Drop database – Data types.

UNIT V: Queries in MongoDB (Teaching hours: 8)

MongoDB Query Language: Insert method, Save method, Update method, Remove method, Find method, Dealing with NULL values, Count, Limit, Sort and Skip, Arrays, Aggregate function, MapReduce Function

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Briefs on the various database architectures	K1, K2
CO2	Provides the knowledge on data storage and retrieval in a database. It also provides the theoretical knowledge on the concepts of PL/SQL	K2, K3
CO3	Gives insight on the concept of transactions and how they are performed on a Distributed environment	K3, K4
CO4	Introduces the concepts on unstructured databases namely MongoDB	K5
CO5	Provides knowledge on the queries used in MongoDB to retrieve data	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2							
CO2		2		3			3			
CO3		2	2		1			2		
CO4				3			3			
CO5				3			3	2		2

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Database System Concepts	Abraham Silberchatz, Henry F.Korth, S.Sudharshan	Tata McGraw Hill	2011, 6 th Edition
2	ORACLE 9i-The Complete Reference	Kevin Loney, George Koch	Oracle Press	2018, 1 st Edition
3	Big Data and Analytics	SeemaAcharya, SubhashiniChellappan	Wiley Insdia Pvt. Ltd	2015, 1 st Edition

Pedagogy: Lecture, PPT presentation, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21163C	CORE : PYTHON PROGRAMMING	4	Theory	-	100

Objective of the subject: The main objective of this paper is to enable the students to read and write simple Python programs in Anaconda Platform, to develop Python programs with conditionals and loops, to define Python functions and call them, to use Python data structures - lists, tuples, dictionaries, to gain knowledge on Machine Learning using Python.

UNIT I: Basics of Anaconda and Python Programming

(Teaching Hours : 8)

Ecosystem of Anaconda: Introduction-Miniconda-Anaconda Cloud. **Anaconda Installation:** Installing Anaconda-Testing Python-Using IPython.

Introduction to Python: Python Features- Downloading and Installing Python- Running Python.

Python Basics: Statements and Syntax-Variable Assignment- Identifiers and Keywords-Basic Style Guidelines.

UNIT II: Python Objects

(Teaching Hours : 9)

Python Objects: Built-in-types, Standard Type Operators-Value comparison-Object Identity Comparison-Boolean-Standard Type Built-in Functions-Categorizing the Standard Types-Miscellaneous Types- Unsupported Types.

Numbers: Integers-Double Precision Floating Point Numbers-Complex Numbers-Operators-Built-in Factory Functions. **Strings:** Sequences-Strings-Strings and Operators- String-Only Operators-Built-in Functions-String Built-in Methods-Special Features of Strings.

UNIT III: Lists, Tuples and Dictionaries

(Teaching Hours : 9)

Lists: Lists-Operators- Built-in Functions-Lists Built-in Methods-Special Features of Strings.

Tuples: Tuples- Tuple Operators and Built-in Functions-Special Features of Tuples.

Dictionaries: Mapping Type: Dictionaries-Mapping Type Operators-Mapping Type Built-in Functions-Built-in Methods.

UNIT IV: Conditions and Loops

(Teaching Hours : 7)

If Statement-if-else Statement-else-if Statement-While Statement-for Statement-break-continue Statement-pass Statement-else Statement -iter() Function- List Comprehension-General Expressions.

UNIT V: Machine Learning using Python

(Teaching Hours : 7)

Introduction to Analytics and Machine Learning -Machine Learning-Framework for Developing Machine Learning Models-Python Stack for Data Science.

Descriptive analysis: Dataset Description using Data Frame in Python- Loading Dataset into Pandas Data Frame-Displaying First few Records of Data Frame-Finding Summary of the Data Frame-Slicing and Indexing of the Data Frame-Values and Cross Tabulation-Sorting Data Frame by Column Values.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the Anaconda platform and the basics of Python programming	K1,K2
CO2	Demonstrate the concept of Python objects, Numbers and Strings.	K1,K2,K3
CO3	Understand the concepts of Lists, Tuples and Dictionaries.	K1,K2,K3
CO4	Learn the concepts of conditional and looping structures in Python.	K1,K2,K3,K4,K5
CO5	Understand the concept of Machine Learning using Python and applying Descriptive analysis to work with Data Frames.	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2						2		
CO2	2	2					3	3		
CO3	1				3		2	2		
CO4	1	2			2		3	3		
CO5	1	2	2	2	2		3	3		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Hands-On Data Science with Anaconda	Dr. Yuxing Yan, James Yan	Packt Publishing	First Edition, 2018
2	Core Python Programming	Wesley J. Chun	Pearson Education Publication	Second Edition, 2009
3	Programming in Python 3: A Complete introduction to the Python Language	Mark Summerfield	Addison-Wesley Professional	2010
4	Machine Learning Using Python	Manaranjan Pradhan, U.Dinesh Kumar	Wiley Publications	First Edition, 2019

Pedagogy: PPT presentation, e-content, seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21163D	CORE : OBJECT ORIENTED ANALYSIS AND DESIGN	4	Theory	-	100

Objective of the Course: This course gives guidance on the construction of object oriented systems. It helps in understanding the fundamental concepts and notations of object oriented analysis and design.

UNIT I: Basics of Object Oriented Systems Development (Teaching hours: 8)

Object Oriented Systems Development: Two orthogonal views of software – object oriented systems development methodology – object orientation – overview of unified approach - object oriented philosophy – objects – objects are grouped in classes – attributes: object state and properties – object behavior hierarchy – objects respond to messages – object oriented concepts in relation with the case study – case study.

UNIT II: OOSD Lifecycle and Methodologies (Teaching hours: 8)

Object oriented systems development lifecycle: The software development process- building high quality software - Object oriented systems development: A use-case driven approach – reusability.

Object oriented methodologies: Towards the unification of the methodologies – survey of some Object oriented methodologies – Rumbaugh model – Booch methodology – Jacobson methodology -patterns – Framework – The unified Approach.

UNIT III: UML Basics and OO Analysis (Teaching hours: 8)

Unified modeling Language: Static and Dynamic models – UML Introduction – UML Diagrams – UML class diagram – Use case-diagram – UML Dynamic modeling – Model management – UML Extensibility – UML metamodel. Object oriented analysis, process and identifying use cases: Analysis as a difficult activity – business object analysis – use-case driven object oriented analysis- business process modeling – use case model- developing effective documentation – case study.

UNIT IV: Classification of OOA and Identification of Objects (Teaching hours: 8)

Object Oriented Analysis classification: Classification Theory – Approaches for identifying classes – noun phrase approach – common class patterns approach – use case driven approach – classes, responsibilities and collaborators – naming classes. Identifying object relationships, attributes and methods: Associations – Super-sub relationships – a part of relationship aggregation – case study – class responsibility – defining attributes – object responsibility – defining methods.

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UNIT V: OOD Axioms and Designing Classes

(Teaching hours: 8)

Object oriented design process and design axioms: object oriented design process – object oriented design axioms – corollaries.

Designing classes: Object oriented design philosophy – UML object constraint language – designing classes – class visibility- refining attributes – designing methods and protocols – designing attributes and methods for case study – Packaging and managing classes.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explains different views of software development and the applications of object oriented concepts in software development	K1, K2
CO2	Teaches how to build high quality software using object orientation and analyses various OO Methodologies	K1, K2, K4
CO3	Study on various UML diagrams used in designing the system and to learn different processes involved in analysis of objects	K2, K3
CO4	Provides knowledge on the approaches used in identifying classes, objects and the relationships between objects	K4, K3
CO5	Explains the design process, design axioms and OO design philosophy.	K1, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3						2	1		
CO2	2	3		2			2	2		
CO3		3		2	3			2	2	
CO4	2	2		1				3		
CO5	2	2		1			1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Object Oriented Systems Development	Ali Bahrami	Tata McGraw- Hill	2017
2	UML Distilled	Martin Fowler	Pearson	2012, III Edition, Twelfth Impression

Pedagogy:Lecture, PPT presentation, Seminar, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21163P	Core: ADVANCED DBMS LAB	3	Practical	-	-

Objective of the course: This course gives a hands-on experience on implementing PL/SQL concepts like Procedures, Functions etc. The potential of the non-structured databases like MongoDB is also experimented here.

Write the program for the following PL/SQL concepts

1. Referential Integrity in SQL.
2. Assertions.
3. Triggers.
4. Implicit and Explicit Cursors.
5. Exception Handling.
6. Procedures.
7. Functions.

MongoDB

8. Database creation, conforming existing DB, Listing all DBs and dropping a DB using MongoDB.
9. Use Count, Limit, Sort and Skip in MongoDB.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	This course gives a hands-on experience on implementing PL/SQL concepts like Procedures, Functions etc. The potential of the non-structured databases like MongoDB is also experimented here.	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3		2	2		3	3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation, Demonstration

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21163Q	CORE: PYTHON PROGRAMMING LAB	3	Practical	-	-

Objective of the course: The main objective of this course is to enable the students to perform programming concepts of Python and manipulation of Data Frames in Anaconda Platform.

The implementation of the following concepts.

1. Input Output Operations
2. Operators
3. String Operations
4. Functions
5. Looping
6. Branching
7. Lists
8. Tuples
9. Dictionaries
10. Loading Dataset in Data Frame
11. Displaying Records in Data Frame
12. Slicing of Data Frame

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Development of Python Programs using the basic program structures, Lists, Tuples and Dictionaries. Demonstrate the loading, displaying dataset in Data Frame and slicing of Data Frame using Python.	K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3		2	3		3	3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation, Demonstration



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21263A	CORE : Software Project Management And Quality Assurance	4	Theory	-	100

Objective of the Course:

This course highlights on the methods of project planning like Step Wise planning, PRINCE2 method of project planning. It gives an idea on project's activities, management, project analysis, technical planning, risk management, managing people, organizing teams and software quality in project planning.

UNIT I: Software Project Management- An Overview

(Teaching hours: 8)

Introduction – Project – Software Projects versus other types of projects – Activities - Some ways of categorizing software projects – Management – Problems with software projects – Setting Objectives - Requirement Specification – Stepwise Project Planning. Project Evaluation: Strategic Management – Technical assessment – Cost – Benefit Analysis – Cash Flow Forecasting – Cost – Benefit Evaluation Techniques – Risk Evaluation.

UNIT II: Process Models and Estimation

(Teaching hours: 8)

Project analysis and technical planning: Choosing technologies – Technical plan contents list – choice of process models, structure vs. speed of delivery – the waterfall model – the V-process model – spiral model - software prototyping. Software estimation: Introduction – problems with over – and under – estimates – basis for software estimation - Effort estimation techniques. Activity Planning: objectives – project schedules – Project and activities – Network planning models.

UNIT III: Risk Management and Monitoring

(Teaching hours: 8)

Risk management: Risk – Managing Risk – Evaluating Risk. Resource allocation: Nature of Resources – Resource Requirement – Scheduling Resources – Creating Critical Path - Counting the Cost. Monitoring and control: creating framework – Collecting Data – Visualizing Progress – Cost Monitoring – Prioritizing Monitoring – change control.

UNIT IV: Managing People

(Teaching hours: 8)

Managing people and organizing teams : Understanding behavior – Organizational behavior : a background – Selecting the right person for the job – Instruction in the best methods – Motivation – The Oldham-Hackman job characteristics model – Working in groups – Becoming a team – Decision making – Leadership – organizational structure – dispersed and virtual team.

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UNIT V: Software Quality

(Teaching hours: 8)

Software Quality: Software quality in project planning – defining software quality – Practical software quality measures – Product versus process quality management – External standards – Techniques to help enhance software quality – Quality plans. Small Projects: Some problems with student projects – Content of a project plan.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Know the terms and definitions of Software Project Management	K1 & K2
CO2	Inquire the software process models and activity planning	K1 & K2
CO3	Figure out the possible risks of a Project and Monitoring	K2 & K3 & K4
CO4	Evolve into the People Management and Decision Making	K4
CO5	Explore the concepts Software Quality	K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3				1	3	3		1
CO2	3	2	2	1			2	2		
CO3	2						2	2		
CO4							3	3		
CO5		2	2	1	2	1	2	2		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Software Project Management	Bob Hughes and Mike Cotterell	Tata McGraw-Hill	2012, 5 th Edition

Pedagogy:Regular Lecture methods, Using PPT and Projectors, Seminar component as teams, Assignments

B

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21263B	CORE: MOBILE TECHNOLOGY	4	Theory	-	100

Objective of the Course:

To learn mobile application concepts and executing the applications through Android studio and to publish the android applications.

UNIT I: Creating a simple Android Application

(Teaching hours: 8)

All about Android: Versions – Java-XML-Linux-The android system architecture. Creating first app-Starting the Android Studio IDE-Launching and running first application. Examining a Basic Android app- A project's files

UNIT II: Adding Activities to Android Application

(Teaching hours: 8)

Improving the application: Improving the layout - Localizing application-Responding to check box events – Displaying Images-Sending in the order. Android Activities: All about Activities – Intents – Using a Context- The Activity lifecycle-lifecycle methods.

UNIT III: Creation of Layouts and Menus

(Teaching hours: 8)

Android layouts: Linear layout – Relative layout-Table layout-Grid layout-Frame layout-Using a scroll view. Menus: Options Menu-Context menu-Popup menu –Simple notification.

UNIT IV: Data Persistence and Database Connectivity

(Teaching hours: 8)

Designing user interface with views: Using basic views-Using list views to display long lists– Displaying pictures and menus with views- Data Persistence: Saving and loading user preferences-Persisting data to files-Creating and Using Databases.

UNIT V: Advanced concepts and Publishing Android Applications

(Teaching hours: 8)

Content providers: Sharing data in android - Using a content provider. Messaging: SMS Messaging – Sending Email. Location based services: Obtaining the maps API key – Displaying the map – Getting location data. Publishing android applications: Preparing for publishing – Deploying APK files.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Provides insight on the versions of Android in the market and enables to build a simple Android Application	K1
CO2	Improving the simple Application by adding activities and intents	K2, K3
CO3	Enriching the application including layout and menus	K3, K4
CO4	Usage of more views and implementation of Database connectivity	K4, K5
CO5	Working with the advanced concepts of Android such as SMS, Email creation and publishing the mobile applications	K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1			
CO2	3	2			1	2				
CO3			2	3	2			1	1	3
CO4	3			2		2	2	2		3
CO5		2	1	2			1	1		3

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Android Application Development for Dummies	Barry Burd	Wiley IndiaPvt Ltd	2015, Second
2	Beginning Android 4 Application Development	Wei – Meng Lee	John Wiley	2012, First

Pedagogy:Lecture, PPT presentation, Assignment, Seminar.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21263C	NON MAJOR: APTITUDE	3	Practical	-	-

Objective of the course: This course highlights on improving the aptitude ability of the student and to understand technical and logical work outs like ratio and proportion, C Programming, OOPS concepts, Sequence and Series and Probability.

UNIT I: Ratio and Proportion (Teaching Hours: 8)
Ratio and proportion – Indices – Logarithms. Sequence and Series – Arithmetic and geometric progressions. Algebra – Average.

UNIT II: Problems on Ages (Teaching Hours: 8)
Problems on Ages – Clocks & Calendars – Mixtures & Alligations – Time & Work – Time & Distance – Profit & Loss.
Coding and Decoding - Blood Relations- Cubes and Dice - Analogy- Ranking- Arithmetical reasoning.

UNIT III: Statistical description of data (Teaching Hours: 8)
Statistical description of data – Textual, Tabular & Diagrammatic representation of data – Data Sufficiency – Probability and Expected Value by Mathematical Expectation.

UNIT IV: C Programming (Teaching Hours: 8)
C Programming – Fundamental concepts – Data types – Functions - Structure and Union – Pointers – Exception handling – problem solving in C.

UNIT V: C++ Programming (Teaching Hours: 8)
Object Oriented C++ - Classes – Objects – Object oriented Paradigms: Data Abstraction – Encapsulation – Inheritance – Polymorphism – Abstract Classes – Virtual classes.

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Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO1	To analyze the concepts of ratio & proportion and understands the concepts of sequence and series.	K2, K3, K4
CO2	To apply the concepts of profit & loss , Time and work, time and distance in real life problems	K2, K4, K5
CO3	Understand and implement data interpretation, Probability concepts.	K1, K4, K5
CO4	To gain knowledge on the fundamentals of C programming.	K2, K4, K5
CO5	To gain knowledge on the fundamentals of object oriented C++ concepts.	K2, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3								1
CO2			2							1
CO3				3	1					1
CO4	3	1				3				2
CO5	3		1		3					2

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Quantitative Aptitude	R.S.Aggarwal	S.Chand& Company	2007
2.	Quick Arithmetic	AshishAggrwal	S.Chand& Company	2007
3.	Quantitative Aptitude for Competitive Examinations	R.S.Aggarwal	S.Chand& Company	2017
4.	C Programming with Problem solving	Jones, Jacqueline	Dreamtech Publishers	2006
5.	Let us C++	Kanetkar, Yashavant P	BPB Publications	2005

Pedagogy: Lecture, Assignment, seminar.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21263U1	ELECTIVE I:ETHICAL HACKING AND NETWORK DEFENSE	4	Theory	-	100

Objective of the Course: This course gives an idea to learn how to protect networks by using an attacker's knowledge to compromise network security, by understanding what tools or methodologies a hacker uses to break in to a network, security testers can protect a system from these attacks

UNIT I: Network and Computer Attacks

(Teaching hours: 8)

Ethical Hacking Overview: Introduction to Ethical Hacking - Things you can do Legally and cannot do Legally - Overview of TCP / IP - IP Addressing - Overview of Numbering Systems – Network and Computer Attacks: Malicious Software - Protecting Against Malware Attacks – Intruder Attacks on Networks and Computers - Addressing Physical Security.

UNIT II: Foot Printing and Social Engineering

(Teaching hours: 8)

Foot Printing and Social Engineering: Using Web Tools for Foot Printing – Conductive Competitive Intelligence - Using Domain Name Service (DNS) Zone Transfers - Introduction to Social Engineering - Port Scanning: Introduction to Port Scanning - Types of Port Scans - Using Port Scanning Tools - Conducting Ping Sweeps - Understanding Shell Scripting.

UNIT III: Operating System vulnerabilities

(Teaching hours: 9)

Programming for Security Professionals: Understanding Practical Extraction and Report Language (Perl) - Understanding Object Oriented Programming Concepts - Vulnerabilities in Microsoft Services - Linux OS Vulnerabilities - Remote Attacks on Linux Systems – Countermeasures against Linux Remote Attacks.

UNIT IV: Hacking Web Servers and Wireless Networks

(Teaching hours: 8)

Hacking Web Servers: Understanding Web Applications: Understanding Web Application Vulnerabilities - Tools of Web Attackers and Security Testers - Hacking Wireless Network: Understanding Wireless Technology - Understanding Wireless Network Standards - Understanding Authentication - Understanding Wardriving - Understanding Wireless Hacking.

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UNIT V: Cryptography

(Teaching hours: 7)

Cryptography: Understanding Cryptography Basics - Understanding Symmetric and Asymmetric Algorithms - Understanding Public Key Infrastructure - Understanding Cryptography Attacks - Understanding Network Security Devices - Understanding Intrusion Detection Systems (IDSs) - Understanding Honeypots.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	An overview of ethical hacking, TCP/IP network, IP addressing, types of malicious software are discussed	K1, K2
CO2	A study on footprinting, port scanning and its types, shell scripting and tools used.	K2,K3,K4
CO3	To understand the Practical Extraction and Reporting Language, Object oriented programming concepts and different operating system vulnerabilities	K2,K3,K5
CO4	To impart knowledge on wireless network, network standards, web applications and their vulnerabilities	K2,K3,K4
CO5	Detailed study on symmetric, asymmetric algorithm, cryptographic attacks and intrusion detection	K3,K4,K5

Note:

K1 - Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2		3	3		2	1	1
CO2	1	1	2		3	1		2	1	1
CO3	3	3	3	1	3	1		2	1	
CO4	3	3	3	3	1	3	3	2		
CO5	3	3	3	3	1	3	3	2		

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Ethical Hacking and Network Defense	Michael T.Simpson James Corley, Kent Backman	Cengage Learning India Private Limited	2011, Third edition
2	Ethical Hacking and Penetration Step by Step with Kali Linux	RassoulGhaznavi - zadeh	Primedia E - launch LLC	2014

Pedagogy:Lecture, PPT presentation, seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21263U2	ELECTIVE I: INFORMATION SECURITY	4	Theory	-	100

Objective of the course: This course covers the concepts related to Security in Computing.

UNIT I: Basics of Computer Security

(Teaching Hours:8)

Introduction to computer security: Basic concepts threat models common security goals. Cryptography and cryptographic protocols, including encryption, authentication, message authentication codes, hash functions, one-way functions, public-key cryptography, secure channels, zero knowledge in practice, cryptographic protocols and their integration into distributed systems and other applications.

UNIT II: Security mechanisms in operating system

(Teaching Hours:8)

Operating system security: Memory protection, access control, authorization, authenticating users, enforcement of security, security evaluation, trusted devices, digital rights management.

UNIT III: Security mechanisms in Network

(Teaching Hours:8)

Network Security: Firewalls, intrusion detection systems, viruses and worms, web security. Case studies: DNS, IPsec.

UNIT IV: Security mechanisms in Software

(Teaching Hours:8)

Software Security: Secure software engineering, defensive programming, buffer overruns and other implementation flaws.

UNIT V: Case studies

(Teaching Hours:8)

Language-based security: Analysis of code for security errors, safe languages, and sand boxing techniques. Case Studies: Privacy, mobile code, digital rights management and copy protection, trusted devices, denial of service and availability, network based attacks, security and the law, electronic voting.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basics of information security and cryptography concepts	K1
CO2	Understanding memory protection, authentication, access control	K1, K2
CO3	Apply Firewalls for information security, intrusion detection and web security. Case studies on DNS, IPsec.	K3
CO4	Analyse defensive programming, buffer overruns and other implementation flaws.	K4
CO5	Analyse code for security errors, safe languages. Case Studies on Privacy, copy protection, trusted devices, network based attacks.	K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				1					
CO2				2						
CO3					3					
CO4							2			
CO5					3					

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Security in computing	Charles P Pfleeger and Shari Lawrence Pflieger	Prentice Hall	2007, Fourth Edition
2	Security Engineering: A Guide to Building Dependable Distributed Systems	Ross J. Anderson and Ross Anderson	Wiley	2001
3	Computer Security Basics	Debby Russell and G.T.Gangemi	O'Reilly Media	2006, 2 nd edition
4	Information Security Fundamentals	Thomas R. Peltier and John Blackley	Prentice Hall	1996, 2 nd edition
5	Cryptography and Network Security Principles and Practice	William Stallings	Pearson Education	2014, 6 th edition

Pedagogy:Lecture, PPT presentation, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21263U3	ELECTIVE I: CLOUD COMPUTING	4	Theory	-	100

Objective of the course: This course gives overview, features and capabilities of Cloud Computing, Cloud Architecture, Cloud Security concerns, Cloud supporting software environments.

UNIT I:

(Teaching Hours:8)

Cloud Platform Architecture: Cloud Computing and Service models: Public, Private and Hybrid clouds – Cloud Ecosystem and Enabling Technologies – Infrastructure-as-a-Service – Platform-as-a-Service – Software-as-a-Service.

UNIT II:

(Teaching Hours:8)

Data-Center Design and Interconnection Networks: Warehouse-Scale Data-Center Design – Data-Center Interconnection Networks – Modular Data Center in Shipping containers – Interconnection of modular data centers – Data-Center management issues.
Architectural design of compute and storage clouds: A Generic Cloud Architecture Design – Layered Cloud Architectural Development – Virtualization Support and Disaster Recovery – Architectural Design Challenges.

UNIT III:

(Teaching Hours:8)

Public Cloud Platforms: Public Cloud and Service Offerings – Google App Engine (GAE) – Amazon Web Services (AWS) – Microsoft Windows Azure.
Inter-Cloud Resource Management: Extended Cloud Computing Services – Resource Provisioning and Platform Deployment – Virtual Machine Creation and Management – Global Exchange of Cloud Resources.

UNIT IV:

(Teaching Hours:8)

Cloud Security and Trust Management: Cloud Security Defense Strategies – Distributed Intrusion/Anomaly Detection – Data and Software Protection Techniques – Reputation-Guided Protection of Data Centers.
Cloud Programming and Software Environments: Features of Cloud: Cloud Capabilities and Platform Features.

UNIT V:

(Teaching Hours:8)

Programming the Google App Engine – Google File System – BigTable, Google's NOSQL System.
Programming on Amazon EC2 – Amazon Simple Storage Service – Amazon Elastic Block Store and SimpleDB. Microsoft Azure Programming Support: SQL Azure – Azure Tables.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the different types of cloud architectures and models.	K1
CO2	Understanding memory protection, authentication, access control	K1, K2
CO3	Analyze the public cloud platforms and Inter-cloud resource management.	K2, K3
CO4	Analyze the security measures for cloud environments	K2, K4
CO5	To learn programming in Google App Engine, Amazon EC2 and SQLAzure.	K3, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2									
CO2				2						
CO3			2		3					
CO4			2		3		2			
CO5					3					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Distributed and Cloud Computing	Kai Hwang, Geoffrey C. Fox, Jack J. Dongarra	Morgan Kaufmann Publishers (Imprint of Elsevier)	2014

Pedagogy:Lecture, PPT presentation, Assignment, Seminar.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21263U4	ELECTIVE I: ARTIFICIAL INTELLIGENCE AND EXPERT SYSTEMS	4	Theory	-	100

Objective of the course: This course discusses the Artificial Intelligence techniques and problem handling mechanism using artificial intelligence tools and also focuses on basics of knowledge management and expert systems.

UNIT I: Introduction to AI

(Teaching Hours: 7)

Introduction: AI problems - AI techniques - Criteria for Success- Problem spaces- Search: State space search - Production systems - Problem characteristics - Issues in design of search- Deployment of AI in Industries.

UNIT II: Searching Techniques in AI

(Teaching Hours: 9)

Heuristic Search Techniques: Generate and test - Hill Climbing - Best-first, Problem reduction, Constraint Satisfaction - Means-end analysis, Robotics Process Automation (RPA).

UNIT III: Knowledge representation in AI

(Teaching Hours: 8)

Knowledge representation issues: Representations and mappings - Approaches to knowledge representations - Issues in knowledge representations - Frame problem.

UNIT IV: Predicate logic in AI

(Teaching Hours: 8)

Using Predicate logic: Representing simple facts in logic - Representing Instants and Isa Relationships - Computable functions and predicates – Resolution - Natural deduction.

UNIT V: Expert systems in AI

(Teaching Hours: 8)

Representing knowledge using Rules: Procedural Vs Declarative knowledge - Logic Programming - Forward Vs Backward Reasoning – Matching - Control knowledge. Expert systems: Representing and using domain knowledge – Expert system shells - Knowledge acquisition.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Learn about the artificial intelligence problem and the characteristics of the problem space	K1,K2
CO2	Demonstrate the fundamentals of heuristic search techniques.	K2,K3
CO3	Identify the issues in knowledge representation	K2
CO4	Understand the problem solving using predicates.	K2,K3,K4,K5
CO5	Describe the concepts of expert systems.	K2,K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	1	2	2		2	1		
CO2	2	2	3	2						
CO3	1		2							
CO4	3	3	2	3						
CO5	1		2	2				1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Artificial Intelligence	Elaine Rich, Kevin Knight, Shivashankar B Nair	Pearson Education	2017, Third edition

Pedagogy:Lecture, PPT presentation, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21263P	CORE: SOFTWARE PROJECT MANAGEMENT AND QUALITY ASSURANCE LAB	3	Practical	-	--

Objective of the course: This practical course covers the class diagram, object diagram, use case diagram, activity diagram, component diagram and case transition diagram applied on developing models of a system.

Using any of the following Applications,

- Accounting for a shop.
- Payroll Management.
- Result Management of a Student.
- Hospital Administration.
- Banking.

1. For any given system, identify the requirements and prepare a Software Requirement Specification. The functional and non-functional requirements can be classified.
2. For any given system, analyze and prepare a detailed schema design. The schema may portrait the limitations, constraints and relationships of the system.
3. For any given system, generating the Step wise project planning with the activities enlisted, duration for each activity.
4. For any given system, generate a networking planning model for depicting the activities as blocks over time using Gantt chart.
5. For any given system, generate a networking planning model for depicting the activities as blocks over time using PERT.
6. For any given system, generate the timeline chart for depicting the progress of the project using timeline chart.
7. Analyze any given system, for its financial requirements and prepare an effective budget/cost-estimate using PERT chart to show the critical path.
8. Prepare a Standard Quality Plan.

Note:

Develop a project / case study using the above applicable concepts.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Apply the acquired theoretical knowledge of Software Project Management into the tools for a specific problem domain with Quality Assurance	K2, K3, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	3		2	2		3	3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation, Demonstration

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21263Q	CORE: MOBILE TECHNOLOGY LAB	3	Practical	-	-

Objective of the Course:

This practical course will train the students to work in Android Smart Phone environment.

1. Develop an application that uses GUI components, Font and Colors.
2. Develop an application that uses Layout Managers and event listeners.
3. Develop a native calculator application.
4. Write an application that draws basic graphical primitives on the screen.
5. Develop an application that makes use of database.
6. Develop a native application that uses GPS location information.
7. Implement an application that writes data to the SD card.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Build the code, compile, execute and debug mobile applications using the Java for Android programming language and Eclipse to develop programs using advanced programming concepts	K5

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3		2	2		3	3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation, Demonstration

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21363A	CORE: INTERNET OF THINGS	4	Theory	-	100

Objective of the Course: This course highlights on physical design, logic design, enabling technologies of Internet of Things, IoT system management and design methodology, Introduction to Python Programming, IoT physical devices and cloud offerings.

UNIT I: Overview and Design Methodology

(Teaching hours: 8)

Introduction to internet of things: Introduction - Physical design of IoT - Logical design of IoT - IoT Enabling Technologies - IoT Levels and Deployment templates.
IoT Design Methodology - case study on IoT system for weather monitoring - Motivation for using python.

UNIT II: IoT Management with NETCONF-YANG

(Teaching hours: 8)

IoT system Management with NETCONF - YANG: Need for IOT System Management - Simple Network Management Protocol - Network Operator Requirements - NETCONF - YANG - IoT system Management with NETCONF – YANG.

UNIT III: Python

(Teaching hours: 8)

IoT Systems - Logical Design using Python: Introduction - Installing Python - Python data types and Data structures - Control Flow - Functions - Modules - Packages - File handling - Date and Time - Classes - Python Package of Interest for IoT.

UNIT IV: IoT Devices

(Teaching hours: 8)

IoT Physical devices and end points: Basic building blocks of an IoT device - Exemplary device Raspberry Pi - About the board - Linux on Raspberry Pi - Raspberry Pi interfaces - Programming Raspberry Pi with Python - Other IoT devices.

UNIT V: Case Study

(Teaching hours: 8)

Case Studies: Home Automation: Smart lighting - Cities: Smart Parking - Environment: Air pollution monitoring - Agriculture: smart irrigation - Productivity application: IoT Printer.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Internet of Things, logical and physical design, IoT enabled technologies and their design methodology	K1, K2
CO2	To understand the NETCONF-YANG model, need for IoT management, network protocols	K2,K3,K4
CO3	A brief introduction to the Python language data types, control structures, file handling, classes and various packages in Python	K2,K3,K4,K5
CO4	To brief on Raspberry pi board, interfaces to Raspberry pi and programming using Python	K2,K3,K4,K5
CO5	Case study on applications of IoT devices in the fields like agriculture, home automation, pollution monitoring, smart parking	K3,K4,K5

Note:

K1 - Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	3	2		1		2		
CO2	1		3		3					
CO3	3				3			1		
CO4	2	3	1		3		3	1		
CO5	1	3	3	2	1		3			

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Internet of Things-A hands on approach	ArshdeepBahga, Vijay Madiseti	Universities Press	2014
2	Internet of Things: A Preamble	C. Divya, P. Edith Linda	Kalaikathir Publications ISBN 978 - 81 - 927985 - 8 - 5	First Edition, August 2019

Pedagogy:Lecture, PPT presentation, seminar, Assignment, Quiz, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21363B	CORE : WEB PROGRAMMING	4	Theory	-	100

Objective of the course: To understand .NET frame work concepts, web application development in .NET, creating dynamic web pages using various controls.

UNIT I: .NET Framework

(Teaching hours: 8 Hrs)

The .NET Framework: Web Development – The .NET Framework - .NET Languages – The Common Language Runtime - .NET Class Library. Developing ASP.NET Applications: Creating Websites – Designing a web page –The anatomy of a web form – Writing Code – Debugging.

UNIT II: Web Forms

(Teaching hours: 8 Hrs)

Web Forms: The anatomy of an ASP.NET Application – Server Controls – HTML Control Classes – The Page Class – Application Events – ASP.NET Configuration. Web Controls: Stepping Up to Web Controls – Web Control Classes – List Controls – Table Controls – Web Control Events and AutoPostBack – A Simple Webpage.

UNIT III: Validation and ADO.NET

(Teaching hours: 9 Hrs)

Building Better Web Forms: Validation: Understanding Validation - The Validation Controls. Rich Controls: The Calendar – The AdRotator – Pages with Multiple Views. Working with Data: ADO.NET Fundamentals: Configuring Database-SQL Basics-Data Provider Model: Direct Access – Disconnected Access.

UNIT IV: Data binding

(Teaching hours: 8 Hrs)

Understanding Data Binding: Data binding - Data source binding: Binding data to page properties-Binding data to control properties-Binding data to an array list-Binding methods-Binding to a data view. Working with data grids: Using a data grid example-Using the columns property-Paging data grid-Sorting data grid.

UNIT V: Templates

(Teaching hours: 7 Hrs)

Using Templates: Templates: Repeater control-Data list control -Data grid control. Creating Templates: Combining templates with the repeater control -Combining templates with data list control - Combining templates with the Data grid control. Working with JQuery and MVC.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding the .NET Framework, the Common Language Runtime.	K2
CO2	Understanding and applying the anatomy of an ASP.NET and creating A Simple Webpage.	K1, k2, k3
CO3	Building Better Web Forms and Validating it.	K3, K5
CO4	Understanding Data Binding	K2
CO5	Creating Templates and Using Templates.	K2, K3, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	2		1					2
CO2	2				2			2		
CO3			3				2	3		
CO4	1	2						3		
CO5	1	1					1	2		

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Beginning ASP.NET 4 in VB 2010	Matthew MacDonald,	Apress, Berkeley USA,	2011
2	ASP.NET Bible	MridulaParihar	Wiley Publishing Inc.USA	2006

Pedagogy:Lecture, PPT presentation, Assignment, Seminar.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21363C	CORE: CYBER SECURITY INTELLIGENCE	4	Theory	-	100

Objective of the Course:

This course broadly discusses on Cyber Threats and Cyber Security Intelligence required in handling these threats effectively. It also covers Cyber Security Ethics and Laws and Cyber Defense Mechanisms.

UNIT I: Cyber Threats & Cyber Threat Intelligence

(Teaching hours: 8)

Cyber Threats - Background - Sources and Types of Cyber Threats- Potential Risk factors of Cyber Threats- Implications of Cyber Threats -An Overview of Threat Intelligence-Key Characteristics-Need for Threat Intelligence-Impact of Threat Intelligence --Applicability-Threat Detection Rules- Risk Reduction through Threat Intelligence - Understanding and Implementing Threat Intelligence.

UNIT II: Cyber Security Architecture

(Teaching hours: 7)

Identity and Access Management-Security Information and Event Management-Planning, Design and Implementation of Security Architecture-Global Architectural Approach-Multifaceted Cyber Security-Cyber Security Monitoring and Management.

UNIT III: Cyber Security Ethics and Cyber Laws

(Teaching hours: 8)

Evolution of Cyber Ethics- Promoting Ethical Behavior- Importance of the Cyber Law-Morality and Law in Cyber Space- Cyber Crime Trends-Cyber Security Standards and Frameworks-BSI Standards on IT and Cyber Security-Coordination of the Framework Implementation.

UNIT IV: Handling Cyber threats through Security Intelligence

(Teaching hours: 8)

Cyber Threat Life cycle- Necessity and the Importance of Security Intelligence -Challenges of Cyber Threat Intelligence - Controlling Privileged Access and Mitigating Insider Threats-Fighting Cyber Attacks through Security Intelligence- Cyber Attacks: Prevention and Proactive measures

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UNIT V: Cyber Defense Mechanisms

(Teaching hours: 9)

Cyber Self Defense- Cyber Attack Techniques and Defense Mechanisms- Cyber Defense Planning Model- Cyber Supply Chain Security- Cyber Supply Chain Security Principles- Key Cyber Supply Chain Risks- DDOS Attacks and Cyber Defense: Flooding or Volumetric Attacks- Amplification Attacks- Resource Depletion Attacks- Diversion or Ransom Attacks- Defending against DDoS Attacks- Securing Industrial Control Systems - Implementation of Application White Listing - Ensuring a Proper Configuration / Patch Management - Reduction in the Attacks on the Surface Area

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Sources of cyber Threats and Impact of threat Intelligence along with Threat detection rules are discussed	K1,K2
CO2	Implementation of Cyber security Architecture with Multifaceted approach	K1,K3
CO3	Significance of Cyber Security Ethics, Laws, Standards and Frameworks	K2,K3
CO4	Importance and challenges of Cyber Security Intelligence and handling of Cyber threats through Cyber Security Intelligence.	K4,K5
CO5	Creating Cyber Defense Model and Defending against DDos Attacks	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2						2	
CO2		1		2						3
CO3		2			1			3		
CO4		2	3			3	3			
CO5		1	2			3			2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Combating Cyber Threats through Cyber Security Intelligence	Dr.S.Sujatha, Dr.N.SudhaBhuvaneswari	Kalaikathir Publications	2017
2	Cyber Security Essentials 2011.	James Graham, Richard Howard, and Ryan Olson	Auerbach Publications, CRC Press	2011

Pedagogy:Lecture, PPT presentation, Assignment, Seminar.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21363D	NON MAJOR: SOFT SKILLS	3	Practical	-	-

Objective of the course: This course content guides and helps students to improve skills such as Communication, Body Language, Presentation, and Written Communication Skills.

UNIT I: Introduction to Soft Skills

(Teaching Hours: 8)

Soft skills with special focus on ITES: Soft skills - Communication skill as soft skill – Ability to express and explain – Clear and Lucid method of expression - Logical Reasoning.

UNIT II: Body Language

(Teaching Hours: 8)

Body language - Motivation - Lead – Appeal – Benefits - Goal setting.

Telephone etiquette - Holding and answering – Voice modulation – Greetings – Salutation.

UNIT III: Presentation Skills

(Teaching Hours: 8)

Presentation Skills - Planning – Preparation and delivery – Eye contact – Feed back - Interview skills. Dress code – Manners – Attending Voice Interview.

UNIT IV : Written Communication Skills

(Teaching Hours: 8)

Written Communication Skills: Verbal Reasoning - Writing a resume - Preparation of Video Resume - Without error – visual presentation - Time and stress Management. Prioritize work – schedule timings – listening to music and yoga for reducing the stress

UNIT V: Professional Ethics

(Teaching Hours: 8)

Professional Ethics: Respect views, sentiments – Leadership Skill - Trust, share and stay together – accept responsibility – take up challenges.

Search Engines, grammar checking using tools, Article rewriting, Plagiarism checker.

Experiential Learning Cycle.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To promote creativity, capability and competence through IT soft skills	K2,K3
CO2	To provide broad range of body language and telephone ethics	K1,K2,K3
CO3	Preparing the students to develop the skills of delivering the content and facing the interview	K1,K2,K3
CO4	Practice and perform professional written communication, time and stress management	K1,K2,K3
CO5	To provide broad range of information technology skills like technical, logical, analytical thinking and leadership quality	K2,K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1						2		3	3	1
CO2								3		3
CO3						1		3	3	1
CO4	1					2		2	2	1
CO5		2					2		2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Interviewing in Action Relationships, Process & Change	Bianca Cody Murphy, Carolyn Dillon, Brooks/Cole		2003
2	Test of Reasoning	Edgar Thorpe	Tata McGraw Hill	2007, 4 th edition
3	Developing Communication Skills	Krishna Mohan, MeeraBanerji	Macmillan India Ltd	2004

Pedagogy: PPT presentation, e-content, Seminar, Assignment, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21363P	CORE: WEB PROGRAMMING LAB	2	Practical	-	--

Objective of the course: The lab sessions includes creation of web pages using ASP.NET, manipulation with web controls and multiple format display using ADO.NET.

1. Creating Web pages.
2. Web controls with ASP.NET.
3. Validation controls.
4. Ad rotator web control.
5. Calendar web control.
6. GridView control ADO.NET
7. Manipulation of Data with Data Grid (MS-Access)
8. Manipulation of Data with Data Grid(SQL Server)
9. Combining Templates with Repeater Control.
10. Combining Templates with Data list Control.

Note:

Develop a project / case study using the above applicable concepts.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Acquire basic knowledge to develop and execute Web applications	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3		2	2		3	3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation, Demonstration

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21186A b	CORE: SELF STUDY - ENTREPRENEURSHIP - AN OVERVIEW	5	Theory	-	100

Objectives:

The course helps the student to understand the meaning, nature and the existing business environment available for students who desire to take entrepreneurship in their life. It also helps to build necessary competencies, support services, the know-how and skills in various functional areas of management.

Unit – I: Introduction to Entrepreneurship

Entrepreneur and Entrepreneurship – Entrepreneurship as a Career – Roles and Functions of an Entrepreneur – Innovation, Risk and Uncertainty – Types of Entrepreneur –Entrepreneurial Competencies –Entrepreneurship Process.

Unit – II: Constitutional Support and Framework for Entrepreneurship

Institutions – All India, State Level, and Fund-Based – Supporting Policies of Entrepreneurship – Industrial Policy – Fiscal Incentives – Measures for Promotion and Development of Entrepreneurs.

Unit – III: Starting the venture

Generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition, environmental scanning, competitor and industry analysis; Feasibility study – market feasibility, technical/operational feasibility and financial feasibility.

Unit – IV: Opportunities in Entrepreneurship

Characteristics of entrepreneurial leadership, risk taking, decision taking and business Planning - legal issues – intellectual property rights, patents, trademarks, copy rights, trade secrets, licensing and franchising.

Unit – V: Case Studies

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The course helps the student to understand the meaning, nature and the existing business environment.	K2 & K3
CO2	To understand the institutional and government support towards Entrepreneurship.	K1
CO3	To enrich necessary competencies, support services, the know-how and skills in various functional areas of management.	K3
CO4	To identify various opportunities in Entrepreneurship	K4
CO5	To familiarize with the live cases on Entrepreneurship	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1	1	1	1	1	1	1	2
CO2	3	2	2	3	2	3	2	1	1	2
CO3	3	2	2	2	2	2	2	2	2	3
CO4	3	3	3	3	3	3	2	3	2	3
CO5	1	3	3	3	3	3	3	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The 10 Commandments for Building a Growth Company	Brandt, Steven C.	Macmillan Business Books, Delhi	Third Edition, 1977
2	The Origin and Evolution of New Business	Bhide, Amar V.	Oxford University Press, New York,	2000
3	Entrepreneurship strategies and Resources	Dollinger M.J.	Pearson Education, New Delhi	3 rd edition, 2006
4	Management of small scale enterprises New Delhi:	Desai, Vasant Dr	Himalaya Publishing House	2004
5	Entrepreneur Development New Venture Creation	Taneja, Gupta	Galgotia Publishing Company	2 nd edition

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21186P <i>De</i>	CORE:PRACTICAL - FAMILY BUSINESS MANAGEMENT	6	Practical	-	-

Objective: This subject is designed to help students understand the dynamics related to the ownership, management of family run businesses.

UNIT I: Introduction to Family Business

The Role of Family in Business; Entrepreneurs and Family Businesses; Understanding Family Dynamics; Driving the Values, Vision and Mission of the Family, Pattern of Family businesses in India (presentation).

UNIT II: Roles and Responsibilities of running a family Business

The Roles, Responsibilities and Rights of Family shareholders, History, Importance and Types of Family business, Contribution of Family Business in Economy and Society, Family Firms and Competitive Advantage; (CSR activities of family run business).

UNIT III: Opportunities in family Business

Career Opportunity and Growth of Professionals in Family Businesses; Training the Next Generation, Succession and Estate Planning, Managing Succession; Promote Trust Among Family Members, Family reunion.

UNIT IV: Power struggles in Family Business

Roadblocks of Family business, Managing Conflicts and Power Struggles among the Generations, Exit Strategies for Family Members; Conflict Resolution.(Case study approach).

UNIT V : Business Governance

Family Business Governance, Managing Change in Entrepreneurial Firms and Family Businesses, Distinguished Business Families in India (presentation).

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This subject is designed to help students understand the dynamics related to the ownership.	K2 & K3
CO2	To Help students understand the dynamics related to the management of family run businesses.	K1
CO3	To understand the growth and sustainability of business.	K3
CO4	To orient on the power struggles and conflict resolution among family Business	K4
CO5	To familiarize the Business governance and management of family business.	K5

Note:

K1- Remembering; K2 - Understanding; K3 - Applying; K4 - Analysing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	1	2	2	2	1	2	1	2
CO2	2	2	1	2	3	2	1	2	1	2
CO3	2	2	2	2	2	2	2	1	2	2
CO4	2	3	3	2	2	3	3	2	2	2
CO5	3	3	2	3	3	3	2	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Entrepreneurship Development and Small Business Management	Poornima Charantimath	Pearson Education	2011
2	Fundamentals of Entrepreneurship and Small Business Management	Desai Vasant	Himalaya Publishing House	2009
3	Family Business, South-Western	Ernesto J. Poza,	Cengage Learning	2007
4	Strategic Planning for the Family Business	Randel S. Carlock, John Ward,	Palgrave Macmillan	2001
5	The Family Business Management Handbook	Mark Fischetti, Editors of Family Business Magazine		

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	28286A 82	CORE: SELF STUDY - PROJECT FINANCE AND MANAGEMENT	5	Theory	-	100

Objective: To enrich the students in various issues in project planning, appraisal, evaluation, selection & preparation of feasibility report, mobilizing funds and to familiarize the students in aiding the management in long-term investment decisions.

UNIT- I Introduction to Project Management

Project – meaning – project management -phases– the need - present goals – evolution – project management in industrial settings, service sector and in government, Project finance- Risk analysis- Project financial evaluation- Cost benefit analysis

UNIT- II Resource Allocation

Resource allocation: framework – Key elements – tools – diversification- strategic planning – generation and screening of project ideas.

UNIT- III Market Demand Analysis

Market demand analysis: Market survey-secondary sources of information- methods of forecasting - Technical analysis: Concepts and techniques – plant capacity – product mix - project charts – work schedule – need for considering alternatives.

UNIT-IV Project Finance

Project finance: Sources of finance - Institutional finance - Role of IFC, IDBI, ICICI, LIC, SFC, SIPCOT, Commercial Bank - Appraisal of bank for loans. Institutional aids for entrepreneurship development - Role of DICS, SIDCO, NSICS, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureau – Approaching Institutions for assistance

UNIT- V Implementation of Project

Implementation of project: forms of project organization-Network techniques for project management-PERT model – CPM model.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To enrich the students in various issues of project planning, appraisal, evaluation and selection.	K1
CO2	Helps student's preparation of feasibility report, mobilizing funds.	K4
CO3	To familiarize the students in aiding the management in long-term investment decisions.	K2
CO4	To understand the various sources of Project Finance	K3
CO5	To understand the implementation of Project.	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	1	3	2	2	3	2	3
CO2	3	3	2	2	3	2	1	3	1	2
CO3	2	2	1	2	3	2	2	3	2	2
CO4	2	2	2	2	2	2	1	2	2	2
CO5	3	3	2	2	2	2	2	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Project management	Prasannachandra	Tata-McGrawHill, New Delhi	2002-2 nd Edition.
2	Project management	Chowdry	Tata-McGrawHill, NewDelhi	1998-6 th Edition
3	Project management	Gopalakrishnan	Tata-McGrawHill, New Delhi-	1999- 6 th Edition.
4	Project management for business and technology	John M. Nicholas	prentice hall, New Delhi.	2 nd edition.
5	International Project Management	Jack R Meredith, Samuel J Mantel	John Wiley & Sons,	4 th Edition.

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21/286P <i>Bea</i>	CORE: PRACTICAL - BUSINESS PLAN	6	Practical	-	-

Objectives:

- To guide students to prepare a winning business plan.
- To assess the current status of a business, markets and competition
- To know how to run a business efficiently and successfully by using the business plan

Unit I - Introduction to Business Plan

Business Plan – meaning –Key objectives of a business plan -Ten steps to a successful business plan-Typical Business Planning Situations-Benefits from business planning - The Anatomy of a Business Plan-Need for a Business Plan-GIST (Great Ideas for Starting Things)-The Art of Writing a Business Plan.

Unit II - Defining Business Purpose

Describing one's business – Giving Mission to the business - Asking basic questions- Framing mission-Crafting mission -Putting mission to work - Setting Goals and Objectives - Tying goals to mission - Using goal-setting ACES (Achieve, Conserve, Eliminate, Steer clear) - Making final choices-Exploring Values and Vision – Un covering values already hold - Writing a values statement - Writing a vision statement - Putting Principles into Practice.

Unit III - Understanding Business Environment

Seeing big picture about the industry in which the business operates - Industry Analysis Questionnaire- Defining Customers of the business -Developing customer profile-Customer Profile Questionnaire - Sharpening customer focus-Ideal Customer Questionnaire-Segmenting customers into buyer groups - Sizing up the Competition.

Unit IV - Describing Capabilities of a business and crafting a Marketing Plan

SWOT Analysis Grid - Defining Business Model-Describing Business Capabilities-The nuts and bolts of a marketing plan- Analyzing Market Situation-Setting Marketing Goals and Objectives – Defining Positioning of the business and its Brand-Designing Marketing Strategies- components of an Elevator Speech.

Unit V - Organizing and funding a Business plan

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Business Plan Components Checklist - Business Plan Target Audience Guidelines- Check list to review a business plan - Ways to Fund a Business Plan - Things to Know about Venture Capital.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To guide students to prepare a winning business plan.	K2
CO2	To know how to run a business efficiently and successfully by using the business plan	K1 & K5
CO3	To assess the current status of a business, markets and competition	K4
CO4	To describe the capabilities of Business and device a market plan	K3
CO5	To learn to organize and fund a business plan	K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	1	2	1	2	1	1	2
CO2	3	2	2	2	2	2	1	1	1	2
CO3	2	3	2	1	2	1	1	1	2	2
CO4	2	3	2	1	2	1	1	1	1	2
CO5	2	2	2	2	1	1	1	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Plans	Kitfor Dummies, Steven Peterson, PhD, Peter E. Jaret, and Barbara Findlay Schenck,	Wiley Publishing, Indianapolis, Indiana,	2nd Edition, 2005
2	The Definitive Business Plan, the fast-track to intelligent business planning for executives and Entrepreneurs	Richard Stutely	Pearson Education Limited, Great Britain	2 nd Edition, 2007
3	Art of the Start, the Time-Tested, Battle-Hardened Guide for Anyone Starting Anything,	Guy Kawasaki,	Penguin Group (USA) Inc., New York	First Edition, 2004
4	The Plan-as-You-Go Business Plan,	Tim Berry,	Entrepreneur Press, USA,	First Edition, 2008
5	The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future,	Chris Guillebeau,	Crown Business, USA	First Edition, 2012.

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.

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(Under Choice Based Credit System)

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	20386A 21386A	CORE: SELF STUDY - ENTREPRENEURSHIP DEVELOPMENT	5	Theory	-	100

Objective:

To enable the students to learn and understand the need for Entrepreneurship, different types of Start-ups, Convergent and Divergent thinking, Business Plan(s), Steps involved in Launching a Business and the various supports from the Government

UNIT I Entrepreneurship

Fundamental Concepts – Growth in India - Environmental Factors affecting Entrepreneurship—
Entrepreneurial Mobility – Entrepreneurial Motivation – Entrepreneurial Competencies -
Barriers to Entrepreneurship

Activity: Idea Generation of a Product as your own, Understand Market Potential for the Product

UNIT II Entrepreneurship Development

Entrepreneurship Development Programs - Institutions for Entrepreneurship Development -
Institutional Finance and Institutional Support to Entrepreneurs in India – Problems of
Entrepreneurs – Sickness, Reasons and Remedies

Activity: Create a Project report for the business - Find the Upcoming Training Programme,
Seminars and Workshops organized by Ministry of Skill Development and Entrepreneurship in
India

UNIT III Micro, Small and Medium Enterprises:

Starting a MSME – Procedures – **Project Report:** Project Identification, Formulation and
Appraisal.

Activity: Find the Details on various Business Sectors - Government initiatives for ED – by the
Central Government - Various Government Sanctions, Permissions to get for Starting a
Production Unit - Taxation Benefits for SMEs - Government Incentives to Start units in SEZ,
EPZ, Tier 1, Tier 2, Tier 3, Tier 4 cities, SIDCO, SIPCOT and Backward Areas

UNIT IV Export / Import Procedure and Documentation:

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Starting an Export Business and Export Pricing, Location Prospective buyers and selecting overseas agents - General Provision of Import, Import Restrictions, Import Pricing, Supplier Selection - Exchange Control Formalities, Letter of Credit, Import Document and Customers Clearance Procedure for Imported Goods.

Activity: New regulations for Export, Import and other changes made by the Government

UNIT V Entrepreneurial Ventures

Evaluating Entrepreneurial Performance - Rural Entrepreneurship - Women Entrepreneurship, Social Entrepreneurship, Lifestyle Entrepreneurship

Activity: Benefits for Women Entrepreneurs - Make in India Support from Government - Start-up Support from the Government - IT SEVA – e facilities to start a business

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To enable the students to learn and understand the need for Entrepreneurship.	K1
CO2	Enhances knowledge in different types of Start-ups, Convergent and Divergent thinking	K3
CO3	To know the functions of small and medium enterprise	K2
CO4	To understand the import and export documentation.	K5
CO5	Familiarize in Launching a Business and the various supports from the Government.	K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1	2	1	1	1	1	1	2
CO2	3	2	2	2	1	2	1	2	1	2
CO3	2	1	1	2	1	1	1	2	1	2
CO4	1	1	1	2	1	1	1	2	1	2
CO5	3	2	2	3	2	2	2	2	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books

National

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Entrepreneurship	Madhurima Lall and Shikha Sahai	Excel Books	First Edition
2	Entrepreneurship Development	Dr.S.S.Khanka,	S.Chand& company Ltd, New Delhi	First Edition
3	Dynamics of Entrepreneurial Development and Management	Vasant Desai	Himalaya Publishing House	Second Edition
4	Entrepreneurship - Successfully Launching New ventures	Bruce R Barringer R Duane Ireland	Pearson Education	First Edition.
5	Entrepreneurship - New Venture Creation	David H Holt	PHI Learning Pvt Ltd	First Edition

Website & Web Link:

- India.gov.in
- <http://www.skilldevelopment.gov.in/proposed-scheme.html><https://india.gov.in/topics/industries/micro-small-medium-enterprises>
- <http://yourstory.com/2014/08/indian-government-entrepreneurship-programs/>
- <https://india.gov.in/financial-assistance-entrepreneurship-development-institutes-ministry-micro-small-and-medium>

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.

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POST GRADUATE DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT
(Under Choice Based Credit System)

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	20486A 21486A	CORE: SELF STUDY - CREATIVITY, INNOVATIONS – BEST PRACTICES IN START UPS	5	Theory	-	100

Objective:

To give students a thorough knowledge of where innovation can be found within the organization, how to recognize it, and how it can be used for competitive advantage.

UNIT I :Understanding the Innovative Mindset

Concept of innovative thinking - Differentiate between creativity and innovation and the challenges of managing innovative individuals. The Process of Corporate Innovation - Identify the obstacles to corporate innovation - critical elements of corporate innovation as a strategy - Sustainability of corporate innovation

UNIT – II: Unleashing Individual Creativity

Misconceptions about creativity - three elements of creativity - four phases of the creative process. Managerial Skills for the Innovation Process - methods for enhancing innovation in the workplace - Approaches to innovation and sources of opportunities to innovate - how opportunities are converted into innovation

UNIT – III: The Design Thinking Process

The misconception about the design process - elements of design thinking. The Iterations of the design thinking process. Design Driven Innovation –Five steps in prototyping - DIY movement towards innovation design - four types of prototyping

UNIT – IV: Auditing Organizational Innovation

Different tools used to assess corporate entrepreneurship and innovation - Define innovation readiness and the role of evaluations in improving corporate innovation - assessment towards employee development plans. Human Resource Management in Corporate Innovation -

The antecedents for innovation in organizations - HR systems that encourage a high performance work environment - three elements of entrepreneurial orientation\

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UNIT – V: Team Based Innovation

Levels of work team implementation and types of teams - Stages of team formation- Personality and interpersonal skills influence person team fit. Innovation to Commercialization - The role of market research in understanding potential markets - Preparation for commercialization - Role of marketing in implementing innovation. Effective Innovation Plans - Innovation plan - Steps in innovation action planning

Case Study Presentations

Teams present their research on innovative companies
Individual presentations on their own creative paths – Personal Innovation Plans

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To give students a thorough knowledge of where innovation can be found within the organization	K1
CO2	To instill the creativity factor of the students towards Innovation and Business	K4
CO3	To enrich the designing of the thinking process	K5
CO4	To know how to recognize innovation.	K3
CO5	To learn how innovation can be used for competitive advantage	K2 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	1	1		2			
CO2	2	1	3	1			3	1		1
CO3	1	1	2	1	2		3			
CO4	1	1	3	1	1		2			
CO5	2	2	3	2	2	1	3	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

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(Under Choice Based Credit System)

Reference Books				
National				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Innovation acceleration: Transforming organizational thinking. Upper Saddle River, NJ	Kuratko, D. F. Goldsby, M. G., & Hornsby, J. S.	Prentice Hall	2012
2	The innovator's method: Bringing the lean startup into your organization. Boston, MA:	Furr, N., & Dyer, J	Harvard Business School Publishing	2014

Website & Web Link:

- Amabile, T. M., & Khaire, M. (2008). Creativity and the role of the leader. Harvard Business Review, 86(10), 100-109.
- Aycan, Z. (2001). Human resource management in Turkey: Current issues and future challenges. International Journal of Manpower, 22 (3), 252-260.
- Cakar, N. D., & Erturk, A. (2020). Comparing innovation capability of small and medium-sized enterprises: Examining the effects of organizational culture and empowerment. Journal of Small Business Management, 48(3), 325-359
- De Jong, J. P. J., & Den Hartog, D. N. (2007). How leaders influence employees' innovative behaviour. European Journal of Innovation Management, 10, 41-64. doi:10.1108/14601060710720546
- Denning, S. (2005). Transformational innovation. Strategy & Leadership, 33(3), 11-16.
- Drucker, P. F. (1999). Knowledge worker productivity: The biggest challenge. California Management Review, 41(2) 79-94.
- Gilley, A., Dixon, P., & Gilley, J. W. (2008). Characteristics of leadership effectiveness: Implementing change and driving innovation in organizations. Human Resource Development Quarterly, 19, 153-169. doi:10.1002/hrdq.1232
- Hirst, G., Van Dick, R., & Van Knippenberg, D. (2009). A social identity perspective on leadership and employee creativity. Journal of Organizational Behavior, 30, 963-982. doi:10.1002/job.600
- Jassawalla, A.R., & Sashittal, H.C. (2002). Cultures that support product-innovation processes. Academy of Management Executive, 16(3), 42-54.
- Tierney, P., & Farmer, S. M. (2011). Creative self-efficacy development and creative performance over time. Journal of Applied Psychology, 96, 277-293. doi:10.1037

Pedagogy: Lecture, PPT Presentation, Assignment, Seminar, Classroom Exercise.

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2021-22

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PG Diploma in Robotics (Part-Time)

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Programme Outcome	
PO1	To acquire knowledge on robotics, necessary to do the analysis study and to identify the anatomy of robotics.
PO2	Devise, discover, and analyze various components and its concepts which lead to further study.
PO3	Identify and Choose the solution for the problems and learning on different applications that meets the specific standard.
PO4	Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
PO5	Create, select, and apply appropriate techniques, and use resources to work with different robotics applications by understanding its limitations.
PO6	Apply the skills to develop a prototype for societal, health, safety measures and environmental solutions.
PO7	To understand the impact of robotics solutions in a global, economic, and environmental and demonstrate the knowledge need for sustainable development.
PO8	An ability to communicate and present effectively on activities, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
PO9	Demonstrate knowledge and understanding of the robotics principles for managing projects in multidisciplinary environments.
PO 10	Identifying the need and have the preparation and ability to engage in acquiring life-long learning, based on the technological demands.

Programme Specific Outcome	
PSO1	Analyze, design and implement robotic applications by applying the knowledge on robotics, components, and problem solving skills.
PSO2	Identify, formulate and develop methodology for various issues in the society.
PSO3	Ability to adapt for rapid changes in tools and technologies with the understanding of societal and ecological issues.
PSO4	Provide cost effective design solutions for various robotics applications.
PSO5	Gain knowledge in diverse areas of robotics and experience an environment conducive in cultivating skills for successful career, higher studies and entrepreneurship.



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs./ Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	III	21187A	Core: Fundamentals of Robotics	5	25	75	100	4	3	THEORY
II	III	21287A	Core: Microcontrollers and Embedded Systems	5	25	75	100	4	3	THEORY
	III	21287P	Core: Embedded and Robotics Lab	4	40	60	100	2	3	PRACTICAL
III	III	21387S	Core: Case Study - Robotics*	6	100	NA	100	2	-	PRACTICAL
	III	21387A	Core: Applications and Prototype Development in Robotics	5	25	75	100	5	3	THEORY
IV	III	21487S	Core: Project and Viva-Voce	20	25	75	100	-	-	PRACTICAL
				45	600					

Case Study - Robotics* Split up	
Total (100 Marks)	
Document	50 Marks
Presentation	50 Marks

Project and Viva Voce Split up	
CA (25 marks)	
Review I	10 Marks
Review II	15 Marks
TEE (75 Marks)	
Viva	50 Marks
Documentation	25 Marks

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21187A	Core: Fundamentals of Robotics	3	3								
21287A	Core: Microcontrollers and Embedded Systems	3	3	1							
21287P	Core: Embedded and Robotics Lab	3	3	3	2	3					
21387S	Core: Case Study - Robotics*	3	3	3	3	3	3	2	3		
21387A	Core: Applications and Prototype Development in Robotics	1	2	3				1		3	3
21487S	Core: Project and Viva-Voce	3	3	3	3	3			3		

Indicators: 1. Reasonable 2. Significant 3. Strong

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21187A	CORE: FUNDAMENTALS OF ROBOTICS	5	Theory	-	100

Objective of the course: The objective of the course is to introduce the basic components of embedded systems and robotics. This course also introduce some of the interfacing IDEs with Robot.

Unit I: Introduction and Law

(Teaching hours: 8)

Fundamentals of robot Technology: Robotics and programmable automation – Laws of robotics – Robotics Systems and Robot anatomy: Robot Manipulator and Wrist – Robot Reference frame and Coordinate system – Work envelopes – Robot Wrists – Robot End effectors – Accuracy and repeatability – Types of controls.

Unit II: Sensors & Motors

(Teaching hours: 8)

Sensors & Motors: Analog I/O and Digital I/Os – Sensors: Types of sensors – LM35 Temperature sensor – IR Sensors – Range Finders – LDR. Motors: DC Motors – AC Motors – Servo Motors – Working with Servo Motors – Working with DC Motors – Assignment: DC Motor Control.

Unit III: Interfacing Motors, LCD & LED

(Teaching hours: 8)

Interfacing with Stepper motor – Assignment: Interfacing IR Proximity Sensors. Port Manipulation – 7-segment LED – Working with the LCD Displays – Working with Storage – Internal EEPROM – Working with Interrupts – Assignment: Interfacing with 7 segment display.

Unit IV : A Classical Example - Humanoid

(Teaching hours: 8)

Bioid, Humanoid robot introduction – components – Mobile robots: Introduction – working principle – working with RoboPlus – Motion Controller.

Unit V Robot Languages and Programming

(Teaching hours: 8)

Robot Languages and Programming: Introduction to robot languages – Classification of robot languages - ROBOTC programming – AVR studio – Microcontroller programming using C – IDE — Introduction to Simulators – VSE.

Introduction to Building a Line Follower using Various Logics – Assignment: Design of Line Follower Robot.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Aware and Understand the basic concepts of robot, robotics systems and its anatomy.	K1, K2
CO2	Explore and Use the sensors, motors and its types.	K1,K2,K3
CO3	Strengthen their knowledge on Interfacing Motors, LCD, LED, interrupts	K1,K2
CO4	Enable the students to know about different classification of robots.	K1,K2,K4
CO5	Acquire necessary knowledge in robot languages and programming	K1,K2,K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3							2	
CO2	3	2	1	2	1	2				
CO3	2	2	2		2	2				
CO4	2	3	3	3	1				2	2
CO5	2	2		2	2	3	2	1	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications, Edition
1	Introduction to Robotics analysis, Systems & Applications	Saeed B. Niku	Pearson Education Singapore Pvt. Ltd.,	2011
2	Robotic Technology and Flexible Automation	S. R. Deb	Tata McGraw Hill Publishing Co. Ltd.	2010
3	Robotics	Bajd.T, Mihelj M, Lenarcic J, Stanovnik A, Munih M	Springer	2010

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21287A	CORE: MICROCONTROLLERS AND EMBEDDED SYSTEMS	5	Theory	-	100

Objective of the Course: The objective of this course is to introduce embedded system design environment. The course covers microcontrollers, third programming and interfacing techniques.

Unit I: Atmega 2560 Microcontroller **(Teaching hours: 8)**

Microprocessors, Microcontrollers – Basic differences between Microprocessors and Microcontroller – Atmega 2560 Micro controller – Introduction to Atmega 2560 Microcontroller – Architecture – Registers – Internal and External Memory – Instruction Set – On Chip Counters / Timers – Serial I/O – Interrupts and their use.

Unit II: Pic Microcontrollers **(Teaching hours: 8)**

PIC Microcontrollers: Introduction to PIC C6X microcontrollers – types – architecture – registers – Internal and External Memory – Instruction Set – On Chip Counters / Timers – Serial I/O – Interrupts and their use.

Unit III: ARM7TDMI **(Teaching hours: 8)**

ARM7TDMI(Advanced RISC Machines): Introduction to ARM7TDMI Microcontroller – types – architecture – registers – Internal and External Memory – Instruction Set – On Chip Counters/Timers– Serial I/O – Interrupts and their use.

Unit IV: Overview of Embedded Systems **(Teaching hours: 8)**

Definition and Classification – Overview of Processors and hardware units in an embedded system – Software embedded into the system – Exemplary Embedded Systems – Embedded Systems on a Chip (SoC) and the use of VLSI designed circuits – Embedded Programming – an Overview.

Unit V: Serial I/O Devices **(Teaching hours: 8)**

Serial I/O Devices: RS232 Specifications – RS422/RS423/RS435 – other communication protocols – Introduction to Universal Robot Body Interface (URBI) and VPL. CASE STUDIES: Industrial Applications.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Identify and Exhibit on Microprocessors, Microcontrollers, and Atmega 2560 Microcontroller concepts.	K1,K2
CO2	Understanding about PIC Microcontrollers with its architecture, storage, interrupts.	K2,K3
CO3	Explain ARM7TDMI microcontrollers architectures, instruction set, and registers.	K2,K3
CO4	Expose on embedded systems, Exemplary Embedded Systems, Embedded Systems on a Chip (SoC) and the use of VLSI designed circuits.	K1,K2
CO5	Bring to the Serial I/O Devices with the case study on industrial applications is discussed.	K1,K2,K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2			2					1
CO2	2	2			3					
CO3	3	2			3					
CO4	2	2			2				2	
CO5	1	3	3	1	1	1	2		2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	The 8051 Micro Controller & Embedded Systems	M.A. Mazadi & J.G. Mazidi	Pearson Education	Asia -2013
2	8051 Microcontroller Architecture, Programming and Application	M. Mahalakshmi	University Science press	2012
3	Microcontrollers: Architecture, Programming, Interfacing and System Design	Raj Kamal	Pearson edition	2011
4	An Embedded Software Primer	David E. Simon	Pearson Education	First Edition, 2002
5	http://www.eecs.umich.edu/~panalyzer/pdfs/ARM_doc.pdf			
6	http://www.sunrom.com/files/P89V51RD2.pdf			

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21287P	CORE: EMBEDDED AND ROBOTICS LAB	4	Practical	-	-

Objective: To introduce and work on microcontrollers and sensors. To experiment embedded applications with various interfacing methods.

1. Basics/Digital I/O's

- Microcontroller IDE & Driver Installation
- Board Overview
- Toggling of LED

2. Analog I/O's, Sensors & Motors

- Working with Analog Outputs
- Working with Analog Inputs-Sensors
- Working with Servo Motors
- Working with DC Motors
- Stepper motor interfacing

3. Sensor Construction & IO Expansion

- Sensor Construction-IR Proximity Sensor

4. Advanced IO, Displays, Storage & Interrupts

- Advanced IO Operations-Port Manipulation -7- segment LED
- Working with the LCD Displays

5. Robotics:

- Robotics Building a Line Follower using Various Logics

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Design, implement, test and debug various application programs using Firebird V Robot.	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	2	3	2	2			1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation, Demo, Exercises

BXIII-09
2021-22

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014

PG Diploma in Robotics (Part-Time)
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21387S	CORE: CASE STUDY – ROBOTICS	6	Practical	-	-

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	To understand the basic concepts of Robotics and various sensors used in Robots. To apply the knowledge of Robotics and design the Robots to work with real time applications like smart Home, Hospitals, Industry etc.,	K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	2	2	3	3	3	3	1	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: PPT presentation

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2021-22

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014**

**PG Diploma in Robotics (Part-Time)
(Under Choice Based Credit System)**

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21387A	CORE: APPLICATIONS AND PROTOTYPE DEVELOPMENT IN ROBOTICS	5	Theory	-	100

Objective of the Course:

To impart knowledge on various fields that facilitates the robotics applications. Every unit is intended to discuss with case studies of the different application domains using Robotics.

UNIT I: Smart home

(Teaching hours: 08)

Smart home environment – enabling robot based security and tracking system – smart electrical system of a house

UNIT II: Robots in Industries

(Teaching hours: 08)

Industrial Robots – Pick and Place Robots – Transport and Logistics – design of an autonomous vehicle – control of a vehicle from remote location – GPS tracking of vehicles.

UNIT III: Robots in science

(Teaching hours: 08)

Features of robots in Bioscience experiments – Ant Robotics – Swarm Robots – Nano robotics in Medical Fields – Surgical Robots.

UNIT IV: Robots in computing

(Teaching hours: 08)

Robots in Natural Language Processing – Computer Vision Robots – Robots in Pattern Recognition.

UNIT V: Robots in security

(Teaching hours: 08)

Robots in National Security System – Robots for Army – Land based systems – Robots in Air based Systems – Robots for Waterways.

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2021-22

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(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To introduce smart home environment and its advantages	K1, K2, K4, K5
CO2	To gain knowledge on application of robotics in various industries	K1, K2, K4, K5
CO3	To know the applications of robotics in science and research	K1, K2, K4, K5
CO4	To acquaint the application of robotics in computing	K1, K2, K4, K5
CO5	To impart the need and application of robotics in national security	K1, K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	2	1	3	3	3	3	3
CO2	2	1	2	3	1	3	2	3	3	3
CO3	2	1	2	2	1	3	3	3	3	3
CO4	2	1	2	3	1	3	3	1	3	3
CO5	2	1	2	2	1	2	3	1	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications and Edition
1	Surgical Robotics: Systems applications and vision	Jacob Rosen et al	Springer LLC	2011
2	Nanorobotics – Current Approaches and Techniques	Mavroidis, Constantinos, Ferreira, Antoine	Springer	2012
3	PIC Robotics	John Iovine	McGraw Hill	2004

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

CI - 01
2021-22

DR. G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE – 641 014

BACHELOR OF COMMERCE -SCHEME OF EXAMINATIONS
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021 - 2022

Programme Outcome	
PO1	To develop a broad range of knowledge in the accounting field for applying concepts and techniques in Commerce to meet the current and future expectation of business.
PO2	On successful completion of this course the student are enabled with the Knowledge in the practical applications of accounting, learn principles and concepts of Accountancy, basic concepts of Partnership Accounting, company accounts etc.
PO3	To build a strong foundation in the areas of taxation, finance and corporate laws, thereby they relate their conceptual and analytical skills in business finance and audit.
PO4	To nurture the students in intellectual, personal, interpersonal and societal skills with a focus on relevant professional career to maximize professional growth.
PO5	To Gain idea about marketing and its functions, consumer behavior, product and its classifications, pricing policies.
PO6	To Enable students to understand project formulation, Entrepreneurship development, awareness on various Entrepreneurship Development Programmes, EDP schemes, knowledge of entrepreneurial skills and to make the students understand the approaches to attain the goals of the business.
PO7	To develop an understanding of audit concept.
PO8	To acquire new skills on the application of statistical tools and techniques in Business decision-making, Popular Quantitative Tools used in Business, practical exposure on calculation of measures of average, correlation and regression.
PO9	To create awareness about capital structure and theories of capital structure, cost of capital in wide aspects, dividend policies and various dividend models, working capital management.
PO 10	To acquire real time experience in using MS Office and Accounting Software.

Programme Specific Outcome	
PSO1	Students also acquire skills to work as tax consultant, audit assistant and other financial supporting services.
PSO2	Students have choices to pursue professional courses such as CA, M.COM, MBA, CMA, ICWA, CS, etc
PSO3	Students are able to play roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.
PSO4	To ensure the development of core competencies including, but not limited to, written and oral communication, quantitative reasoning, information literacy, and critical thinking.
PSO5	Apply the knowledge of ethical and management principles required to work in a team with stewardship of the society.

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**BACHELOR OF COMMERCE -SCHEME OF EXAMINATIONS
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021 - 2022**

Sem.	Part	Course Code	Core / Allied / Elective / Skill Based	Course Name	Credits	MARKS			Hrs. / Week	Exam Duration (Hrs.)	Category
						CA	TEE	TOTAL			
I	I	21100T		TAMIL I							
I	I	21100H		HINDI I	3	25	75	100	5	3	THEORY
I	I	21100F		FRENCH I							
I	I	21100M		MALAYALAM I							
I	II	21100E1		CONTEMPORARY ENGLISH I	3	25	75	100	6	3	THEORY
I	III	21102A	CORE	PRINCIPLES OF ACCOUNTING	5	25	75	100	6	3	THEORY
I	III	21102B	CORE	BUSINESS ORGANISATION AND OFFICE MANAGEMENT	3	25	75	100	5	3	THEORY
I	III	21102C	CORE	BUSINESS COMMUNICATION	4	25	75	100	5	3	THEORY
I	III	21102D	ALLIED	BUSINESS ECONOMICS	3	25	75	100	5	3	THEORY
I	IV	21100G	SKILL BASED SUBJECT	GENERAL AWARENESS	2	25	75	100	1	3	THEORY
II	I	21200T		TAMIL II							
II	I	21200H		HINDI II	3	25	75	100	5	3	THEORY
II	I	21200F		FRENCH II							
II	I	21200M		MALAYALAM II							
II	II	21200E1		CONTEMPORARY ENGLISH II	3	25	75	100	6	3	THEORY
II	III	21202A	CORE	FINANCIAL ACCOUNTING	5	25	75	100	6	3	THEORY
II	III	21202K	ONLINE SWAYAM	PRINCIPLES OF MANAGEMENT	3						
II	III	21202B	ALLIED	BUSINESS ENVIRONMENT	4	25	75	100	5	3	THEORY
II	III	21202C	SKILL BASED SUBJECT	PRINCIPLES AND PRACTICES OF MODERN BANKING	2	25	75	100	5	3	THEORY
II	IV	21200G	ENVIRONMENTAL STUDIES	ENVIRONMENTAL AWARENESS	2	25	75	100	1	3	THEORY

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2021-22



BACHELOR OF COMMERCE -SCHEME OF EXAMINATIONS

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021 - 2022

Sem	Part	Course Code	Core / Allied / Elective / Skill Based	Course Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
						CA	TEE	TOTAL			
III	IV	21300A		ADVANCED TAMIL I	2	100	NA	100	2	3	THEORY
III	IV	21300B		BASIC TAMIL I		40	60				
III	IV	21300N	NON MAJOR ELECTIVE - I	PERSONALITY DEVELOPMENT AND SOFT SKILLS							
III	III	21302A	CORE	HIGHER FINANCIAL ACCOUNTING	4	25	75	100	6	3	THEORY
III	III	21302B	CORE	COMMERCIAL LAW	4	25	75	100	5	3	THEORY
III	III	21302C	CORE	HUMAN RESOURCE MANAGEMENT	4	25	75	100	5	3	THEORY
III	III	21302E	SKILL BASED SUBJECT	MARKETING	3	25	75	100	5	3	THEORY
III	III	21302D	ALLIED	BUSINESS STATISTICS	4	25	75	100	6	3	THEORY
III	IV	21300G1	VALUE EDUCATION	INDIAN SOCIETY, PEOPLE AND CULTURE	2	25	75	100	2	3	THEORY
III	V	21302S	EXTENSION ACTIVITIES	MINI PROJECT	1		*GRADE		2	3	PRACTICAL
IV	IV	21400A		ADVANCED TAMIL II	2	100	NA	100	2	3	THEORY
IV	IV	21400B		BASIC TAMIL II		40	60				
IV	IV	21400N	NON-MAJOR ELECTIVE - II	BASICS IN BUSINESS PROCESS OUTSOURCING							
IV	III	21402A	CORE	CORPORATE ACCOUNTING - I	4	25	75	100	5	3	THEORY
IV	III	21402B	CORE	COMPANY LAW AND SECRETARIAL PRACTICE	4	25	75	100	5	3	THEORY
IV	III	21402C	CORE	TAXATION	4	25	75	100	6	3	THEORY
IV	III	21402E	SKILL BASED SUBJECT	INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	25	75	100	5	3	THEORY
IV	III	21402D	ALLIED	BUSINESS MATHEMATICS	4	25	75	100	6	3	THEORY
IV	IV	21402K	ONLINE SWAYAM	SOFT SKILLS	2						

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**BACHELOR OF COMMERCE -SCHEME OF EXAMINATIONS
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021 - 2022**

Sem.	Part	Course Code	Core / Allied / Elective / Skill Based	Course Name	Credits	MARKS			Hrs./ Week	Exam. Duration (Hrs.)	Category
						CA	TBE	TOTAL			
V	III	21502A	CORE	CORPORATE ACCOUNTING – II	4	25	75	100	6	3	THEORY
V	III	21502B	CORE	FINANCIAL MANAGEMENT	4	25	75	100	5	3	THEORY
V	III	21502C	CORE	COST ACCOUNTING	4	25	75	100	6	3	THEORY
V	III	21502D	CORE	BUSINESS RESEARCH METHODS	4	25	75	100	5	3	THEORY
V	III	21502K	ONLINE SWAYAM	BUSINESS ETHICS	4						
V	III	21502S	SKILL BASED SUBJECT	INSTITUTIONAL TRAINING	2	40	60	100	1	3	PRACTICAL
VI	III	21602A	CORE	ENTREPRENEURIAL DEVELOPMENT	4	25	75	100	6	3	THEORY
VI	III	21602B	CORE	MANAGEMENT ACCOUNTING	4	25	75	100	6	3	THEORY
VI	III	21602S	CORE	PROJECT AND VIVA VOCE	7	25	75	100	6	3	PRACTICAL
VI	III	21602U1	ELECTIVE-I	AUDITING	4	25	75	100	6	3	THEORY
VI	III	21602V1	ELECTIVE –II	INVESTMENT MANAGEMENT	4	25	75	100	6	3	THEORY
VI	III	21602P	SKILL BASED SUBJECT	LAB – MS OFFICE AND ACCOUNTING SOFTWARE	2	40	60	100	2	3	PRACTICAL
				TOTAL.	140			3700			

Extra Credits:

Professional Development : 6 Credits
Business Fundamental Workshop: 4 Credits

Sem.	Part	Course Code	Course Name
ELECTIVE I & II			
VI	III	21602U1	AUDITING
VI	III	21602V1	INVESTMENT MANAGEMENT

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BACHELOR OF COMMERCE -SCHEME OF EXAMINATIONS
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021 - 2022

MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	CONTEMPORARY ENGLISH – I	2	2	3	3	2	3	2	1	2	2
21102A	CORE: PRINCIPLES OF ACCOUNTING	3	3	2	2	2	2	3	1	2	2
21102B	CORE: BUSINESS ORGANISATION AND OFFICE MANAGEMENT	2	3	2	2	2	3	2	1	1	2
21102C	CORE: BUSINESS COMMUNICATION	2	2	3	3	3	3	2	1	1	3
21102D	ALLIED: BUSINESS ECONOMICS	2	2	2	2	2	2	2	1	2	1
21200E1	CONTEMPORARY ENGLISH – II	2	2	3	3	2	3	2	1	2	2
21202A	CORE: FINANCIAL ACCOUNTING	3	3	2	3	2	2	3	1	2	2
21202K	ONLINE SWAYAM: PRINCIPLES OF MANAGEMENT										
21202B	ALLIED: BUSINESS ENVIRONMENT	2	2	3	3	2	3	2	1	2	2
21202C	SKILL BASED SUBJECT: PRINCIPLES AND PRACTICES OF MODERN BANKING	2	2	3	2	2	2	2	1	3	1
21302A	CORE: HIGHER FINANCIAL ACCOUNTING	3	3	2	2	2	2	3	1	2	2
21302B	CORE: COMMERCIAL LAW	2	2	3	3	3	2	2	1	2	2
21302C	CORE: HUMAN RESOURCE MANAGEMENT	3	2	2	3	2	3	2	1	2	2
21302E	SKILL BASED SUBJECT: MARKETING	3	2	3	3	3	3	2	1	2	2
21302D	ALLIED: BUSINESS STATISTICS	2	2	3	2	2	2	2	3	1	2
21300G1	VALUE EDUCATION: INDIAN SOCIETY, PEOPLE AND CULTURE	2	2	3	3	2	3	2	1	2	2
21402A	CORE: CORPORATE ACCOUNTING - I	3	3	2	2	2	2	3	1	3	2
21402B	CORE: COMPANY LAW AND SECRETARIAL PRACTICE	2	2	3	3	2	3	3	1	2	2
21402C	CORE: TAXATION	2	3	3	2	3	3	3	1	2	2
21402E	SKILL BASED SUBJECT: INTERNATIONAL FINANCIAL REPORTING STANDARDS	3	3	2	3	2	3	3	2	2	2

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BACHELOR OF COMMERCE
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021 - 2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E1	CONTEMPORARY ENGLISH- I	3	Theory	-	100

Objective: To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively.

UNIT-I: Grammar **(Teaching Hours: 10)**

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

UNIT-II: Basics of Communication **(Teaching Hours: 10)**

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

UNIT-III: Spoken English **(Teaching Hours: 10)**

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

UNIT-IV: LSRW Skills **(Teaching Hours: 10)**

Listening skills-Videos on Self-motivation and Phonetics,
Speaking skills-Phone Conversations and Conversational Fillers,
Reading skills-Newspaper Article Review and Reading Comprehension,
Writing skills-Punctuation Rules, Euphemism and polite language

UNIT-V: Literature **(Teaching Hours: 10)**

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.
Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021 - 2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train the students to write error free grammatical sentences and improve their linguistic skills.	K1,K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2,K5
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3,K4
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K2,K3
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K1,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019

Reference Books

1	Better English Pronunciation	J.D.O'Connor	Cambridge University Press	Second Edition
2	Path of Glory	Ed Rangaswamy	Path Press	Path Press
3	Radiance-English for Communication	Orient Blackswan	Orient Blackswan	2009
4	Understanding and Using English Grammar	Betty Schramper Azad	Pearson Longman	Pearson Longman

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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2021 - 22

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COIMBATORE – 641 014
BACHELOR OF COMMERCE
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021 - 2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21102A	Core: PRINCIPLES OF ACCOUNTING	5	Theory	80	20

Objectives:

- To define Accounting concepts, Conventions and rules.
- To Prepare Cash Books, BRS, Bill of Exchange, prepare final accounts.
- To Prepare consignment, Joint venture, Account current and Average due Date.

UNIT I Fundamentals of book keeping: (Teaching Hours: 13)

Fundamentals of book keeping – Accounting Concepts and Conventions - merits and demerits of accounting – Journal and Ledger – Trial Balance - Subsidiary Books.

UNIT II Cash book and BRS: (Teaching Hours: 13)

Cash Book – preparation of different types of cash book – Bank Reconciliation Statement – meaning – uses - Errors – Classification of Errors - Rectification of errors.

UNIT III Accounts of a sole trader business: (Teaching Hours: 12)

Apportionment of capital and revenue expenditure – preparation of final statements of accounts of a sole trader business.

UNIT IV Bill of Exchange: (Teaching Hours: 15)

Bills of exchange – meaning – Accounting entries for Bills transactions – Account Current – Meaning – Product method - Daily balance method. Average Due Date – meaning - Determination of Average Due date and calculation of interest.

UNIT V Consignment and Joint Venture: (Teaching Hours: 12)

Consignment - meaning – distinguish between consignment and sale – Normal loss - Abnormal loss - Joint venture - Difference between Consignment and Joint Venture.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the Accounting concepts and conventions	Fundamentals of book keeping	K1&K2
CO2 - Acquire knowledge about cash book and Bank Reconciliation statement	Cash book and BRS	K3 &K4

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2021-22

**DR. G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021 - 2022

CO3 - Analyse the single entry book keeping system	Accounts of a sole trader business	K4
CO4 - Applying the concepts of Bill of exchange	Bill of Exchange	K3
CO5 - Evaluating the consignment accounts and joint venture accounting	Consignment and Joint Venture	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	1		1	2		1	
CO2	2	2	2	1	3	1	3			
CO3	3	3	3	1	2	1	2		1	
CO4	2	2	2		2		2			
CO5	2	3	2	1	3	1	3	1	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	Reddy & Murthy	Margham Publications	2008 & 7 th edition
2	Advanced accountancy	Jain S.P, Narang K.L	Kalyani Publishers New Delhi	2007 & 6 th edition
3	Advanced Accounting	R.L.Gupta & Radhaswamy,	Sultan Chand & Sons, New Delhi	2006 & 8 th edition
Reference Books				
S.No	Title	Author	Publishers	Year of Publication
1	Principles and of Practice Accountancy	R. L. Gupta, V. K. Gupta	Sultan Chand and Sons.	2010
2	Introduction to Accounting	T. S. Grewal,	Sultan Chand & Company Ltd , Delhi	1998
3	Double Entry book keeping	T. S. Grewal,	Sultan Chand & Company Ltd , Delhi	2003

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021 - 2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21102B	Core: BUSINESS ORGANISATION AND OFFICE MANAGEMENT	3	Theory	-	100

Objectives:

- To study nature and forms of business Organization, Location, Sources of finance.
- To explain legal requirements and registration procedures to start-up enterprise.
- To study about functions and significance of office.

UNIT – I Forms of Business Organisation: (Teaching Hours: 15)

Nature and scope of business-Forms of business organization – sole trader, partnership firms, companies and co-operative societies – public enterprise – Procedures for establishing various forms of organization.

UNIT – II Business Entity and its categories of business licence: (Teaching Hours: 15)

Business Entity- Types of Entity-Registered Entity-Unregistered Entity-Different categories of business licence- Legal requirements and registration procedures:- Food Processing Industry, Textile Industry, Software Industry, Engineering Industry

UNIT – III Location of business and sources of finance: (Teaching Hours: 15)

Location of business – factors influencing location, localization of industries - size of firms, sources of finance – shares, debentures, public deposits, bank credit and trade credit.

UNIT – IV Office: Accommodation and Building: (Teaching Hours: 10)

Office: Meaning – Functions and Significance; Office Accommodation: Meaning and Importance – Factors Influencing Choice of Office Accommodation – Office Building – Size – Layout – Safety and Security Measures.

UNIT – V Office machines, records, EDP: (Teaching Hours: 10)

Office Machines – Kinds – Objectives – Advantages and Limitations; Office Records: - filing and indexing - Data processing systems – EDP - uses and limitations.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the various forms and procedures for establishing various forms of organisation	Forms of Business Organisation	K1 & K2
CO2 - Acquire knowledge about various business entities, its legal requirements and registration procedures	Business Entity and its categories of business licence	K1 & K3

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CO3 - Analyse about the location of business and its size and sources of finance	Location of business and sources of finance	K4 & K2
CO4 - Evaluating the factors regarding office, its accommodation, size, layout and measures	Office: Accommodation and Building	K5
CO5 - Applying the concept of filing and indexing, data processing system	Office machines, records, EDP	K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2		1		3	1			
CO2	3	1				3	1			
CO3	3	2	2			3		1	3	
CO4	3	1				3		1		
CO5	3	1	2			3	2		1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Business organisation and management	Shukla, M. C	Sultan Chand & Company Ltd	2014 & 12 th edition
2	Fundamentals of Business Organisation and Management	Bhushan Y.K	Sultan Chand & Sons, Delhi.	2013 & 3 rd edition
3	Office Organisation and Management	S. P. Arora	Vani educational Books, Chennai	2003 & 3 rd edition
Reference Books				
S.No	Title	Author	Publishers	Year of Publication
1	Business Organisation & Management	D. P. Jain	Varinda Publications Pvt Ltd, New Delhi	2010
2	Business organisation and office management	R. C. Bhatia K. Natesa Priya	Atlantic Publishers and Distributors	2012
3	Modern Business Organisation and Management	Sherlaker SA/ Sherlaker V	Himalaya publishing	2018

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21102C	Core: BUSINESS COMMUNICATION	4	Theory	-	100

Objectives:

- To study about definition and types of communication, objectives and barriers.
- To explain the structure and layout of the business letter and sales letter.
- To study about report writing, classifications of report and its characteristics.

UNIT I Types of Communication: (Teaching Hours: 13)

Definition - Types and patterns of communication - Spoken communication - Written communication - Non-verbal communication - Audio-visual communication and Multimedia communication.

UNIT II Business Correspondence: (Teaching Hours: 14)

Objectives of communication - Horizontal communication - Upward communication - Barriers to communication. Business correspondence - Functions - Various kinds of business correspondence.

UNIT III Business Letter: (Teaching Hours: 14)

Business Letter - Characteristics - Organisation, Structure and Layout of a business letter. Letter of Enquiries and Replies, Offers and quotations - Credit and Status Enquiries- Complaints, Claims and adjustment.

UNIT IV Report Writing: (Teaching Hours: 12)

Sales Letters - Circulars. Bank Correspondence. Life Insurance Correspondence. Collection letters - Correspondence of a Company Secretary - Report writing - Classification - Characteristics of a good report.

UNIT V Online Practical Modules: (Teaching Hours: 12)

Career strokes: Online Practical modules: Communication skills - Group Discussion - Interviews - Team work - Time management - Business Awareness.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - To acquire the knowledge of Business Communication	Types of Communication	K1 & K2
CO2 - Understanding knowledge about Business Correspondence	Business Correspondence	K2 & K3
CO3 - Applying the Business Letter writing skills	Business Letter	K2 & K3

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CO4 - Evaluating the Report Writing	Report Writing	K5
CO5 - Applying skills towards online practical modules.	Online Practical Modules	K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2			3	2	2				
CO2	3		2	3		2			2	
CO3	3	2	2	2	2	3	2	2	2	
CO4	2	2		3	2	2		2		3
CO5	3			3	3	2		2		3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Communication	Dr. K.K. Ramachandran,	Macmillan Publications, Delhi	2007
2	Essentials of Business Communication	RajendraPal, J.S.Korlahalli,	Sultan Chand & Sons.	2014
3	Essentials of Business Communication	Reddy Raja Rao,	Himalaya Publishing House,	2013
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1	Business Communication	Vainder Bhatia,	Khanna Publishing Co. P Ltd. Delhi.	2010, 8 th
2	Business Communication	Dr V K Jain, Dr. O P Biyani,	Sultan Chand & Company Ltd , Delhi	1998, 11 th
3	Essentials of Business Communication	Maryellen Guffey, Dana Lowey	Cengage Learning	2019, 11 th

Pedagogy: Lecture, PPT presentation, seminar, Assignment, c. content Learning, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21102D	Allied: BUSINESS ECONOMICS	3	Theory	-	100

Objectives:

- To study definition and scope of business economics, law of demand, law of supply, types of elasticity of demand.
- To study law of variable proportion, isoquant, law of returns to scale.
- To study price determination under perfect and imperfect market, Business cycle, Monetary and Fiscal policies.

UNIT I Concept of Business Economics: (Teaching Hours: 11)

Business Economics – Meaning, Definition – Characteristics of Business Economics – Nature and Scope of Business Economics – Distinction between Business Economics and Economics – Uses of Business Economics – Role and Responsibilities of a Business Economist.

UNIT II Demand and Demand Forecasting: (Teaching Hours: 13)

Meaning of Demand – Determinants of Demand - Law of Demand - Demand Analysis – Demand Schedule - Elasticity of Demand - Types of Elasticity of Demand (Price, Income, Cross, Advertisement) - Methods of Measuring Elasticity of Demand - Demand Forecasting – Objectives of demand forecasting - Methods of Demand forecasting.

UNIT III Production Function and Supply: (Teaching Hours: 15)

Production function - Factors of Production – Law of variable proportion – Isoquant – Types – Law of returns to scale - Law of Supply - Determinants of supply – Elasticity of supply - Meaning of Cost -Types of cost - Cost and output relationship in the short run and the long run - Economies of scale - Diseconomies of scale.

UNIT IV Markets and Price Discrimination: (Teaching Hours: 15)

Market definition - Types of Market (Perfect competition, Monopoly, Monopolistic, oligopoly). Price discrimination - Price and Output determination in Perfect and Imperfect markets.

UNIT V Business Cycle, Monetary and Fiscal Policy: (Teaching Hours: 11)

Business cycle - Meaning and phases of business cycle - Monetary Policy of India -Fiscal Policy of India – Inflation – Deflation – Causes and Effects of Inflation and Deflation.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the concepts of Business Economics	Concept of Business Economics	K1 & K2
CO2 - Acquire knowledge about Demand and Demand Forecasting	Demand and Demand Forecasting	K3 & K4

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CO3 - Analyse the concepts of Production Function and Supply	Production Function and Supply	K3, K4 & K5
CO4 - Applying the concepts of Markets and Price Determination	Market and Price Determination	K3 & K5
CO5 - Evaluating the Business Cycle, Monetary and Fiscal Policy, Inflation and Deflation	Business Cycle, Monetary and Fiscal Policy	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2		1		3	1			
CO2	3	1				3	1			
CO3	3	2	2			3		1	3	
CO4	3	1				3		1		
CO5	3	1	2			3	2		1	

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Business Economics	Sankaran S	Margham Publications, Madras	2014 & 7 th edition
2.	Micro Economics	Jhingan M.L,	Varinda Publications P Ltd, Mumbai.	2007 & 6 th edition
3.	Principles of Economics	Seth.M.L, Lakshmi Narain Agarwal,	Sultan Chand and Sons. Delhi	2008 & 12 th edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1.	Managerial Economics	Varshney & Maheswari,	Sultan Chand and Sons, Delhi	2010
2.	Business Economics	K.P.M Sundharam & E.N Sundharam	Sultan Chand & Company Ltd, Delhi	2008
3.	Business Economics	H. L. Ahuja	Sultan Chand & Company Ltd, Delhi	2016

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E1	Contemporary English II	3	Theory	-	100

Objective: To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively.

Unit-I: Grammar

(Teaching Hours: 10)

Phrases, clauses, sentence structures, Idioms, Lexical skills.

Unit-II: Effective Communication

(Teaching Hours: 12)

Social English and cultural awareness, Writing paragraphs. CV(resume)/Job Interviews, Presentations – Structure and key phrases, Presentations – Being lively and Persuasive, Style – Clarity and Emphasis.

Unit-III: Communication Practice

(Teaching Hours: 12)

Communication Exercise, Real Life incidents, Face – to- Face training, Presenting skills, group discussion and seminars.

Unit-IV: LSRW Skills

(Teaching Hours: 10)

Listening skills-Interview with CEO &Marketing director, Nature: Changing Opinions, Extended multiple choice, Summary Completion.

Speaking skills-Pronunciation: Word Stress, Stress Shift, Contrastive Stress, Emphasis, Compound Adjectives, Past Simple Endings.

Reading skills- Information and communication technology , Globalisation and economic policy.

Writing skills- Feature Writing, Interviewing & Ad-writing.

Unit-V: Literature

(Teaching Hours: 10)

Prose- 'I Have a Dream' by Martin Luther King Jr. and 'Words of Wisdom' by Chetan Bhagat.

Poetry- 'A Prayer For My Daughter' by W.B.Yeats and Palanquin Bearers by Sarojini Naidu.

Short Stories- 'The Last Leaf' by O.Henry and Glory at Twilight by Bhabhani Bhattacharya.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train the students to write error free grammatical sentences and improve their linguistic skills.	K1,K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2,K5
CO3	To understand the concept of Business English and develop	K3,K4

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	intellectual, personal, professional and communicative abilities.	
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K2,K3
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K1,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB &IM	GRD SCIB & IM	Revised Ed.- 2019

Reference Books

1	Better English Pronunciation	J.D.O'Connor	Cambridge University Press	Second Edition
2	Paths of Glory	Ed Ranganwamy	Path Press	Path Press
3	Radiance-English for communication	Orient Blackswan	Orient Blackswan	2009
4	Understanding and Using English Grammar	Betty Schramper Azad	Pearson Longman	Pearson Longman
5	Listening and speaking skills	Barry Cussack and Sam McCarter	Oxford	Oxford

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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CO3 - Analysing the Branch accounts and Departmental accounts transfer at cost or selling price.	Branch and Departmental Accounts	K4
CO4 - Understanding the accounting treatment in single entry system	Single Entry System	K1&K2
CO5 - Evaluating the concept of Non -Trading Concern Accounts	Non -Trading Concern Accounts	K5

Note: K1- Remembering; K2 - Understanding; K3 - Applying; K4 - Analysing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3		2	2	1	1		2	
CO2	3	2		3	2	1	1		2	
CO3	3	3	2	3	1	2	1	1	2	
CO4	2	2		2	2	2	1		1	
CO5	2		2	3		1	1		1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	Reddy & Murthy	Margham Publications	2008 & 7 th edition
2	Advanced accountancy	Jain S.P, Narang K.L	Kalyani Publishers New Delhi	2007 & 6 th edition
3	Advanced Accounting	R. L. Gupta & Radhaswamy,	Sultan Chand & Sons, New Delhi	2006 & 8 th edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publication
1	Principles and Practice of Accountancy	R. L. Gupta, V. K. Gupta	Sultan Chand and Sons.	2010
2	Advanced Accounting	S.N.Maheswari,	Vikas Publishing house, New Delhi.	2009
3	Financial Accounting	Dr S Ganesan, S R Kalavathi,	Thirumalai Publication	2007

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21202K	Online Swayam: PRINCIPLES OF MANAGEMENT	3			

Objectives:

- To acquaint students with the terms, concepts and points of view used in management and its evolution.
- To provide students with a working knowledge of that skills and functions necessary to be an effective and efficient manager.
- To provide an introduction to the theory and practice of managing organisations and examine the management functions.

Course link: <http://www.swayam.gov.in>

Week 1: Management: Definition, nature, purpose and scope of management, Skills and roles of a Manager, functions, principles; Evolution of Management Thought, Scientific Management.

Week 2: Planning: Types of plans, planning process, Characteristics of planning, Traditional objective setting, Strategic Management, premising and forecasting

Week 3: Decision-Making: Process, Simon's model of decision making, creative problem solving, group decision making.

Week 4: Management by Objectives: Management by exception; Styles of management: (American, Japanese and Indian), McKinsey's 7-S Approach, Self Management

Week 5: Organizing: Organizational design and structure, Coordination, differentiation and integration.

Week 6: Span of management, centralization and de-centralization Delegation, Authority & power - concept & distinction, Line and staff organizations

Week 7: Staffing: Human Resource Management and Selection, Performance appraisal and Career strategy, Coordination- Concepts, issues and techniques

Week 8: Organizational Change: Introduction, Resistance to Change, Behavioural Reactions to Change, Approaches Or Models to Managing Organisational Change.

Week 9: Organizational Change: Introduction, Resistance to Change, Behavioural Reactions to Change, Approaches Or Models to Managing Organisational Change.

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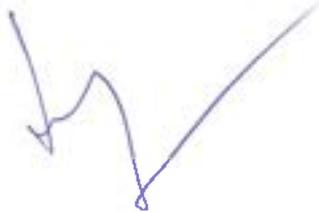
Week 10: Leading: Human Factors and Motivation, Leadership, Communication, Teams and Team Work

Week 11: Leading: Human Factors and Motivation, Leadership, Communication, Teams and Team Work

Week 12: Controlling: Concept, planning-control relationship, process of control, Types of Control, Control Techniques Characteristics of team

BOOKS AND REFERENCES

1. Principles of management : Stoner
2. Principles of management: Koontz O'donell



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21202B	Allied: BUSINESS ENVIRONMENT	4	Theory	-	100

Objectives:

- To develop ability to understand and scan the issues of modern business environment.
- To analyze the market opportunities.
- To understand the laws relevant to business.

UNIT I Overview of Business Environment: (Teaching Hours: 15)

An overview: Business Environment – Concepts – Factors and dimensions - Nature and significance of Business environment – types of Business environment: internal, external, micro and macro environment – Environmental analysis – need and importance – Techniques- Environmental forecasting.

UNIT II Economic Environment: (Teaching Hours: 12)

Economic environment: Nature of economy – Economic systems – Economic Conditions – Economic Reforms – Liberalization – Privatization – Merits and Demerits – Globalization – Foreign investment – Significance of Foreign investment – Types - Factors affecting Foreign investment.

UNIT III Social and Cultural Environment: (Teaching Hours: 12)

Social and Cultural environment: Social Environment – Business and society – Elements – Factors influencing social environment – Social Audit – Objectives – Methods – Obstacles – Social audit in India – Cultural environment – Elements of Culture – Factors influencing cultural environment.

UNIT IV Political Environment: (Teaching Hours: 13)

Political Environment: Economic roles of government – political system – Relationship between Government and Business in India – political risk – home country environment – host country environment – managing political risk. Government and legal environment – law relevant to business.

UNIT V Technological Environment: (Teaching Hours: 13)

Technological Environment: Innovation – technological leadership – Features of Technological Environment – Factors Governing Technological Environment – transfer of technology – information technology and management – Impact of technology on globalization – Green Environment.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understanding the Importance of Business Environment	Overview Of Business Environment	K2
CO2 - Describing the economic reforms and economic system	Economic Environment	K3 & K4
CO3 - Understanding the factors influencing social Environment	Social and Cultural Environment	K2 & K4
CO4 - Applying the law relevant to Business	Political Environment	K3
CO5 - Creating & Evaluating the technology on globalization	Technological Environment	K2&K5

Note: K1- Remembering; K2 - Understanding; K3 - Applying; K4 - Analysing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1	3	2	3	1		1	
CO2	2		3	2	2	3			2	
CO3	1		2	3	2	2	2			
CO4	3		3	2	2	3	1		2	
CO5	3		1	3	3	2			1	

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Environment	Dr. Francis Cherunilam	Himalaya Publishing House	2003 & 15 th edition
2	Business Environment	Dr. Suresh Bedi,	Excel Books, Delhi.	2005 & 14 th edition
3	Business Environment for Strategic Management	Dr. K.Asathappa	Himalaya Publishing House, Mumbai.	2014 & 3 rd edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publication
1	International Marketing	Sak Onkvist & John Shaw	Routledge	2004 & 4 th edition
2	Business Environment	C B Gupta	Sultan Chand & Sons	2013 & 8 th edition
3	Business Environment	Justin Paul	MCGrawhill	2010 & 3 rd edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21202C	Skill Based Subject : PRINCIPLES AND PRACTICES OF MODERN BANKING	2	Theory	-	100

Objectives:

- To understand the banking practices and procedures.
- To acquire the knowledge of modern banking practices and procedures.
- To understand concept and applications of electronic payment system.

UNIT I Banking Concepts: (Teaching Hours: 14)

Banking Regulation Act 1949 - Definition of Banker and Customer; General relationship – Debtor and Creditor Relationship - Opening of a New Account – General Precautions – Types of Accounts :- Fixed Deposit – Savings Account – Current Account – Recurring Deposits – Pass Book – its functions – Special Types of customers: Minor – Lunatic – Drunkards.

UNIT II Negotiable Instruments: (Teaching Hours: 12)

Characteristics of Negotiable Instruments – Different types of Negotiable Instruments – Bills of Exchange – Essentials – Promissory Note – Essentials – Cheques – Essentials – Endorsement – Crossing of Cheques – Marking of cheques.

UNIT III Collecting and Paying Banker: (Teaching Hours: 14)

Collecting Banker - Procedure for collection – Duties and Responsibilities – Paying Banker: Duties and Responsibilities – Statutory protection – Points to be considered before passing a cheque for payment. Loans and Advances – Principles of good lending – Safety, liquidity and Profitability of funds.

UNIT IV E-Banking and Electronic Payment Gateway: (Teaching Hours: 13)

E-Banking-Core banking – Electronic Payment Gateway: ATM – ECS- NEFT- RTGS- SWIFT- The intelligent auto teller and Netware Management System.

UNIT V Electronic card and Customer Grievance: (Teaching Hours: 12)

Electronic card and its types- Impact of IT on banking service quality – Customer Grievance and Redressal- Ombudsman.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Acquire the knowledge of Banking and different types of Deposits	Banking Concepts	K1&K2
CO2 - Acquire knowledge about Negotiable instruments and its essentials	Negotiable Instruments	K2 &K3
CO3 - Applying the skill for collecting and	Collecting and Paying	K3 & K4

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paying banker duties and responsibilities	Banker	
CO4 - Evaluating the importance of E-banking performance	E-Banking and Electronic Payment Gateway	K5
CO5 - Analyzing the Electronic card services and its grievances	Electronic card and Customer Grievance	K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	2	1	2	2	2	1	
CO2	2	3	2	1	2	2	2	1	2	
CO3	3	2	2	2	1	2	1	2	2	
CO4	3	3	2	1	2	1	2	2	1	
CO5	2	3	2	1	3	1	3	1	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Banking Theory Law and Practice	Sundaram and Varshney	Sultan Chand & Company, New Delhi	2005 & 4 th edition
2	Banking Law and Practice	S. N. Maheswari	Kalyani Publishers, New Delhi	2014 & 13 th edition
3	E-Banking in India	Dr. M. Srinivas	Himalaya Publication New Delhi	2019 & 1 st edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1	Banking Law and Practice	Kandasamy.K	S.Chand& Company, New Delhi	1998
2	Banking Law and Practice	Gordan and Natarajan	Himalaya Publication, NewDelhi	2016
3	Banking Law and Practice	ML Tannan Rajesh Narain Gupta	Lexis Nexis	2017

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory / Practical	Problems %	Theory %
THIRD	21302A	Core: HIGHER FINANCIAL ACCOUNTING	4	Theory	80	20

Objective:

- To gain knowledge about partnership accounts and royalty accounts.
- To gain knowledge about Dissolution of Firm.
- To study about Statement of Affairs and Deficiency Accounts.

UNIT I Concept of Royalty Accounts: (Teaching Hours: 12)

Royalty accounts – Royalty – Minimum Rent – Short-workings – Recoupment of Short-workings – Entries in the Booking of Lessor and Lessee (Excluding Sub-lease).

UNIT II Partnership Accounts: (Teaching Hours: 16)

Partnership Accounts - Division of Profits - Fixed and fluctuating capital - Guarantee of profits - Admission of partner

UNIT III Partnership Accounts, Amalgamation and Sale: (Teaching Hours: 12)

Retirement and Death of partner - Joint life policy - Amalgamation and sale of firms.

UNIT IV Dissolution and Insolvency of Partner: (Teaching Hours: 13)

Dissolution - Insolvency of Partner: Insolvency of one partner, Insolvency of more than one partner - Insolvency of all partners - Rule in Garner (Vs) Murray - piecemeal distribution.

UNIT V Statement of Affairs and Deficiency Account: (Teaching Hours: 12)

Insolvency Accounts of Individuals and Partnership firm – Meaning of insolvent – Distinction between insolvency of an individual and a partnership firm – Preparation of Statement of affairs and deficiency accounts.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the concepts of Royalty Accounts	Concept of Royalty Accounts	K1 & K2
CO2 - Acquire knowledge about Partnership Accounts	Partnership Accounts	K3 & K4
CO3 - Analyse Partnership Accounts and Amalgamation and Sale of Firms	Partnership Accounts, Amalgamation and Sale	K3, K4 & K5

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CO4 - Applying the concepts of Dissolution of Firm and Insolvency of Firm	Dissolution and Insolvency of Partner	K3 & K5
CO5 - Evaluating the Statement of Accounts and Deficiency Accounts	Statement of Accounts and Deficiency Accounts	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	1		1	2		1	
CO2	2	2	2	1	3	1	3			
CO3	3	3	3	1	2	1	2		1	
CO4	2	2	2		2		2			
CO5	2	3	2	1	3	1	3	1	1	

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Financial Accountancy	T.S.Reddy& Murthy,	Margham Publications, Madras	2009 & 12 th edition
2.	Advanced Accountancy	S.P.Jain & K. L. Narang,	Kalyani Publishers, New Delhi	2002 & 13 th edition
3.	Advanced Accounting	Gupta, R.L. &, Radhasamy	Sultan Chand and Sons. Delhi	2001 & 13 th edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1.	Advanced Accounting	S.N.Maheshwari	Vikas Publishing House, Delhi	2003
2.	Advanced Accounts	M C Shukla, T S Grewal& S C Gupta	Sultan Chand & Company Ltd, Delhi	2002
3.	Principles and Practice of Accountancy	R. L. Gupta and V. K. Gupta	Sultan Chand & Sons Ltd, Delhi	2009

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21302B	Core: COMMERCIAL LAW	4	Theory	-	100

Objectives:

- To know the legal provisions of business and to gain knowledge in respect of law relating to commercial transactions.
- To gain a basic knowledge in the Indian Contract Act.
- To Acquire knowledge of Law of Agency and Sale of Goods Act.

UNIT I Classifications of Contract: (Teaching Hours: 15)

Indian Contract Act 1872 - Contract - Definition - Legal Obligation and Agreement - Essential Elements of Valid Contract - classifications of Contract - offer - meaning - Legal rules - Acceptance - Legal rules - Revocation of offer and Acceptance - Consideration - Essentials - "No-Consideration No Contract"- Exceptions.

UNIT II Capacity of Contract: (Teaching Hours: 15)

Capacity - Legal rules - Minor's Agreements - persons of unsound mind - disqualified persons - Free consent - Legal rules - Coercion - Undue Influence - Misrepresentation - Mistake - Fraud. Different modes of discharge of contract - Remedies for breach of contract - Principles for awarding damages.

UNIT III Indemnity and guarantee: (Teaching Hours: 12)

Contract of Indemnity and Guarantee - Definition - Rights of Indemnity-holder - Rights of Surety - Discharge of Surety. Bailment and Pledge - Kinds of Bailment - Rights and Duties of Bailee and Bailor - Pledge - Rights and Duties of Pawnee and Pawnor.

UNIT IV Law of Agency: (Teaching Hours: 10)

Law of Agency - Kinds of Agents - Rights, Duties and Liabilities of Principal and Agents. Indian Partnership Act 1932 - Definition - Rights, Duties and Liabilities of Partners - Dissolution of Partnership firm.

UNIT V Sale of Goods Act: (Teaching Hours: 13)

Sale of Goods Act 1930 - Definition - Sale - Differences between Sale and Agreement to sell - Rules regarding passing of Property in Goods. Conditions and Warranties - Definition - Principles of "Caveat Emptor" and its limitations. Rights and Duties of common carriers - Contract of carriage of goods by sea - Bill of Lading and Charter party.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understanding the concepts and classifications of contract.	Classifications of Contract	K1 & K2
CO2 - Applying the legal rules of capacity to contract	Capacity of Contract	K3 & K4
CO3 - Defining the rights of Indemnity Holder and Surety and the kinds of Bailment.	Indemnity and guarantee	K2 & K3
CO4 - Acquiring the knowledge of rights, Duties of Principal and Agents.	Law of Agency	K3 & K5
CO5 - Defining the Rights and Duties of Common Carriers.	Sale of Goods Act	K1 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		3	3	2	2	1			
CO2	2		3	3	2	1				
CO3	3		3	3	2	1			1	
CO4	2		3	3	3	2	1	1	2	
CO5	3		2	2	2	2	1		1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Commercial Law	Kapoor N.D	Sultan Chand & Sons, New Delhi	2015 & 3 rd edition
2	Business Law	M.C. Kuchhal	Vikas Publishing House, New Delhi	2013 & 6 th edition
3	Principles of Business Law	Aswathappa,	Himalaya Publishing House,	2001 & 4 th edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publication
1	Mercantile Law	P.C. Tulsan	Tata MC.Graw Hill Publishing Co	2007
2	A Text book of Business Law	A K Singhal,	Vayu Education	2017
3	Business Law	P.C Tulsian	Tata MC.Graw Hill Publishing co	2000

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21302C	Core: HUMAN RESOURCE MANAGEMENT	4	Theory	-	100

Objectives:

- To Study the meaning, objectives, scope of Human Resource Management.
- To bring out the details about HRP, job analysis and job design.
- To study about recruitment, selection, motivation, employee grievances.

UNIT I Human Resource Management and Planning: (Teaching Hours: 13)

HRM: Meaning - objectives - Scope and functions. HRP: Definition – objectives - need - importance – levels - process of HRP, Barriers of HRP and Effective HRP.

UNIT II Job Analysis, Job Design and Job Evaluation: (Teaching Hours: 15)

Job Analysis: Definition - Uses and process of job analysis. Job Design: Meaning - Factors affecting job design - methods of job design. Job evaluation: Definition – objectives – procedure - merits – Demerits - methods - essentials of job evaluation.

UNIT III Recruitment, Selection and Training: (Teaching Hours: 13)

Recruitment: Definition - Sources of recruitment – process – methods - factors affecting recruitment - effectiveness of recruitment. Selection: Definition - need - methods of selection. Training: meaning – Need - importance - steps - evaluation of training.

UNIT IV Concept of Performance Appraisal: (Teaching Hours: 12)

Performance Appraisal – Concept – Changing pattern of performance appraisal – Objectives – Process – Methods – Barriers to Effective Performance Appraisal.

UNIT V Employee Grievance and Personnel Audit: (Teaching Hours: 12)

Employee Grievance: Meaning – causes - grievance procedure – model - legislative aspects - essentials of sound grievances. Personnel audit: meaning – objectives - scope - process.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the concepts of Human Resource Management and Planning	Human Resource Management and Planning	K1 & K2
CO2 - Acquire knowledge about Job Analysis, Job Design and Job Evaluation	Job Analysis, Job Design and Job Evaluation	K3 & K4

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CO3 - Analyse the methods of Recruitment, Selection and Training	Recruitment, Selection and Training	K3, K4 & K5
CO4 - Applying the concepts of Performance Appraisal	Concept of Performance Appraisal	K3 & K4
CO5 - Evaluating Employee Grievance and Personnel Audit	Employee Grievance and Personnel Audit	K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	2	1	2	2	2	1	
CO2	2	3	2	1	2	2	2	1	2	
CO3	3	2	2	2	1	2	1	2	2	
CO4	3	3	2	1	2	1	2	2	1	
CO5	2	3	2	1	3	1	3	1	1	

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Human Resource Management	Dr. S. S Khanka	Sultan Chand & Company Ltd, Delhi	2008 & 7 th edition
2.	Human Resource Management	V. S. P Rao	Konark Publishers P ltd,	2007 & 6 th edition
3.	Human Resource Management	Biswajeet Pattanayak	PHI Learning Pvt Ltd	2008 & 12 th edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1.	Human Resource Management	P. G. Aquinas	Vikas Publishing House Pvt Ltd,	2010
2.	Emerging Trends in HRM: Sectoral Experiences	Mrudula E, V. V. Ramani	Sultan Chand & Company Ltd, Delhi	2008
3.	Human Resource Management	Dr. C. D. Balaji	Margham Publications, Chennai	2016

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21302E	Skill based subject: MARKETING	3	Theory	-	100

Objectives:

- To understand the principles, concepts and techniques of marketing management and acquisition of distinctive abilities and skill to apply them.
- To know about the consumer behavior and market segmentation.
- To study about rural, online and retail marketing.

UNIT I Concept of Modern Marketing Management: (Teaching Hours: 10)
 Definition – Meaning – Concept of Modern Marketing Management – Definition of Market – Classification of Markets – Marketing and Selling – Marketing Functions.

UNIT II Product mix and Price mix: (Teaching Hours: 15)
 Product Mix – Meaning of a product – Product mix strategies - New Product Development – Product Life Cycle – Price Mix: Importance of price, pricing objectives, kinds of pricing – Factors influencing pricing decision.

UNIT III Physical distribution and Promotional mix: (Teaching Hours: 15)
 Physical Distribution – Meaning – Importance – Factors influencing Distribution channel – kinds of middlemen- Functions of Middlemen. Promotion mix: meaning and Definition – methods of promotion – Advertising – characteristics and types – Sales promotion: Meaning – Types – importance. Personal selling: – Meaning – importance – Personal selling process.

UNIT IV Consumer behavior and market segmentation: (Teaching Hours: 13)
 Consumer Behaviour- Meaning- Need- Factors influencing consumer behavior- Buyer decision making process. Market segmentation: Meaning – Definition – Bases of market segmentation.

UNIT V Forms of marketing: (Teaching Hours: 12)
 Rural Marketing – Meaning and Importance - E – Marketing and Online marketing. Meaning and importance- Retail marketing: Meaning-Importance.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the concept of marketing and its role in business and society	Concept of Modern Marketing Management	K1 & K2

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CO2 - Acquire knowledge about product mix and price mix strategies	Product mix and Price mix	K1 &K3
CO3 - Analyse about physical distribution, advertising and personal selling	Physical distribution and Promotional mix	K4 &K2
CO4 - Evaluating the Concept of consumer behavior and bases of market segmentation	Consumer behavior and market segmentation	K5
CO5 - Applying the concept of various forms of marketing like Rural, Online and retail.	Forms of marketing	K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			2	3	3	1		1	
CO2	3		1	2	3			2	2	
CO3	3		2	2	3			2		
CO4	3			2	3					
CO5	3			2	3	2			2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No	Title	Author	Publishers	Publication Year & Edition
1	Marketing Management	Dr. Radha	Prasanna Publishers	2011 & 9 th edition
2	Principles of Marketing	Philip Kotler	Pearson India	2018 & 17 th edition
3	Marketing	Pillai, R.S.N Mrs. Bagavathi	Sultan Chand & Co, New Delhi	2012 & 8 th edition

Reference Books

S.No	Title	Author	Publishers	Year of Publication
1	Marketing	Rajan Nair	Sultan Chand & Co, New Delhi	2017
2	Marketing Management	Ramasamy, V.S.Namakumari	Macmillan India, New Delhi.	2009, 4 th Edition
3	Marketing Management	Amar jyoti	Gen next publication	2009

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21302D	Allied: BUSINESS STATISTICS	4	Theory	80	20

Objectives:

- To cater to the needs of Statistical applications in Business.
- To use Statistical Techniques in business decision making.
- To develop skills in structuring and analyzing business problems statistically.

UNIT I Introduction to Statistics: (Teaching Hours: 12)

Meaning, Definition and scope of statistics – Sources of data – Collection of data – primary and secondary – Methods of primary data collection – Editing secondary data – Sampling and its methods – Classification and Tabulation – Presentation of data by diagrams – Bar diagram and Pie diagram – Graphic representation of frequency distribution.

UNIT II Measures of central tendency and dispersion: (Teaching Hours: 15)

Averages – Mean, Median, Mode, Geometric mean and Harmonic mean – their computation – properties and uses – Measures of dispersion – Range, Quartile deviation, Mean deviation, Standard deviation, co-efficient of variation.

UNIT III Index Numbers: (Teaching Hours: 13)

Skewness - Karlpearson's and Bowley's coefficient of Skewness – Index Numbers – meaning – uses – selection of base year – Simple and Weighted Index Numbers – Tests of an Index Number – Consumer Price Index.

UNIT IV Correlation and Regression: (Teaching Hours: 13)

Correlation – meaning and definition – Scatter diagram - Pearson's coefficient of correlation – Computation and interpretation – Rank correlation – Regression – Meaning and methods of forming the regression equations and lines – Properties of Regression coefficients

UNIT V Time Series analysis: (Teaching Hours: 12)

Time series – Meaning – components – Models – Methods of estimating trend – Graphic, semi-average, moving average and least square methods (Linear equations only) – Seasonal Variation – Simple average Method.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 – Students learn about the meaning and uses of Statistics and gain knowledge in creating charts and graphs in an innovative manner	Introduction to Statistics	K1, K2, K3
CO2 – Students come to know about different types of averages, deviations and their purposes.	Measures of Central tendency and Dispersion	K1, K2, K3, K4

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CO3 – Students can learn to obtain the variations in economic variables especially in price and quantity of the particular product in a particular period. It would help them to understand the market scenario to take business decisions.	Index Numbers	K1, K2, K3,
CO4 – Students gain knowledge in finding relationship between the variables.	Correlation and Regression	K1, K2, K3, K4
CO5 – Students come to learn about the Collection of observations in sequentially in time and their different types of Analysis to forecast the future value.	Time Series Analysis	K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3						3		
CO2		3						3		
CO3	3	3			3	2		3		
CO4		3						3		
CO5	3	3				2		3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Statistical Methods	S. P. Gupta	Sultan Chand and sons, New Delhi.	2012
2	Business Mathematics and Statistics	P. A. Navnitham	Sultan Chand and sons, New Delhi.	2019
3	Statistics- Theory and Practices	R. S. N. Pillai and Bagavathy	Sultan Chand and sons, New Delhi.	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1	Fundamentals of Applied Statistics	S. C. Gupta and V. K. Kapoor	Sultan Chand and sons, New Delhi.	2001
2	Business Statistics	P. R. Vittal	Margham Publications, Chennai	2001
3	Fundamentals of Statistics	S. C. Gupta	Himalaya Publishing House	2018

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21402A	Core: CORPORATE ACCOUNTING – I	4	Theory	80	20

Objectives:

- To define Shares and debentures.
- To prepare Amalgamation, Absorption, Reconstruction, Acquisition of business accounts.
- To prepare final accounts and Liquidators final statements of Accounts.

UNIT I Issue and Underwriting of shares and Debenture: (Teaching Hours: 14)

Shares – Issue- Calls-in-arrears and Calls-in-advance - Over subscription and under subscription - Issue of shares at premium - Issue of shares at discount - Forfeiture of shares - Re-issue of forfeited shares - Rights issue - Bonus issue - Underwriting of shares and debentures - Complete underwriting (excluding Firm underwriting).

UNIT II Redemption of preference shares: (Teaching Hours: 14)

Redemption of preference shares - Issue and redemption of debentures out of provisions (Excluding without provision) - Acquisition of business.

UNIT III Amalgamation and Absorption of Company: (Teaching Hours: 11)

Amalgamation – In the nature of merger and in the nature of purchase. Absorption: Net Payment Method and Net Asset Method. External reconstruction (excluding inter-company holdings)

UNIT IV Profits Prior to Incorporation: (Teaching Hours: 11)

Profits prior to incorporation - Ascertainment of profit or loss prior to incorporation. Internal reconstruction - Reduction of share capital.

UNIT V Company final accounts and Liquidation of companies: (Teaching Hours: 15)

Preparation and presentation of company final accounts - Legal requirements - Tax adjustments - Calculation of managerial remuneration - Preparation of profit/loss account - Balance sheet - Liquidation of companies - Order of Payment (excluding Statement of Affairs) - Liquidator's Final Statement of Account.

Note: Preparation of Profit and Loss Account and Balance Sheet as per Revised Schedule: VI

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the issue of shares and concepts of underwriting of shares and debentures	Issue and Underwriting of shares and Debenture	K1&K2



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CO2 - Acquire knowledge about redemption of preference shares and acquisition of business	Redemption of preference shares	K3 &K4
CO3 - Evaluating the Amalgamation and absorption accounts	Amalgamation and Absorption of Company	K4 & K5
CO4 - Analysing the Profit Prior and Post Incorporation period	Profits Prior to Incorporation	K3 &K4
CO5 - Preparation of Company final accounts and liquidation of company	Company final accounts and Liquidation of companies	K4&K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	1		2	2		2	
CO2	2	3	2	2	3	1	3			
CO3	3	3	3	1	2	2	2		1	
CO4	2	3	2		2		2			
CO5	2	3	2	1	2	1	3	2	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Accounting	Reddy& Murthy,	Margham Publication.	2020 & 1 st Edition
2	Advanced Accountancy	Jain S.P, Narang K.L,	Kalyani Publishers, New Delhi.	2016 & 4 th Edition
3	Advanced Accountancy	M.C.Shukla	Sultan Chand & Sons, Delhi.	2019 & 1 st Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publication
1	Advanced Accounting	T.S.Grewal	Sultan Chand& Sons, Delhi.	2019 & 1 st Edition
2	Advanced Accounting	R.L.Gupta&Radhaswamy	Sultan Chand & Sons, Delhi	1999 & 20 th Edition
3	Corporate Accounting	Bhusan Kumar Goyal	Taxman	2020 & 7 th Edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21402B	Core: COMPANY LAW AND SECRETARIAL PRACTICE	4	Theory	-	100

Objectives:

- To study kinds of companies, Articles of Association, Shares and debentures.
- To know about the company management & company secretary – qualifications, duties
- To study company meetings, secretarial duties for statutory meeting.

UNIT I Kinds of Companies: (Teaching Hours: 12)

Company - Definition and Features - Distinction between company and Partnership firm - Kinds of companies - Differences between a public company and a private company - Incorporation of a company - Certificate of commencement of business - Documents to be filed - Memorandum of Association - Doctrine of ultra -vires.

UNIT II Articles of Association: (Teaching Hours: 13)

Articles of Association - Doctrine of constructive notice and indoor managements - Alteration of Articles - Prospectus, contents - Misstatements - Liability for misstatements - Public Deposits- Merits and Demerits of Public Deposits

UNIT III Allotment of Shares: (Teaching Hours: 10)

Shares, debentures - Allotment, valid allotment, irregular allotment, effect of irregular allotment - transfer and transmission of shares.

UNIT IV Company Management: (Teaching Hours: 15)

Company Management - Membership of a company - Board of Directors - Appointment - Qualification, Powers, duties, liabilities and position of directors, managing director and manager - managerial remuneration - Company secretary - Appointment, qualifications, powers, duties and positions

UNIT V Company Meetings: (Teaching Hours: 15)

Company Meetings - Secretarial duties for statutory meeting - Annual General Meeting - Extraordinary General Meetings and Board Meetings - Resolutions, minutes, quorum and proxy - winding up of companies - types and consequences - Recent trends relating to Corporate Governance

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Acquiring the knowledge of kinds of Companies	Kinds of Companies	K3

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CO2 - Understanding the provisions of Articles of Association	Articles of Association	K1 & K3
CO3 - Acquiring the knowledge of shares	Allotment of Shares	K3
CO4 - Defining the Role of directors and secretary	Company Management	K1 & K2
CO5 - Evaluating the company meetings	Company Meetings	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		3	3		2	1			
CO2	3		3	3	2	1	1			
CO3	3		2	3	2	2				
CO4	3		2	3	2	1			1	
CO5	2	2	2	3	1	2	1	1	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Company Law and Secretarial Practice	N.D.Kapoor	Sultan Chand & Sons	2014 & 1 st edition
2	Company Secretarial Practice	P.K.Ghosh	Sultan Chand & Sons	2007 & 5 th edition
3	Secretarial Practice	B.N Tandon	Sultan Chand & Sons	2002 & 10 th edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1	Company Law	Avtar Singh	Eastern Book Company,	2019
2	Legal aspects of business	RSN Pillai & Bhagavathi	Sultan Chand & Sons	2016
3	Secretarial Practices in India	Bahi J.C	N.M Tripathi(p) Ltd	2016

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21402C	Core: TAXATION	4	Theory	60	40

Objectives:

- To study about the **Income Tax Act and its provisions and Assesseees.**
- To study computation of income from salary, House Property, Profits and Gains of Business and Profession, capital gain, other sources.
- To study the concept and provisions of GST.

UNIT I Income Tax Act: (Teaching Hours: 12)

The Income Tax Act - Definition of Income - Assessment year - Previous year - Assessee - Types of Assesseees - Scope of income - Charge of Tax - Residential status - Exempted Incomes u/s 10.

UNIT II Heads of Income: (Teaching Hours: 13)

Heads of Income - Income from Salary: - Salary - Definition - Characteristics - Computation of Income from Salary - Rates of tax for individuals.

UNIT III Income from House Property, Business and Profession: (Teaching Hours: 15)

Income from House Property: - Characteristics - Exempted Incomes from House Property - Deductions - Computation of Income from House Property - Income from Business and Profession: - Meaning of Business and Profession - Expenses expressly allowed - Expenses expressly disallowed - Computation of Profits and Gains of Business and Profession of Individual.

UNIT IV Income from Capital Gains and Other Sources: (Teaching Hours: 13)

Income from Capital Gain: - Capital Asset - Long term Capital Asset - Short term Capital Asset - Indexation - Computation of Income from Capital Gain. Income from Other Sources: - Various Sources of Income - Computation of Income from Other Sources. Set off and Carry forward of losses

UNIT V Concept of GST: (Teaching Hours: 12)

Introduction to Goods and Service Tax - Functions - GST Levy - Features of GST - Taxes Subsumed under GST - Benefits of GST Act - GST Rate Structure - Types of Supplies under GST in India - Goods and Service Tax Network - Need - Services Rendered.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the concepts of Income Tax	Income Tax Act	K1 & K2
CO2 - Acquire knowledge about Different Heads of Income	Heads of Income	K3 & K4

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CO3 - Analyse the methods of computation of Income from House Property and Business and Profession	Income from House Property, Business and Profession	K3, K4 & K5
CO4 - Applying the Computation of Income from Capital Gains and Other Sources	Income from Capital Gains and Other Sources	K3 & K4
CO5 - Evaluate the Concept of GST	Concept of GST	K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	1		2	2		2	
CO2	2	3	2	2	3	1	3			
CO3	3	3	3	1	2	2	2		1	
CO4	2	3	2		2		2			2
CO5	2	3	2	1	2	1	3	2	1	2

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Income Tax Law and Practice	Gaur and Narang	Kalyani Publishers, New Delhi	2019 & 65 th edition
2.	Direct Taxes law & practice	Vinod Singhania	Taxmann Publications Pvt ltd, New Delhi	2019 & 65 th edition
3.	Students Guide to Income Tax	Vinod Singhania	Taxmann Publications Pvt ltd, New Delhi	2019 & 65 th edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1.	Income Tax Theory Law and Practice	T. S. Reddy, Y. Hariprasad Reddy,	Margham Publications.	2019
2.	Indirect Taxes, GST and Customs Laws	Dr. Parameswaran P. Viswanathan,	Kavin Publications	2019
3.	Practical Income Tax	Vinod Singhania	Taxmann Publications Pvt ltd, New Delhi	2019

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21402E	Skill Based Subject: INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	Theory	-	100

Objectives:

- To develop, in the public interest, a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.
- To understand and gain insights towards group accounting.
- To develop understanding and conceptual knowledge about Disclosure Standards.

UNIT I IASB and IFRS: (Teaching Hours: 13)

Structure of the IFRSF/IASB - Extant standards of the IASB - The framework - The status of IFRSs around the world-The use of IFRS around the world - The IASB roadmap - The annual IASB bound volume and its use- **Principal differences between Indian GAAP and IFRS- Proposals for change**

UNIT II Presentation and Profit: (Teaching Hours: 13)

IAS 1: Presentation of financial statements - IFRS 15: Revenue from contracts with customers - IAS 8: Accounting policies, changes in accounting estimates and errors.

UNIT III Accounting for Assets and Liabilities: (Teaching Hours: 13)

IAS 16:Property plant and equipment - IAS 38: Intangible assets - IAS 40: Investment Property - IAS 36: Impairment of assets - IAS 23: Borrowing costs - IAS 20: Accounting for government grants and disclosure of government assistance - IAS 2:Inventories - IAS 17: Leases - IFRS 5: Non-current assets held for sale and discontinued operations-IFRS 13: Fair Value Measurement - IAS 32: Financial instruments- presentation - IFRS 9: Financial instruments-IFRS 7: Financial instruments: disclosures- IFRS 2: Share-based payment- IAS 37: Provisions, contingent liabilities and contingent assets - IAS 10: Events after the reporting period - IAS 19: Employee benefits - IAS 12: Income taxes - IAS 41: Agriculture - IFRS 6: Exploration for and evaluation of mineral resources.

UNIT IV Group Accounting: (Teaching Hours: 13)

IFRS 10: Consolidated Financial Statements- IAS 27 (revised 2011): Separate financial statements-IFRS 3: Business Combinations- IAS 28 (revised 2011): Investments in associates and joint ventures-IFRS 11: Joint arrangements-IFRS 12: Disclosure of interests in other entities- IAS 21: The effects of changes in foreign exchange rates- IAS 29: Financial reporting in hyperinflationary economies.

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UNIT V Disclosure Standards: (Teaching Hours: 13)
IAS 7: Statement of cash flows-IAS 24: Related party disclosures-IAS 33: Earnings per share-IAS 34: Interim financial reporting-IFRS 4: Insurance contracts-IFRS 1: First time adoption of IFRS-IFRS 8-Operating segments.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the concepts of IASB and IFRS	IASB and IFRS	K1 & K2
CO2 - Acquire knowledge about Presentation of Financial Statements and Profit	Presentation and Profit	K3 & K4
CO3 - Analyse the methods of Accounting for Assets and Liabilities	Accounting for Assets and Liabilities	K3, K4 & K5
CO4 - Applying the concepts of Group Accounting	Group Accounting	K3 & K4
CO5 - Evaluating Disclosure Standards	Disclosure Standards	K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2			2		2	
CO2	3	2	3	2			2		2	
CO3	3	3	2	3			3		3	
CO4	2	3	3	3		2	3		2	
CO5	3	2	3	3			3		3	

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	International Financial Reporting Standards (IFRS) & Indian Accounting practices	Jagadish R. Raiyani	New Century Publications	2016 & 1 st edition
2.	Accounting Standards	M. P. Vijay kumar	Snow White Publications Pvt. Ltd., Mumbai	2016 & 1 st edition

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3.	Accounting Theory and Standards,	P.Mohana Rao	Deep & Deep Publications Pvt. Ltd, New Delhi	2017 & 3 rd edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1.	International Financial Reporting Standards: A Practical Guide	Henie Van Greuning	World Bank Publications.	2016
2.	IFRS Simplified: A fast and easy - to - understand overview of the New International Financial Reporting Standards	Mika Morley	Amazon Digital South Asia Services, Inc.	2016
3.	Global Financial Reporting and Analysis	Alexander, Britton	Jorissen Cengage Learning India Pvt. Ltd, New Delhi	2017

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21402D	Allied: BUSINESS MATHEMATICS	4	Theory	80	20

Objectives:

- **To Cater to the needs of Mathematical applications in Business.**
- **To Familiarize the students with the basic concepts of Mathematics.**
- **To Train the students with Mathematics for their application in business decisions.**

UNIT I Introduction to Matrix: (Teaching Hours: 13)

Matrix – Basic Concepts – Addition and Multiplication of matrices – Inverse of matrix – Rank of a Matrix – determinants of a matrix – solution of Simultaneous linear equations - Cramer's rule and matrix method.

UNIT II Interest and Interpolation: (Teaching Hours: 13)

Simple and Compound Interest – Interpolations – Binomial Expansion method – Newton's method of forward differences – Newton's method of backward differences – Lagrange's method.

UNIT III Introduction to Operations Research: (Teaching Hours: 13)

Operations Research – Meaning – Scope and limitations – Linear programming problem – Formulation – Canonical and standard forms of L.P.P – solution by Graphical method – solution by Simplex method (Basic problems only).

UNIT IV Network Analysis: (Teaching Hours: 13)

Network Analysis – Introduction – Basic concepts – Rules of Network Construction – Critical Path Analysis (CPM) – Project Evaluation and Review Technique (PERT) – Probability Considerations in PERT – Distinction Between PERT and CPM.

UNIT V Transportation and Assignment Problem: (Teaching Hours: 13)

Transportation Problem – Introduction – matrix form of T.P – The transportation Table – balanced and unbalanced – Initial Basic feasible solution – NWC, LCM, VAM – The assignment problem – the assignment algorithm – unbalanced assignment problem – Hungarian Method.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 – Students learn about the concept of Matrix and its Applications	Introduction to Matrix	K2, K3
CO2 – Students come to know about the rate of interest calculations and Interpolation methods of finding missing values inside the given values.	Interest and Interpolation	K1, K2, K3

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CO3 – Students learn about the overview of Operations Research especially in practicing the Industrial related problems with Maximizing the profit and Minimizing the cost	Introduction to Operations Research	K2,K3, K4, K5
CO4 – Students come to know about the Network construction by CPM and PERT, It helps them in planning and scheduling the projects effectively	Network Analysis	K2, K3
CO5 – Students learn about the completion of the program or assignment with minimum time and cost.	Transportation and Assignment Problem	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3						3		
CO2	2	3	3			2		3		
CO3		3				3		3		
CO4		3				3		3		
CO5		3				3		3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics and Statistics	P.A. Navnitham	Jai Publishers, Trichy	2019
2	Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2012
3	Operations Research	S.Kalavathy	Vikas Publishing House, New Delhi.	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Mathematics	P.R.Vittal	Margham Publications, Chennai	2005
2	Introduction to Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2005
3	Business Mathematics	M.Wilson	Himalaya Publishing House	2012

Pedagogy: Lecture, PPT presentation, Seminar, Assignment, Quiz, Group Discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21402K	Online Swayam: SOFT SKILLS	2			

OBJECTIVES: The course aims to develop the soft skills, communication and behavioural skills of the students

LINK:https://swayam.gov.in/nd1_noc20_hs60/preview

Week 1:

Introduction to Soft Skills, Aspects of Soft Skills, Effective Communication Skills, Classification of Communication, Personality Development

Week 2:

Positive Thinking, Telephonic Communication Skills, Communicating without Words, Paralanguage

Week 3:

Proxemics, Haptics: The Language of Touch, Meta-communication, Listening Skills, Types of Listening

Week 4:

Negotiation Skills, Culture as Communication, Organizational Communication

Week 5:

Communication Breakdown, Advanced Writing Skills, Principles of Business Writing

Week 6:

Business Letters, Business Letters: Format and Style, Types of Business Letter

Week 7:

Writing Reports, Types of Report, Strategies for Report Writing, Evaluation and Organization of Data

Week 8:

Structure of Report, Report Style, Group Communication Skills

Week 9:

Leadership Skills, Group Discussion, Meeting Management, Adaptability & Work Ethics

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Week 10:

Advanced Speaking Skills, Oral Presentation, Speeches & Debates, Combating Nervousness, Patterns & Methods of Presentation, Oral Presentation: Planning & Preparation

Week 11:

Making Effective Presentations, Speeches for Various Occasions, Interviews, Planning & Preparing: Effective Résumé,

Week 12:

Facing Job Interviews, Emotional Intelligence & Critical Thinking, Applied Grammar

BOOKS AND REFERENCES:

1. Butterfield, Jeff. Soft Skills for Everyone. New Delhi: Cengage Learning. 2010.
2. Chauhan, G.S. and Sangeeta Sharma. Soft Skills. New Delhi: Wiley. 2016.
3. Goleman, Daniel. Working with Emotional Intelligence. London: Bantam Books. 1998.
4. Hall, Calvin S. et al. Theories of Personality. New Delhi: Wiley. rpt. 2011.
5. Holtz, Shel. Corporate Conversations. New Delhi: PHI. 2007.
6. Kumar, Sanjay and Pushp Lata. Communication Skills. New Delhi: OUP. 2011.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21502A	Core: CORPORATE ACCOUNTING – II	4	Theory	80	20

Objectives:

- To know the various techniques of accounts framed for the corporate sectors.
- To find out the important determinants in the case of balance sheet, statement of profit.
- To acquire the knowledge of Holding companies.

UNIT I Valuation of Goodwill: (Teaching Hours: 13)

Valuation of Goodwill – Need for valuation – Factors affecting the value of goodwill – methods - Valuation of Shares **(Theory and Problems)**

UNIT II Banking Companies Accounts: (Teaching Hours: 12)

Banking Companies Accounts: Preparation of Profit and Loss Account and Balance Sheet. **(Only Problems)**

UNIT III Insurance Companies Accounts: (Teaching Hours: 13)

Insurance Companies Accounts - Life assurance companies - Revenue accounts: Valuation Balance Sheet, Statement of distribution of profits. General Insurance – Fire, Marine Insurance **(Theory and Problems)**

UNIT IV Accounts of Holding Companies: (Teaching Hours: 15)

Accounts of Holding Companies (As per Revised Schedule –VI) (excluding chain Holdings) - Capital and Revenue profit - Minority Interest-Capital Reserve - Treatment of unrealised profits - Mutual obligation - Revaluation of Assets and liabilities - Bonus shares issued by subsidiary company - Preference shares in Subsidiary company. **(Only Problems)**

UNIT V Accounting Standards: (Teaching Hours: 12)

Accounting Standards - Scope of Accounting Standards - Procedure for issuing Accounting Standards - Disclosure of Accounting policies - Valuation of Inventories - Cash flow Statements - Depreciation Accounting. **(Theory Only)**

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Determination of Goodwill of a company	Valuation of Goodwill	K2
CO2 - Acquire knowledge of Preparation of Banking Company Accounts	Banking Companies Accounts	K3 &K4

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CO3 - Acquire the skill of analyzing the Insurance company accounts	Insurance Companies Accounts	K4
CO4 - Preparation of Holding company accounts and determination of capital and revenue profit	Accounts of Holding Companies	K3
CO5 -Evaluating the various Accounting Standards and its procedures	Accounting standards	K3&K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	1		1	2		1	
CO2	2	3	2	2	3	1	3			
CO3	3	3	3	1	2	1	2		1	
CO4	2	3	2		2		2			
CO5	2	3	2	1	3	1	2	1	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Accounting	T. S. Reddy& Murthy	Margam Publication, Chennai.	2020 & 1 st Edition
2	Advanced Accountancy	Jain S.P, Narang K.L	Kalyani Publication, New Delhi.	2016 & 4 th Edition
3	Advanced Accountancy	R. L. Gupta&Radhaswamy,	Sultan Chand & Sons, New Delhi.	2019 & 1 st Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publication
1	Advanced Accountancy	S. N. Maheswari,	S Kalyani Publication, New Delhi	2001 & 19 th Edition
2	Advanced Accounting	Shukla M C, Grewal T S& S C Gupta,	S Chand, New Delhi	2020 & 1 st Edition
3	Corporate Accounting	Bhusan Kumar Goyal	Taxman	2020 & 7 th edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21502B	Core: FINANCIAL MANAGEMENT	4	Theory	40	60

Objectives:

- To describe financial management and role of financial manager.
- To study the Capital structure, Capital budgeting and Dividend policy of the company.
- To calculate Cost of capital.

UNIT I Financial Management and Planning: (Teaching Hours: 12)

Nature of financial management – Scope - objectives – Functions – Role and functions of financial manager – Financial Planning – meaning – Scope of financial planning. Time value of money.

UNIT II Capitalisation and Capital Structure: (Teaching Hours: 14)

Capitalisation – over capitalisation and under capitalization. Financial leverage – measures – EBIT – EPS Analysis – Operating leverage – Theories of Capital structure – Net income approach – Net operating income Approach. MM Hypothesis, Traditional approach– Determinants of Capital structure.

UNIT III Capital Budgeting: (Teaching Hours: 13)

Capital budgeting – Techniques – Payback period method, Discounted cash flow method, Accounting Rate of Return method.

UNIT IV Cost of Capital: (Teaching Hours: 13)

Cost of Capital – Meaning and importance – Cost of debt, preference, equity and retained earnings – Weighted average cost of capital.

UNIT V Dividend Policy: (Teaching Hours: 13)

Dividend Policy – Meaning - Factors determining dividend policy - Theories – MM Hypothesis - Walter's Hypothesis – Gordon's Approach.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the concepts of Financial Management and Financial Planning	Financial Management and Planning	K1 & K2
CO2 - Acquire knowledge about Capitalisation and Capital Structure	Capitalisation and Capital Structure	K3 & K4

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CO3 - Analyse the methods of Capital Budgeting	Capital Budgeting	K3, K4 & K5
CO4 - Applying the Computation of Cost of Capital	Cost of Capital	K3 & K4
CO5 - Evaluate the Concept of Dividend Policy	Dividend Policy	K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	1		1	2		1	
CO2	2	3	2	2	3	1	3			
CO3	3	3	3	1	2	1	2		1	
CO4	2	3	2		2		2			
CO5	2	3	2	1	3	1	2	1	1	

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Financial Management	Sharma & Shashi k Gupta	Kalyani Publishers, New Delhi	2017 & 11 th Edition
2.	Financial Management	I. M. Pandey,	Vikas Publishing House Pvt LTD, New Delhi	2011 & 9 th Edition
3.	Financial Management	Khan & Jain,	Tata MC Graw Hill Publishing Co Ltd, New Delhi	2010 & 10 th Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publication
1.	Elements of Financial Management	Dr. S. N. Maheshwari	Kalyani Publication Chennai	2015
2.	Financial Management	Prasanna Chandra	Tata McGraw Hill	2012
3.	Financial Management	Dr. A. Murthy	Margham Publications, Chennai	2017

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21502C	Core: COST ACCOUNTING	4	Theory	60	40

Objectives:

- To describe the cost accounting, elements of Cost.
- To calculate value of material, labour Cost.
- To calculate process costing and operating Costing.

UNIT I Methods of Cost Accounting: (Teaching Hours: 13)

Cost Accounting - Definition, meaning and scope - Relationship of Cost accounting with financial accounting and management accounting - methods of costing - cost analysis - concepts and classifications - Elements of cost - preparation of cost sheet and tender - Costing as an aid to management - limitations of cost accounting.

UNIT II Valuing of Materials: (Teaching Hours: 13)

Materials - Purchasing of materials, procedure and documentation involved in purchasing - requisitioning for stores - Cost centre, cost unit and profit centre. Methods of Valuing material issues - Minimum, Maximum and reordering levels - EOQ - Perpetual inventory - control over wastages, scrap and spoilage, - ABC analysis after EOQ.

UNIT III Labour and Overhead Costing: (Teaching Hours: 14)

Labour – Systems of wage payment, idle time, control over idle time - labour turnover - causes of labour turnover – Overhead-Classification of overhead - Allocation and Apportionment of overhead - basis of apportionment – absorption of overhead (problems relating to primary and secondary distribution only)- Machine hour rate

UNIT IV Process Costing: (Teaching Hours: 13)

Process costing: Features of process costing - Process losses – waste – scrap - normal process loss - abnormal process loss – abnormal gain - inter-process profit (excluding equivalent production) - Costing of joint products and by-products.

UNIT V Operating Costing: (Teaching Hours: 12)

Operating costing - contract costing - Reconciliation of costs and financial accounts.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Acquiring the knowledge of cost concepts and methods and preparation of cost sheet and tender	Methods of Cost Accounting	K2 &K3
CO2 - Defining the procedure and documentation involved in purchasing.	Valuing of materials	K1 & K2

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CO3 - Understanding the concepts of wage payment and allocation of overhead.	Labour turnover and overhead classification.	K2 &K4
CO4 - Evaluating the inter-process profit in process costing.	Process costing	K3 & K5
CO5 - Analysing the cost in operating and find out the actual cost in contract costing.	Operating and Contract costing	K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	2	1	1		1	
CO2	2	2	1	3	2	1	1			
CO3	3	3	2	3	2	2	1	1	1	
CO4	2	2	1	3	1	1	1		1	
CO5	2	1	1	3	2	2	1		1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cost Accounting	Jain, S.P(r) &Narang	K.L Kalyani Publications	2015 & 1 st edition
2	Cost Accounting and Methods and Problems	Bhar B.K	Academic Publication	2012 & 4 th edition
3	Cost Accounting and Methods and Problems	Murthy & Reddy	Margam Publications	2012 & 4 th edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1	Cost Accounting	R.S.N Pillai&Bhagavathi	Sultan Chand & SonsCompany	2008
2	Cost and Management Accounting	S N Maheswari	Sultan Chand & Sons	2013
3	Cost Accounting	S N Maheswari	Sultan Chand & Sons	2014

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21502D	Core: BUSINESS RESEARCH METHODS	4	Theory	20	80

Objectives:

- To gain knowledge about how to do a Research in the field.
- To understand research methodology in the field.
- To study about report writing and its layout.

UNIT I Research and Research design: (Teaching Hours: 13)

Introduction to Research - Meaning - Characteristics of good research - Objectives of Research - Types of Research - Research Process- Identification of Research Problem - Techniques involved in defining a problem. Research Design: Meaning - Definition - Need and Importance - Features of a good design - Steps - Types of research design.

UNIT II Sample design: (Teaching Hours: 13)

Sampling Design - Meaning - Steps in Sampling- Criteria for good sample design-characteristics of good Sample design - Types of sample designs: Probability and Non-Probability - Sample size and Population Size – Meaning

UNIT III Measurement and scaling techniques: (Teaching Hours: 10)

Measurements and Scaling Techniques: Meaning- Sources of Error in measurement - Tests of sound measurement. Scaling: Meaning – Classification - important scaling techniques.

UNIT IV Processing of data and hypothesis: (Teaching Hours: 17)

Processing of Data - Editing - Coding – Classification - Tabulation. Analysis of data: Meaning-type of analysis. Hypothesis - meaning - formulation - types - steps in testing of hypothesis. Parametric Test: T-test, F-test, ANOVA- Chi-square test.

UNIT V Interpretation and report writing: (Teaching Hours: 12)

Interpretation: Meaning – significance - techniques. Report Writing: Meaning - significance- steps in writing report - Layout of Report - Type of Reports - Mechanics of writing a research report.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the concept of research, its process, problem and design	Research and Research design	K1 & K2

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CO2 - Acquire knowledge about sampling design and size	Sample design	K1 &K3
CO3 - Analyse about various measurement and scaling techniques	Measurement and scaling techniques	K4 &K2
CO4 - Evaluating the Concept of processing and analyzing of data and testing of hypothesis	Processing of data and hypothesis	K5
CO5 - Applying the concept of interpretation, report writing, its layout, types and mechanics.	Interpretation and report writing	K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			1	1	1			1	
CO2	3	1	2	2				3	1	
CO3	3	1	2	1	2			3		
CO4	3			2				3		
CO5	3			2				2		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No	Title	Author	Publishers	Publication Year & Edition
1	Research methodology - methods and techniques	C. R. Kothari	New age international publishers	2013 & 2 nd revised edition
2	Research Methodology	Mukul Gupta, Deepa Gupta	PHI Learning Private Limited	2011 & 3 rd edition
3	Research Methodology	R.Panneerselvam	PHI Learning Private Limited	2013 & 2 nd edition

Reference Books

S.No	Title	Author	Publishers	Year of Publication
1	Research Methodology	Thanulingom. N	Himalaya Publishing House	2010
2	Research Methodology	Ranjit Kumar	Pearson Publications	2005 & 2 nd edition
3	Business Research Methodology	J.K. Sachdeva	Himalaya Publishing House	2009 & 1 st Edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21502K	Online Swayam: BUSINESS ETHICS	4			

Objectives:

- To impart knowledge of Business Ethics to the student
- To impart knowledge of various Business Ethics practices
- To make them understand the concept of modern Business ethics and Applications

Course Link: <http://www.swayam.gov.in>

Week 1 : Meaning and Nature of Ethics, Moral and Ethics: Importance of Ethics, Types of Ethic Causes of Unethical Behavior

Week 2 : Meaning, Nature and Importance of Business Ethics, Types of Business Ethics, Factors Influencing Business Ethics, Corporate Ethics: Ethical Behavior and Audit of Ethical Behavior

Week 3 : Individual Ethics, Professional Ethics, Gandhian Philosophy of Ethical Behavior, Social Audit Concept of Globalization and Global Business Network, Relationship among Business, Business Ethics and Business Development

Week 4 : Developing Business System Ethics relating to Ethics in Global Economy, Marketing Ethics in Foreign Trade, Role of Business Ethics in Developing Civilized Society, Concept of Corporate Social Responsibility

Week 5 : Relationship between CSR and Business Ethics, Justice and Economic Environment Protection, Business Ethics and Consumer Protection, Business Ethics and Social Justice

Week 6 : Arguments for and against Corporate Social Responsibility, Meaning of Functional Ethics, Types of Ethics according to Functions of Business (Marketing and HRM), Types of Ethics according to Functions of Business (Purchase, Selling and Distribution)

Week 7 : Patents, Copy-rights, Intellectual Property rights, Trade Marks, and Business Ethics, Ethical Value System, Values

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Week 8 : Indian Values and Ethics, Business Ethics, Ethics and Corporate Excellence, Indian and Global Case Studies

BOOKS AND REFERENCES

1. Business Ethics - **O.C. Ferrell, John Paul Fraedrich, Linda Ferrell**
2. Business Ethics - **Gautam Pherwani**
3. Business Ethics - **Ritu Pamraj**
4. Business Ethics - **Prof. Agalgatti**
5. Governance ethics and social responsibility of business **Neeru Vasishth and Namita Rajput**
6. Business Ethics: Concepts and Cases - **Manuel G. Velasquez**



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21502S	Skill Based Subject – INSTITUTIONAL TRAINING	2	Practical	-	-

OBJECTIVE:

This Institutional Training is to be done during the summer break after Semester IV and is encouraged in order to enable students to gain practical experience in the field of their study. The type of Institutional Training needs to be approved by the Director. A request letter will be given to the student when approaching an organisation for Institutional Training opportunity.

GUIDELINES FOR STUDENTS:

1. Every student must do the Institutional Training for a minimum period of 21 days
2. Students can select only the Private/Public limited companies for their Institutional Training.
3. The Institutional Training can be done on the overall functioning of the organization or particularly about the functions of any department.
4. No two students can select the same company/department for doing Institutional Training.
5. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
6. The students are suggested to choose the nature of the company in which they have interest.
7. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
8. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
9. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
10. The students are advised to contact the respective tutor for any clarification regarding

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Institutional Training.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Relate classroom theory with workplace practice, describe and display hands-on experience on practical skills obtained during the programme	K1 & K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		3	2	2			3			2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: e-content, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21602A	Core: ENTREPRENEURIAL DEVELOPMENT	4	Theory	-	100

Objectives:

- The study helps to understand the functions, types of entrepreneurs, motivating factors.
- To identify the new areas of research and development in entrepreneurial venture.
- To gain a basic knowledge of incentives and subsidies offered by the Government.

UNIT I Entrepreneurship: (Teaching Hours: 13)

Concept of Entrepreneurship – Definition and functions of Entrepreneur – Personality traits of an Entrepreneur - Types of Entrepreneurs – Distinguish between an entrepreneur and a manager – Entrepreneurial Development Programme - Women entrepreneurs – role - problems and their prospects - Rural entrepreneurs.

UNIT II Motivation in Entrepreneurship: (Teaching Hours: 13)

Evolution of Entrepreneurs – Entrepreneurial mobility – factors influencing mobility. Entrepreneurial Motivation – Motivating factors – Entrepreneurial ambitions – Compelling reasons – Facilitating factors

UNIT III Entrepreneurial Techniques: (Teaching Hours: 13)

Creating and Leading an Entrepreneurial Organisation: Identifying new venture Opportunities – Environment Scanning – Idea processing and selection, SWOT and PEST analysis.

UNIT IV Government Assistance: (Teaching Hours: 13)

Incentives and Subsidies offered by the Central and State government - Institutional finance to entrepreneurs – Role of government and other organisations in entrepreneurial growth

UNIT V Project Management: (Teaching Hours: 13)

Project management: Project classifications - Identifications - formulation and design - feasibility analysis - Preparation of Project Report and presentation. Project Appraisal – Concept and methods.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understanding the concept of Entrepreneurship	Entrepreneurship	K2

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CO2 - Applying the motivating theories in entrepreneurship	Motivation in Entrepreneurship	K3
CO3 - Analysing the organization through managerial tools	Entrepreneurial Techniques	K4
CO4 - Examine the governmental and non-governmental support offered to the entrepreneurs.	Government Assistance	K2
CO5 - Evaluating the project report	Project Management	K5

Note: K1- Remembering; K2 - Understanding; K3 - Applying; K4 - Analysing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		3	3	2	3	1	1	2	
CO2	2		2	3	3	3			1	
CO3	2		2	3	2	3	1	1	1	
CO4	2		2	2	3	1	1	1	2	
CO5	3		2	3	2	3		1	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Entrepreneurial Development	Gupta C.B and Srinivasan N.P	Sultan & chand sons	2017 & 3 rd edition
2	Dynamics of Entrepreneurial Development	Vasant Desai	Himalaya Publishing house, New Delhi.	2019 & 1 st edition
3	Entrepreneurial Development	S.S.Khanka	Sultan & chandsons, New Delhi	2017 & 3 rd edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publication
1	Entrepreneurial Development	Gordon & Natarajan,	Himalaya Publishing house, New Delhi	2015
2	Entrepreneurial Development	P Saravanavel	Margham Publication	2020
3	Entrepreneurship for the creative and cultural industries.	Kolb Bonita M	Routedge	2015

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21602B	Core: MANAGEMENT ACCOUNTING	4	Theory	60	40

Objectives:

- To know the methods of analyzing the Financial Statements.
- To find out Working capital requirement, Fund flow and Cash flow statement.
- To know about the Marginal costing techniques, prepare various types of Budgets.

UNIT I Management accounting – scope and need: (Teaching Hours: 13)

Management accounting - Meaning, objectives, functions and scope – Distinction between Management Accounting, Cost Accounting and Financial Accounting - need and significance of management accounting.

UNIT II Analysis and interpretation of financial statement: (Teaching Hours: 14)

Analysis and interpretation of Financial statements - Ratio analysis – meaning and significance - uses and limitation of ratios – classification of ratios – profitability ratios – turnover ratios – solvency ratios.

UNIT III Working capital requirement: (Teaching Hours: 15)

Working capital - concepts, kinds, importance and sources of working capital – Estimation of working capital requirements - Fund flow and Cash flow analysis.

UNIT IV Marginal costing: (Teaching Hours: 11)

Marginal costing – features – cost volume profit analysis – Break even analysis – managerial applications of marginal costing – significance and limitations of marginal costing.

UNIT V Budget and budgetary control: (Teaching Hours: 12)

Budgeting and budgetary control - definition, objectives, importance, classifications of budgets, Zero based budgeting – process and its importance - preparation of different budgets - Flexible Budget, Cash Budget, Materials and Production Budget.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the concept of management accounting, its functions, need and scope	Management accounting – scope and need	K1 & K2

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CO2 - Acquire knowledge about ratio analysis and interpreting financial statements	Analysis and interpretation of financial statement	K1 & K3
CO3 - Analyse about working capital needs, Cash Flow and Funds Flow statements	Working capital requirement	K4 & K2
CO4 - Evaluating the Concept of Marginal costing, break even, Cost volume profit analysis	Marginal costing	K5
CO5 - Applying the concept of various budgets and budgetary control.	Budget and budgetary control	K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			2		2		3		
CO2	3		1	2	2	1		3		
CO3	3		2	2		2		3	3	
CO4	3			2		1		3	1	
CO5	3			2		2		3	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No	Title	Author	Publishers	Publication Year & Edition
1	Management Accounting	Sharma R.K Sashi K Gupta Neeti Gupta	Kalyani publishers	2016 & 4 th edition
2	Cost and Management Accounting	Jain and Narang	Kalyani publishers	2013 & 21 st edition
3	Management Accounting	S.N Maheshwari	Sultan Chand and Sons	2013 & 3 rd edition

Reference Books

S.No	Title	Author	Publishers	Year of Publication
1	Management Accounting	Reddy T.S and Reddy H.P	Margham Publications	2013 & 8 th Edition
2	Management Accounting	RSN Pillai & Bagavathi	Sultan Chand and Sons	2010
3	Management Accounting	S.P Gupta K.L Gupta	Sahitya Bhawan Publications	2019 Revised

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21602S	Core – PROJECT AND VIVA VOCE	7	Practical	-	-

Objectives:

The Objectives of the main project should facilitate the students,

- To apply specific principles and investigations of research methodology to provide solutions to the organizational problems.
- To apply management concepts to organizational settings
- To understand real organizational situation

Area of research:

Working Capital Management, Performance Evaluation, Risk and Return Analysis, Comparative Analysis, Micro Finance, Mutual Fund Performance, Service Quality, HR Practices, Non Performing Assets.

Period:

1 Month of their final Year.

Instructions to the students:

1. Students are expected to identify a company, preferably in Coimbatore or nearby areas, since they are expected to be in contact with the company throughout the project. However, the students can do the project anywhere in India after getting approval from the Director.
2. Guide will be allocated to each student and he/she should regularly communicate to the concerned guide and has to get approval for every process.
3. Project Work should be either a Field Survey study, Comprehensive Case study on the functioning of a business organization, Inter-organizational study, and application of optimization techniques for business decisions.
4. Choose any organization preferably a medium sized or a large enterprise and approach its HR manager / PRO for necessary permission.
5. Each Student will be interviewed by an Expert Committee to validate the project. Each Student should appear with the Company Name, chapter scheme and tool selection

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for approval.

6. After getting approval from the Expert Committee, the student has to submit the acceptance letter and attendance certificate received from the company and followed by that he/she will be permitted to start the process relevant to project.
7. Students will be evaluated by their performance in their reviews. Students are asked to appear for all the reviews without fail and are advised to maintain a record of such review duly signed and approved by the guide.
8. Review presentation should be made by the students in PowerPoint. Mark will not be provided to the student if he/she is absent for the review.
9. Cover wrapper should be Grey in color. Students should submit 1 copy of fair draft report in the form of soft binding during the time of submission along with the CD.
10. Students are informed to stick on to the given instructions.

STRUCTURE OF PROJECT:

Structure of project work should contain the following chapters to maintain the uniformity in preparation and presentation

Chapter No. 1	-	Introduction
Chapter No. 2	-	Literature Review
Chapter No. 3	-	Research Methodology
Chapter No. 4	-	Analysis and Interpretation of Data
Chapter No. 5	-	Findings, Suggestions and Conclusion

Component

CA	:	25
Review-I	:	10
Review II	:	10
Work Diary	:	5
Total	:	25

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TEE	:	75
Internal Examiner	:	25
External Examiner	:	25
Viva Voce Examination	:	25
Total	:	75

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Describe and display hands-on experience on skills obtained during the research project, outline the data analysis process and find statistical tools used for analysis and prepare quality research output and presentation.	K1, K2 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	3		2	3	3		2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: e-content, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21602U1	Elective - I: AUDITING	4	Theory	-	100

Objectives:

- To study the objectives of auditing, classification and Audit procedures.
- To explain about the procedures of Vouching, verifications of Assets and liabilities, Valuation of Assets and liabilities.
- To study Auditors Rights, duties and their Liabilities.

UNIT I Concept of Auditing: (Teaching Hours: 13)

Origin of Auditing - Definition - Difference between auditing and accountancy - objectives of auditing - Types of Errors and Fraud - Advantages and limitations of auditing - Difference between Auditing and investigation - qualification and qualities of an auditor.

UNIT II Classes of Audit, Internal Check and Internal Control: (Teaching Hours: 15)

Different Classes of Audit – Mode of Audit - Continuous audit - Final audit - Interim Audit - Balance sheet audit - Audit procedure - Planning of Audit- Audit Programme - Audit Note book - Audit working papers - Internal control - Internal check and internal audit - Internal check as regards wages and sales.

UNIT III Vouching: (Teaching Hours: 12)

Vouching – Definition – objectives – Auditors duties regarding vouching of cash receipts - vouching of cash payments – vouching of credit purchase - vouching of credit sales – vouching of impersonal ledger – outstanding assets and liabilities.

UNIT IV Verification and Valuation of Assets and Liabilities: (Teaching Hours: 12)

Verification of assets and liabilities – Definition – objectives – Difference between vouching and verification - valuation of assets and liabilities - meaning – objectives - Auditors position in respect of valuation of assets – plant and machinery – building – stock – debtors - Auditors duties regarding verification and valuation of liabilities - capital – creditors – loans and advances.

UNIT V Company Audit, Audit of Share Capital and Transfer: (Teaching Hours: 13)

Company Audit - Appointment and removal of auditors – Rights, duties and Liabilities of Company auditors - Audit of share capital and share transfer.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the concept of Auditing and Investigation	Concept of Auditing	K1 & K2

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CO2 - Acquire knowledge about Classes of Audit, Internal Check and Internal Control	Classes of Audit, Internal Check and Internal Control	K3 & K4
CO3 - Analyse the methods of Vouching of Transactions	Vouching	K3, K4 & K5
CO4 - Applying the Verification and Valuation of Assets and Liabilities	Verification and Valuation of Assets and Liabilities	K3 & K4
CO5 - Evaluate the Concept of Company Audit, Audit of Share Capital and Share Transfer	Company Audit, Audit of Share Capital and Share Transfer	K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	2		3		2	1	
CO2	2	3	2	2		3		1	1	
CO3	1	3	3	1	2	1	1	2	1	
CO4	2	3	3	2	2		2			
CO5	2	3	2	1	3	1	3	1	1	

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Practical Auditing	Dr Radha	Prasanna Publishers, Chennai	2017 & 8 th Edition
2.	Principles and Practice of Auditing	Dinkar Pagare	Sultan Chand & Sons, New Delhi	2007 & 12 th Edition
3.	Practical Auditing	Tandon, B.N	Sultan Chand & Company Ltd,	2009 & 10 th Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publication
1.	Auditing	R C Bhatia	Vikas Publishing House Pvt L	2010
2.	Auditing	Kamal Nath	Tata Mcgraw – Hill Publishing Company ltd, New Delhi.	2017
3.	Practical Auditing	S. Vengadamani	Margham Publications, Chennai	2018

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21602V1	Elective - II: INVESTMENT MANAGEMENT	4	Theory	20	80

Objectives:

- To examine the types, concepts, and techniques of investment for effective management in the private and government sectors.
- To understand the various reputed theories on instruments for effective investment management.
- To evaluate various security – Price Earnings ratio.

UNIT I Concepts of Investments:

(Teaching Hours: 13)

Meaning and Definition of Investment – Concepts – Nature and features of Investment – Relationship between Risk and Return – Scope or types of Investment – Types of Investors – Stages in Investment – Difference between Investment, Speculation and Gambling – Types of Speculators in Stock market.

UNIT II New Issue Market:

(Teaching Hours: 15)

New issue market - meaning, Importance, Functions – Methods of Issuing securities – Reforms in NIM; Investment Alternatives: Negotiable Securities- Fixed Income Securities- Variable Income Securities- Non Negotiable Securities- Mutual Funds – Other Investments : Real Estate – Gold and Other Metals.

UNIT III Security analysis:

(Teaching Hours: 13)

Security analysis – meaning – methods – fundamental analysis – economic analysis – industry analysis – company analysis, technical analysis – meaning – assumption – tools used – types of charts – Dow theory, efficient market theory – meaning – Weak form, semi-strong form, strong form.

UNIT IV Security valuation:

(Teaching Hours: 12)

Security valuation – common stock – present value approach, one year holding period, multiple year holding, P/E ratio model.

UNIT V Portfolio management:

(Teaching Hours: 12)

Portfolio management – meaning – process – diversification – optimum portfolio – Markowitz model – Sharpe's model – evaluation of portfolio - New avenues of Investment – ULP- ULIS.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1 - Understand the various investment concepts and its types	Concepts of Investment	K1&K2

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CO2 - Acquire knowledge about New Issue market and Investment alternatives	New Issue Market	K2
CO3 - Analysis different types of securities using various techniques	Security Analysis	K2 & K4
CO4 - Applying various valuation models for security valuation and common stock	Security valuation	K3 & K4
CO5 - Evaluating the optimum Portfolio and various models of portfolio evaluation	Portfolio management	K4&K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	1		1	2		1	
CO2	2	2	2	1	3	1	3			
CO3	3	3	3	1	2	1	2		1	
CO4	2	2	2		2		2			
CO5	2	3	2	1	3	1	3	1	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Security Analysis and Portfolio Management	Dr.Punithavathy Pandian	Vikas publishing House, New Delhi	2010 & 2 nd edition
2	Investment Management (Security analysis & Portfolio Management)	Dr. L. Natarajan	Margham Publication	2015 & 3 rd edition
3	Investment Management	Bhalla. V.K	Sultan Chand and Company Ltd, NewDelhi	2008 & 10 th edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publication
1	Investment Management	Preeti Singh	Himalaya Publishing House, Mumbai	2016 & 1 st edition
2	Investment Management	Avadhani. V.A	Himalaya Publishing House, Mumbai	2003 & 9 th edition
3	Investment Management	Yogesh Maheswari	PHI Learning	2008 & 7 th edition

Pedagogy: Lecture, PPT presentation, seminar, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21602P	Skill Based Subject: LAB - MS OFFICE AND ACCOUNTING SOFTWARE	2	Practical	-	-

Ms WORD

1. Narrate the favorite place you have visited in a passage and do the formatting as given below:
 - a. Font size, style
 - b. Title should be in Bold, italics, underlined
 - c. Set left margin to 1.5, right margin to 1.75
 - d. Line spacing should be doubled
 - e. Apply border to the passage
 - f. Insert date and time, page number and header and footer
 - g. Insert of Clips Arts
 - h. Check Word Count, Spelling and Grammar
 - i. Include Double Column Style
 - j. Insert auto formatting of table
2. Using mail merge prepare an interview call letter.
3. Create a Layout of an Organization.
4. Design a Curriculum Vitae using Hyperlink

Ms EXCEL

5. Prepare a payroll using the following:
Basic – Rs. 50,000, D.A – 40%, HRA – 10%, TA – 15%, MA – 5%, CCA – 12%, PF – 12%, Deductions – 10%.
6. Design a Purchase Order for a company using Quantity, Description, Unit Price and Amount and include GST calculation.
7. Create a Sales Invoice using MS Excel (Quantity, Value, Discount and Tax to be apportioned using Formulas)
8. Create a Datasheet for Yearly Sales and Calculate Summary Statistical Measures such as Mean, Standard Deviation, coefficient of Variation and Trend Analysis using Formulas and Charts.
9. Create a Datasheet for Monthly Income and cost of living and compare the data using Correlation.

Ms POWER POINT

10. Design an advertisement for FMCG Product.
11. Prepare a Power Point presentation for Department function.
12. Prepare a Power Point presentation for Product Launch.
13. Draw up Production Process of a Company using Power Point.

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Ms ACCESS

14. Create a Database using MS – Access with the given fields;
Employee Number (Primary Key), Employee Name, Department, Designation, Salary, PF No.
15. With a given fields create a table (using design view, wizard view) in Ms-Access.
Register Number (Primary key), Name, Class, Mark1, Mark2, and Mark3. Use SQL Commands to find out Average and Total of Marks.

ACCOUNTING SOFTWARE

16. Create a Company using Tally.
17. Single Ledger - Create Assets, Liabilities, Income and Expenditure account.
18. Create accounting groups.
19. Enter some test transactions, say numbering 100 in the form of Cash Receipts, Cash Payments, Bank receipts, Bank payments, Purchase Bills, Sales Invoices, Debit Note, Credit note and General Journal Vouchers
20. Voucher Entries - Print the primary books for the same.
21. Create an opening Trial Balance and print the same.
22. Profit and Loss and Balance sheet.
23. Financial Ratio Analysis.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To make students understand the fundamental formatting of documents and assist them in preparing basic word processing operations such as mail merge etc.	K1, K2, K3
CO2	To make students to perform workbook specific exercises and to effectively use in-built functions.	K1, K2, K3, K4, K5
CO3	To prepare presentations on various activities and designing an organizational chart.	K1, K2, K5
CO4	To make students prepare a table and applying SQL commands to manipulate the data from the table.	K1, K2, K3, K4, K5
CO5	To create a company accounts and to prepare fundamental accounting operations using software	K1, K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2		1	1	3	2			1
CO2	1	3	1	1	2	3	1		1	2

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CO3	2	1		2		2	1			
CO4	1	1			2	3	2	1		2
CO5	2	1	1	2	1	2	2	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	MS Office	Dr. S. S. Shrivastava	Firewall Media.	2008
2	Office 2010 All-in-one for Dummies	Peter Weverka	Wiley Publishing Inc	2010
3	Tally 9.0	Namrata Agrawal	Dreamtech Press	2009
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Office 2007 for Dummies	Wallace Wang	Wiley Publishing Inc	2007
2	Working in Microsoft Office	Ron Mansfield	Tata McGraw-Hill	2008
3	Tally 9	Dinesh Maidasani	Firewall Media	2007

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Programme Outcome	
PO1	The course B.COM (Accounting and Finance) gives a wide knowledge, teaching them different concepts of various branches of commerce like Financial accounting, Cost & Management Accounting, and Project Appraisal & Finance, Taxation, working of Accounting Standards and Financial Management.
PO2	Students are provided with good analytical skills with analytical software like R programming, Python and SAS.
PO3	It also provides to Work effectively as individuals or in professional teams to accomplish tasks and solve higher order organizational problems in the area of Accounting and Finance.
PO4	Students can Pursue a successful career in all the relevant fields with professional and ethical responsibilities towards their profession, society and the environment by means of continuous education and professional development.
PO5	Students learn Statistics and Mathematics which imparts necessary skills to use the Analytical software's like R programming for business analytical purpose.
PO6	Students are imparted with the managerial decision making process and specific problem solving skills in the critical areas of cost & management accounting and planning & managing the financial resources of a business.
PO7	Students are given with internship training and major project work where they are allowed to select a manufacturing company and undergo training for a month's time where they learn about the practical handling of Accounts and Finance departments and also production, marketing, sales, HR, purchase, quality control departments in a concern.
PO8	Students are also learning the Research methodological process and practically does a research project in a chosen interest area of commerce.
PO9	The course also ensures that the students are updated with the updated legislations and regulations of personal taxation and application of Goods and Service Tax along with provisions of Customs Duty.
PO 10	The course is designed in such a way that provides good placement skills and communication skills.

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Programme Specific Outcome	
PSO1	The programme cultivates corporate level decision making capabilities by familiarizing corporate proceedings, accounting tools to analyze and interpret their financial statements with the ability to apply the knowledge of the provisions of laws in the areas of accounting and finance in practical situations.
PSO2	To disseminate the techniques of accounting and financial system by giving more insight to the latest development for the purpose of business functions and decision making to pursue career with an innovative professional potential.
PSO3	To nurture the contextual knowledge with intellectual, personal, interpersonal and societal competence to pursue a professional career and challenging job assignments in the glooming business gamut.
PSO4	The UG level Accounting and Finance programme imparts analytical skills in partnering with Institute of Analytics, Bangalore throughout the course.
PSO5	The course gives a practical exposure to the real business world by giving an opportunity for the students by exploring them towards leading business personalities and Enhancing the students with the entrepreneurial skills.



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SCHEME OF EXAMINATIONS

Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
						CA	TEE	TOTAL			
I	I	21100T/H/M/F	-	Tamil I /Hindi I/Malayalam I/French I	3	25	75	100	5	3	THEORY
	II	21100E1	-	Contemporary English-I	3	25	75	100	6	3	THEORY
	III	21191A	Core	Principles of Accounting	4	25	75	100	6	3	THEORY
	III	21191B	Core	Business Organisation & Management	3	25	75	100	5	3	THEORY
	III	21191C	Core	Business Communication	3	25	75	100	5	3	THEORY
	III	21191D	Allied	Business Mathematics and Statistics	3	25	75	100	6	3	THEORY
	IV	21100G	Skill Based Subject	General Awareness	2	25	75	100	2	3	THEORY
II	I	21200T/H/M/F	-	Tamil II /Hindi II/ Malayalam II/French II	3	25	75	100	5	3	THEORY
	II	21200E1	-	Contemporary English-II	3	25	75	100	6	3	THEORY
	III	21291A	Core	Financial Accounting	4	25	75	100	5	3	THEORY
	III	21291B	Core	Marketing Management	3	25	75	100	3	3	THEORY
	III	21291K		Online swyam: Managerial Economics	2						
	III	21291C	Skill Based Subject	Legal Aspects of Business	3	25	75	100	4	3	THEORY
	III	21291P	Allied	LAB - Excel Foundation	4	40	60	100	3	3	PRACTICAL
	IV	21200G	Environmental studies	Environmental Awareness	2	25	75	100	4	3	THEORY

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Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/Week	Exam Duration	Category
						CA	TEE	TOTAL			
IV	III	21300B/21300A	-	**Basic Tamil I/Advanced Tamil I /	2	100	NA		2	3	THEORY
		21300N	Non Major Elective – I	Personality Development and Soft Skills		40	60	100			
III	III	21391A	Core	Security Analysis and Portfolio Management	4	25	75	100	6	3	THEORY
	III	21391B	Core	Cost Accounting	4	25	75	100	6	3	THEORY
	III	21391C	Core	Direct Tax	4	25	75	100	5	3	THEORY
	III	21391D	core	International Financial Reporting Standards	4	25	75	100	6	3	THEORY
	III	21391P	Allied	LAB - Programming for Analytics	3	40	60	100	4	3	PRACTICAL
IV	IV	21300G1	Value Education	Indian Society, People and Culture	2	25	75	100	2	3	THEORY
V	V	21391S	Extension Activities	Mini project	1						PRACTICAL
IV	III	21400B/21400A	-	**Basic Tamil II /Advanced Tamil II /	2	100	NA	100	2	3	THEORY
		21400N	Non Major Elective – III	Basics in Business Process Outsourcing		40	60				
IV	III	21491A	Core	Project Appraisal and Finance	5	25	75	100	6	3	THEORY
	III	21491K		Online Swayam : Fundamentals in Banking and Insurance	4						
	III	21491B	Core	Management Accounting	5	25	75	100	5	3	THEORY
	III	21491C	Allied	Goods and Service Tax (GST)	4	25	75	100	6	3	THEORY
	III	21491P	Allied	LAB - Business Statistics with R Programming	3	40	60	100	4	3	PRACTICAL
IV	IV	21400G2	Skill based subject	Professional communication	2	25	75	100	2	3	THEORY

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Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/Week	Exam Duration	Category
						CA	TEE	TOTAL			
IV		21300B/21300A	-	**Basic Tamil I/Advanced Tamil I /	100	NA		3		THEORY	
		21300N	Non Major Elective – I	Personality Development and Soft Skills	2	40	60	100	2	3	THEORY
III		21391A	Core	Security Analysis and Portfolio Management	4	25	75	100	6	3	THEORY
		21391B	Core	Cost Accounting	4	25	75	100	6	3	THEORY
		21391C	Core	Direct Tax	4	25	75	100	5	3	THEORY
		21391D	core	International Financial Reporting Standards	4	25	75	100	6	3	THEORY
		21391P	Allied	LAB - Programming for Analytics	3	40	60	100	4	3	PRACTICAL
		21300G1	Value Education	Indian Society, People and Culture	2	25	75	100	2	3	THEORY
		21391S	Extension Activities	Mini project	1			GRADE*			
IV		21400B/21400A	-	**Basic Tamil II /Advanced Tamil II /	2	100	NA	100	2	3	THEORY
		21400N	Non Major Elective – I	Basics in Business Process Outsourcing		40	60				
IV		21491A	Core	Project Appraisal and Finance	5	25	75	100	6	3	THEORY
		21491K		Online Swayam : Fundamentals in Banking and Insurance	4						
		21491B	Core	Management Accounting	5	25	75	100	5	3	THEORY
		21491C	Allied	Goods and Service Tax (GST)	4	25	75	100	6	3	THEORY
		21491P	Allied	LAB - Business Statistics with R Programming	3	40	60	100	4	3	PRACTICAL
		21400G2	Skill based subject	Professional communication	2	25	75	100	2	3	THEORY

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Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
						CA	TEE	TOTAL			
V	III	21591A	Core	Corporate Accounting	4	25	75	100	6	3	THEORY
	III	21591B	Core	Financial Markets and Institutions	4	25	75	100	6	3	THEORY
	III	21591C	Core	Financial Management	4	25	75	100	5	3	THEORY
	III	21591U1	Elective-I	Business Research Methods	4	25	75	100	5	3	THEORY
	III	21591P	Allied	LAB - Multivariate Data Analysis	4	40	60	100	4	3	PRACTICAL
	III	21591S	Skill Based Subject	Institutional Training	2	40	60	100	1	3	PRACTICAL
	III	21591K		Online swyam: Entrepreneurship Development	4						
	III	21691A	Core	Auditing	5	25	75	100	6	3	THEORY
	III	21691U1	Elective-II	Financial Services and Derivatives	6	25	75	100	6	3	THEORY
VI	III	21691P	Allied	LAB - Data mining with R	5	40	60	100	4	3	PRACTICAL
	III	21691S	Skill Based Subject	Research Project and Viva Voce	4	40	60	100	2	3	PRACTICAL
				TOTAL	140			3700			

**Basic Tamil and Advanced Tamil - CA only

Sem.	Part	Subject Code	Subject Name
ELECTIVE I & II			
V	III	21591U1	ELECTIVE I: Business Research Methods
VI	III	21691U1	ELECTIVE II: Financial services and Derivatives

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21191A	CORE : PRINCIPLES OF ACCOUNTING	3	-	2	3	-	3	2	2	1	2
21191B	CORE : BUSINESS ORGANIZATION & MANAGEMENT	3	-	3	2	-	3	2	2	-	2
21191C	CORE : BUSINESS COMMUNICATION	2	-	3	-	-	2	3	1	-	3
21191D	ALLIED : BUSINESS MATHEMATICS AND STATISTICS	2	3	2	-	-	2	-	3	2	3
21100G	SKILL BASED SUBJECT : GENERAL AWARENESS										
21291A	CORE : FINANCIAL ACCOUNTING	3	-	2	3	-	3	3	2	1	2
21291B	CORE : MARKETING MANAGEMENT	3	-	3	2	-	3	2	1	-	2
21291K	ONLINE SWAYAM: MANAGERIAL ECONOMICS	3	-	3	3	2	2	2	3	-	3
21291C	SKILL BASED SUBJECT : LEGAL ASPECTS OF BUSINESS	2	-	3	3	-	3	2	3	-	3
21291P	ALLIED : LAB - EXCEL FOUNDATION	3	3	2	-	3	2	-	2	2	2
21200G	ENVIRONMENTAL STUDIES : ENVIRONMENTAL AWARENESS										
21391A	CORE : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	3	-	3	1	-	3	3	2	-	3
21391B	CORE : COST ACCOUNTING	3	-	3	3	-	2	2	3	2	3
21391C	CORE:DIRECT TAX	3	-	3	2	-	3	2	3	3	2
21391D	CORE : INTERNATIONAL FINANCIAL REPORTING STANDARDS	3	-	3	2	-	2	3	1	-	2
21391P	ALLIED : LAB - PROGRAMMING FOR ANALYTICS	3	3	3	2	3	1	-	2	-	3
21300G1	VALUE EDUCATION : INDIAN SOCIETY, PEOPLE AND CULTURE		-			-					
21391S	EXTENSION ACTIVITIES : MINI PROJECT	2	3	3	3	2	3	-	-	-	2

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21491A	CORE : PROJECT APPRAISAL AND FINANCE	3	2	3	2	1	3	2	2	1	2
21491K	ONLINE SWAYAM: FUNDAMENTALS IN BANKING AND INSURANCE	3	-	3	3	-	3	2	2	1	2
21491B	CORE : MANAGEMENT ACCOUNTING	3	-	3	3	-	3	1	3	2	3
21491C	ALLIED : GOODS AND SERVICE TAX (GST)	3	-	3	2	-	2	2	2	3	2
21491P	ALLIED : LAB - BUSINESS STATISTICS WITH R PROGRAMMING	3	2	3	3	2	3	2	2	-	2
21400G2	SKILL BASED SUBJECT : PROFESSIONAL COMMUNICATION	3	3	3	3	3	2	3	3	3	2
21591A	CORE : CORPORATE ACCOUNTING	3	-	3	3	-	3	2	2	1	1
21591B	CORE : FINANCIAL MARKETS AND INSTITUTIONS	3	-	3	2	-	2	3	2	-	3
21591C	CORE: FINANCIAL MANAGEMENT	3	1	3	3	-	3	2	2	-	2
21591U1	ELECTIVE-I : BUSINESS RESEARCH METHODS	3	3	3	2	3	3	-	2	-	2
21591P	ALLIED: LAB - MULTIVARIATE DATA ANALYSIS	3	3	3	2	3	2	-	2	-	3
21591S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	3	3	3	3	3	3	3	3	3	3
21591K	ONLINE SWAYAM: ENTREPRENEURSHIP DEVELOPMENT	3	2	3	3	1	3	2	2	1	2
21691A	CORE : AUDITING	3	-	3	3	-	3	1	2	2	2
21691U1	ELECTIVE-II : FINANCIAL SERVICES AND DERIVATIVES	3	-	3	3	-	3	2	1	1	2
21691P	ALLIED : LAB - DATA MINING WITH R	3	3	2	-	-	3	2	-	3	3
21691S	SKILL BASED SUBJECT : RESEARCH PROJECT AND VIVA VOCE	-	3	-	-	-	2	-	3	-	3

In--dicators: 1. Reasonable 2. Significant 3. Strong

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E1	CONTEMPORARY ENGLISH I	3	Theory	-	100

Objective of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar**[10 Hours]**

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication**[10 Hours]**

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

Unit-III: Spoken English**[10 Hours]**

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills**[10 Hours]**

Listening skills-Videos on Self-motivation and Phonetics,
Speaking skills-Phone Conversations and Conversational Fillers,
Reading skills-Newspaper Article Review and Reading Comprehension,
Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature**[10 Hours]**

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.

Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behavior.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, IInd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, IInd Ed
4	Understanding and Using English Grammar	Betty Schramper Azad	Orient Backswam	2009

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21191A	CORE: PRINCIPLES OF ACCOUNTING	4	Theory	80	20

Objective of the Course:

- To develop an understanding of the framework of accounting principles, and procedures that governs the format of financial statements.
- To obtain solid application knowledge on the preparation of final accounts.
- To gain understanding and to provide working knowledge of Consignment Account current and Average due Date.

UNIT I Basics of Book keeping (Teaching Hours: 13)

Fundamentals of book keeping – accounting concepts and conventions - merits and demerits of accounting – Journal and Ledger.

UNIT II Cash book (Teaching Hours: 13)

Cash Book – Preparation of different types of cash book – Subsidiary Books- Bank Reconciliation Statement – meaning – uses – BRS with correction from pass book as well as from cash book

UNIT III Final Accounts (Teaching Hours: 13)

Preparation of Trial Balance – preparation of trading account, profit and loss account and Balance sheet of a sole trader business.

UNIT IV Account current and Average due date (Teaching Hours: 13)

Account Current – Meaning – Product method - Daily balance method - Average Due Date – meaning - Determination of Average Due date and calculation of interest.

UNIT V Consignment and Joint venture (Teaching Hours: 13)

Consignment - meaning – distinguish between consignment and sale – Normal loss - Abnormal loss (without profit load) - Joint venture- Difference between Consignment and Joint Venture.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Fundamentals of book keeping and accounting Concepts and Conventions	K1 &K2
CO2	Prepare Cash Book, Preparation of various types of Cash book, Bank Reconciliation Statement	K3 &k5
CO3	Analyze the trial balance and preparation of final statements of accounts of a sole trading business.	K4 & k5
CO4	Analyze average due date and account current	K3 & k4
CO5	Consignment and joint venture account	K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	3						2
CO2	2		1	2		3		2		
CO3	3		2	2		2	2			2
CO4	2		2	1					1	
CO5	2		1			2				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	Reddy and Murthy	MarghamPublications,	2018, fifth edition
2	Advanced accountancy	Jain S.P and Narang K.L	Kalyani Publishers	2017,21 st Revised
3	Introduction to Advanced accounting	R.L.Gupta and Radhaswamy	Sultan Chand & Sons	2014, 3rdEdition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles and Practice of Accountancy	R.L. Gupta and V. K.Gupta	Sultan Chand & Sons	2014 Reprint
2	Principles of Accountancy	Nagarajan KL, Vinayagam N & Mani PL	Sultan Chand & Sons	2015 Revised Edition
3	Financial Accounting	N. Vinayagam and B. Charumaki	Sultan Chand & Sons	Reprint 2008.

Pedagogy: Teaching /learning methods: **Lecture, PPT presentation Assignments, Solving practical problems.**

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21191B	CORE: BUSINESS ORGANISATION AND MANAGEMENT	3	Theory	-	100

Objective

- To impart knowledge on various aspects of business
- To learn about various organizational structures
- To learn the different functions of management

UNIT I: Business forms and procedures (Teaching Hours: 13)

Nature and scope of business - Forms of Business Organisation: Sole trader, Partnership firms, Joint Stock Companies and co-operative societies - Public Enterprise - Registration Procedures

UNIT II: Location of business & Stock Exchange (Teaching Hours: 13)

Location of business – factors influencing location, localisation of industries - size of firms - Stock exchange – functions – DEMATING – depositories – SEBI - functions of SEBI.

Unit III: Management & Planning (Teaching Hours: 13)

Management - Nature and scope of Management - Functions of Management - Planning - Meaning, Nature and importance of Planning - Advantages and limitations - Steps in planning - Methods and types of Plans . Decision making - Steps in decision making

Unit IV: Organisation (Teaching Hours: 13)

Organisation - Meaning, nature and importance - Principles of sound organisation - Organisation structure- Span of control - Organisation chart- Key elements of organisation process viz., Departmentation, Delegation and Decentralisation - Authority relationships - Line, functional and staff.

Unit V: Motivation, Leadership, Co-ordination & Control (Teaching Hours: 13)

Motivation - Need - Motivational Theories in Management - Leadership styles – Co-ordination - Techniques of co-ordination; Control – steps - Techniques of control

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the different Business forms and procedures	K1 & k2
CO2	To understand about functioning of stock exchanges and SEBI	K2
CO3	To study the planning function and decision making process	K3
CO4	To learn the key elements of organizational process	k5
CO5	To know the motivational theories and leadership styles	K3 & k5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	2		1				
CO2	2		2	2		2				
CO3	3		3			3				2
CO4	2		2	2			2	2		
CO5	3		3			3				2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Organisation and Management	Bhushan Y.K	Sultan Chand &Co.Ltd,	2005 fifth
2	Modern Business and Organization Management	S. A. Sherlekar and V. S. Sherlekar	Kalyani Publishers	2000 sixth
3	Business organisation and management	Shukla	Sultan Chand & Sons	2001 thirteenth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Modern business	Chatterjee	Sultan Chand and Sons.	1998 eleventh
2	Business Management	Dinkarpagare	Sultan Chand and Sons	2009 fifth
3	Business organisation and management	M C Shukla	S chand&co.Ltd	2010 fifteenth

Pedagogy: Teaching /learning methods: PPT presentation, e-content seminar, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21191C	CORE: BUSINESS COMMUNICATION UNIT I-IV (THEORY) UNIT V (PRACTICAL)	3	Theory	-	100

Objective:

- To develop ability to communicate on matters having relevance to day – to –day business operations.
- Students acquire skills of developing and delivering effective presentations
- To understand effective interpersonal communications skills that maximize team effectiveness

Unit I An overview of Business Communication (Teaching Hours: 13)

Definition -Types and patterns of communication - Spoken communication - Written communication - Non-verbal communication – Audio - visual communication and Multimedia communication - Objectives of communication - Horizontal communication - Upward communication - Barriers to communication.

Unit II Business correspondence (Teaching Hours: 13)

Business correspondence - Functions - Various kinds of business correspondence. Business Letter-Characteristics - Organization Structure and Layout of a business letter - Letter of Enquiries and Replies - Offers and quotations - Orders and Execution - Credit and Status Enquiries – Complaints - Claims and adjustments.

Unit III kinds of Business letter (Teaching Hours: 13)

Sales Letters – Circulars - Bank Correspondence - Life Insurance Correspondence - Collection letters – Correspondence of a Company Secretary.

Unit IV Report writing (Teaching Hours: 13)

Report writing – Classification - Characteristics of a good report - Management Information System –meaning - Information needed for management - Curriculum Vitae.

Unit V Career strokes (PRACTICAL) (Teaching Hours: 13)

Career strokes: On-line Practical modules – Communication skills – Group Discussion – Interviews – Team work – Time management – Business awareness.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Defining the types and patterns of communication, Spoken communication, Written communication and Non-verbal communication-Audio-visual communication	K1 & k4
CO2	To understand the functions and Various kinds of business correspondence.	K2
CO3	Learn to write Sales Letters, Circulars, Bank & Life Insurance Correspondence and Collection letters	K3
CO4	To Analyze Report writing-Classification-Characteristics of a good report	K3
CO5	Career strokes: On-line Practical modules	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3			1		1		3
CO2	1		3			2	3			
CO3			2							
CO4	2		2							
CO5	2		3			2				3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Communication	Dr. K.K. Ramachandran	Vikas Publication,	2014 first
2	Essentials of Business Communication	Rajendra Pal, J.S.Korlahalli	Sultan Chand & Sons	2008 eleventh
3	Essentials of Business Communication	Rajendra Pal & Kolahalli J.S,	Sultan Chand & Sons	2008 eleventh
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Communication	R.C. Bhatia	Ane Books India	2007 sixth
2	Communication for Business	Shisley Taylor	Pearson	2008 fourth
3	Effective Business Communication	Asha Kaul	Prentice-Hall of India Pvt Ltd	2015 second

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, seminar, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21191D	Allied: BUSINESS MATHEMATICS AND STATISTICS	3	Theory	80	20

Objective:

- Students will learn basic mathematical concepts like Set Theory and basic concepts on Statistics & Probability.
- This foundation will help them in understanding analytical procedures used in Business Analytics.

UNIT – I**(Teaching Hours: 12)**

Set Theory : Set Theory – Introduction to Sets, Sets and their Representation, Tabular or Roster Method, Rule Method or Set Builder, Empty or Void or Null Set, Finite sets and Infinite sets, Proper Subset, Improper Subset, Power Set, Universal Set, Open Interval, Closed Interval, Semi-Open or Semi Closed intervals, Infinite Intervals, Venn Diagrams, Operations on Sets, Union, Intersection of Sets, Disjoint Sets, Difference of Sets, Symmetric Difference of Sets, Complement of a Set, Laws of Algebra of Sets.

UNIT – II**(Teaching Hours: 12)**

Matrices: Matrices and Determinants: Definition of a Matrix, Addition & Subtraction of Matrices, Multiplication of Matrices, Transpose of a Matrix. System of linear equations, Gauss elimination method, Inverse of a Matrix, Determinants, Determinants of order one and more, Properties of Determinants, Multiplication of two Determinants, Minors and Cofactors, Cramer's rule for solution of linear equations, Adjoint of a Matrix, Rank of a Matrix.

UNIT – III**(Teaching Hours: 12)**

Vector Algebra: Vectors, Types of Vectors, Operations on Vectors, Addition of Vectors, Properties of Operation of Addition, Subtraction, Properties of Operation of Subtraction, Multiplication by a scalar, Orthonormal Bases, Product of Two Vectors, Scalar Product or Dot Product of Two Vectors, Properties of Scalar Product, Vector Product or Cross Product, Properties of Vector Product.

UNIT – IV**(Teaching Hours: 12)**

Statistics : Introduction to Statistics, Scale of Measurement, Nominal, Ordinal, Interval & Ratio. Frequency Distribution, Bar Chart, Pie Chart, Histogram, Frequency Polygon, Ogive, Pareto Chart, Stem-and-leaf Chart, Scatter Plot, Measure of Central Tendency, Properties, Advantages and Disadvantages of Arithmetic Mean, Geometric Mean, Harmonic Mean. Positional Averages, Median, Quartiles, Deciles, Percentiles & Mode. Measure of Dispersion, Range, Interquartile Range, Standard Deviation.

UNIT – V**(Teaching Hours: 12)**

Probability: Introduction to Probability, Experiment, Event, Compound Event, Independent and Dependent Events, Mutually Exclusive Events, Equally Likely Events, Marginal, Union, Joint, Conditional Probability, Basic Probability Rules, General Rule of Addition, General Rule of Multiplication, Concept of Baye's Theorem.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Sets and their Representation	K2
CO2	Matrices and Determinants	K1
CO3	Types of Vectors, Operations on Vectors	K4
CO4	Scale of Measurement, Nominal, Ordinal, Interval & Ratio	K5
CO5	Introduction to Probability, Experiment, Event	K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2		1					2
CO2	1	2	1					1		2
CO3		3			2			3	2	2
CO4		2	2		2			2		2
CO5	2	1				2				3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Mathematics	Sancheti Kapoor	Sultan Chand & Sons	2008.
2	Business Mathematics	Zameeruddin, Khanna & Bhambri	Vikas Publishers	2000.
3	Mathematics and Statistics for Management	Mittal, Satyaprasad & Rao	Himalaya	2001
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Statistics	Naval Bajpai	pearson	1998.
2	Business Statistics	Ken Black	Wiley	2008
3	Business Statistics	Jk sharma	Vikas publishing	2004

Pedagogy: Teaching /learning methods: Lecture, Assignment, solving problems

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E1	CONTEMPORARY ENGLISH II	3	Theory	-	100

Objective of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar [12 Hours]

Phrases, Clauses, Sentence structures, Idioms, Lexical skills

Unit-II: Effective Communication [12 Hours]

Social English and Cultural awareness, Writing paragraphs, CV(resume)/Job interviews, Presentations- Structure and Key phrases, Presentations – Being Lively and Persuasive, Style – Clarity and Emphasis

Unit-III: Communication Practice [12 Hours]

Communication Exercises, Real life incidents, Face – to – Face training, Presentation Skills, Group Discussion and Seminars

Unit-IV: LSRW Skills [12 Hours]

Listening skills-Interview with a CEO & Marketing Director, Nature: Changing Opinions, Extended multiple choice, Summary completion(2)

Speaking skills-Pronunciation: Word stress, Stress shift, Contrastive Stress, Emphasis , Compound adjectives, Past simple endings

Reading skills-Information and communication technology, Globalization and economic policy

Writing skills-Feature Writing, Interviewing & Ad writing

Unit-V: Literature [12 Hours]

Prose-I have a dream by Martin Luther King Jr and Words of wisdom by Chetan Bhagat.

Poetry-A prayer for my daughter by WB Yeats and Palanquin Bearers by Sarojini Naidu.

Short Stories-The Last leaf by O' Henry and Glory at twilight by Bhabani Bhattacharya

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behavior.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	2015, I st Ed
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, IIInd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, IIInd Ed
4	Listening and Speaking Skills	Barry Cussack & Sam McCarter	Macmillan	2007
5	Active English	Alma S Juneja & Vaseem Qureshi	Alma S Juneja & Vaseem Qureshi	2014
6	Business English Handbook Advance	Paul Emerson	Macmillan	2007

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21291A	CORE - FINANCIAL ACCOUNTING	4	Theory	80	20

Objective

- To learn the detailed procedures and documentation involved in financial accounting system.
- Preparing financial statements in accordance with appropriate standards
- To study the partnership deed, share of profits and revaluation of assets and liabilities.

UNIT I Depreciation and Royalty accounts (Teaching Hours: 13)

Depreciation – Objectives – Causes - Factors to be considered in charging depreciation -Methods – Straight line method – Written down value method – Annuity method –Types of reserves and provision - difference between reserves and provisions.

Royalty accounts – Royalty - Minimum Rent - Short workings calculation - Recoupment of short workings - Entries in the Books of Lessor and Lessee (excluding sub lessee).

UNIT II HP and Installment accounts (Teaching Hours: 13)

Hire purchase System – Features – Accounting treatment – Calculation of interest – Default and repossession (Excluding Hire Purchase Trading A/c) - Installment system – Difference between hire-purchase and Installment system.

UNIT III Single entry system (Teaching Hours: 13)

Single Entry System – Meaning - features - Difference between single entry system and double entry system – Difference between statement of affairs and balance sheet –Accounting treatment - Statement of affairs method and conversion Method (Excluding final accounts).

UNIT IV Admission of a partner (Teaching Hours: 13)

Partnership deed- Rules applicable in the absence of partnership deed – Profit and loss appropriation account – capital accounts of partners: fixed capital method and fluctuating capital method. Admission of a partner- Treatment of Goodwill –Revaluation of assets and liabilities – calculation of Ratios for distribution of profits-Capital Adjustments.

UNIT V Retirement of partner (Teaching Hours: 13)

Retirement of partner; Calculation of gaining Ratio- Revaluation of Assets and Liabilities – Treatment of Goodwill through capital Account only-settlement of Accounts-Retiring partners loan Account with equal Instalments.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Depreciation methods and royalty accounts with short workings	K2 & k5
CO2	Accounting treatment: Statement of affairs method and conversion Method	K3
CO3	Default and repossession in HP system and Installment system	K4
CO4	Partnership deed-admission of a partner- accounting procedures	K1 &k3
CO5	Retirement of a partner- accounting procedures	K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	3						2
CO2	2		1	2		3		2		
CO3	3		2	2		2	3			2
CO4	2		2	1					1	
CO5	2		1			2				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	Reddy and Murthy	MarghamPublications,	2018, fifth edition
2	Advanced accountancy	Jain S.P and Narang K.L	Kalyani Publishers	2017,21 st Revised
3	Introduction to Advanced accounting	R.L.Gupta and Radhaswamy	Sultan Chand & Sons	2014, 3rdEdition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles and Practice of Accountancy	R.L. Gupta and V. K.Gupta	Sultan Chand & Sons.	2014 Reprint
2	Principles of Accountancy	Nagarajan KL, Vinayagam N & Mani PL	Sultan Chand & Sons	2015 RevisedEdition
3	Financial Accounting	N. Vinayagam and B. Charumaki	Sultan Chand & Sons	Reprint 2008.

Pedagogy: Teaching /learning methods: Lecture, Assignment, Solving problems

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21291B	CORE- MARKETING MANAGEMENT	3	Theory	-	100

Objective:

- To teach students about the concept of modern Marketing management
- To learn Marketing mix ,rural marketing and consumer behaviour
- To learn the emerging concepts of Marketing and its significance for Business.

UNIT-I Marketing functions (Teaching Hours-13)

Marketing – Meaning - Objectives and importance of marketing - Evolution of marketing concept - Concept of modern Marketing Management - Marketing functions – Market – Definition - Classification of markets - Marketing and selling.

UNIT- II Product and price mix (Teaching Hours-13)

Product mix - Meaning of product - Product planning and development - product Life cycle – Branding - features, types and functions – Packaging – features – types – advantages - Brand name and trademark - Price mix - importance of price - pricing objectives - Factors affecting pricing decisions - kinds of pricing.

UNIT- III Promotion mix (Teaching Hours-13)

Distribution channels – meaning – importance - types of channel - factors affecting choice of distribution channels. Promotion mix – objectives - kinds of promotion - factors affecting promotion mix - methods of promotion – Advertising - meaning – Benefits - media of advertising -factors affecting choice of media - characteristics and types - Personnel selling - importance-Benefits - Sales promotion – meaning – functions - methods of sales promotion - importance.

UNIT-IV Consumer Behavior (Teaching Hours-13)

Consumer Behavior – meaning - Need - Factors influencing consumer behavior – cultural-social-personal and psychological factors - Buyer decision making process - Market segmentation – Methods - CRM - meaning and concept of CRM - advantages of CRM - strategies for maintaining customer relations.

UNIT-V New marketing forms (Teaching Hours-13)

Rural Marketing - Meaning and New Insights - E-Marketing - Online marketing - retail marketing – meaning - importance and relevance -Viral Marketing.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the evolution and marketing functions	K2
CO2	To evaluate the product development strategies and price mix	K5
CO3	To get a view on distribution channels and promotion mix	K1
CO4	To analyze consumer behaviour and buying decisions	K4
CO5	To know about new marketing forms like online marketing	K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	2		1				
CO2			3	2		2				
CO3	3		3			3				1
CO4	2		3	1			2	1		
CO5	3		3			3				2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Modern Marketing principles and practices	Pillai, R.S.N & Mrs.Bagavathi	Sultan Chand & Sons	2018 fourteenth
2	Marketing	Rajan Nair	Sultan Chand & Sons	2015 tenth
3	Marketing Management	Mamoria, C.B & Satish Mamoria,	Kitab Mahal Agencies	2017 eleventh
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Marketing Management	Ramasamy, V.S.Namakumari	Macmillan India.	2009 fourth
2	Principles of Marketing	Philip Kotler	Prentice hall of India	2014 seventeenth
3	Marketing Management – Text and Cases	Dr. C.B. Gupta and Dr. N. Rajan Nair	Sultan Chand & Sons	2018 tenth

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e-content seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21291C	SKILL BASED SUBJECT: LEGAL ASPECTS OF BUSINESS	3	Theory	-	100

Objective

- To gain the knowledge about various legal bindings related to the business
- To know the technical elements of Indian contract act and partnerships Act
- To learn the nature of companies act and cyber laws

Unit I: The Indian Contract Act

(Teaching Hours: 13)

The Indian Contract Act, 1872 - Contract - Definition – Essential elements of Valid Contract - Classifications of Contract. Offer – Legal rules. Acceptance – Legal rules. Consideration – Legal rules. Capacity of Parties to Contract- Free consent - Different modes of discharge of contract - Remedies for breach of contract. Contingent and quasi contract.

Unit II: The sale of goods Act

(Teaching Hours: 13)

The sale of goods Act, 1930 – Formation of the contract of sale, Conditions and Warranties – Transfer of ownership and delivery of goods, unpaid seller and his rights.

Unit III: The Companies Act

(Teaching Hours: 13)

The Companies Act, 2013 – Definition – Features – Types of Companies – Incorporation of Company- Memorandum of Association – Articles of Association – Prospectus. Shares and Debentures – Meaning and Classification - Doctrine of indoor management.

Unit IV: The Indian partnership Act

(Teaching Hours: 13)

The Indian partnership Act, 1932 – General nature of partnership, Rights and duties of partner, Reconstitution of firms, Registration and dissolution of firm.

Unit: Cyber Law

(Teaching Hours: 13)

Cyber Law – Definition – Categories – Components of Cyber crime – Cyber law issues and solutions.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the Essential elements of Valid Contract	K2 & k3
CO2	To know the Conditions and warranties, transfer of ownership and delivery of goods	K1
CO3	To learn the process of Incorporation of Company and raising funds	K2 & k4
CO4	To know the General nature of partnership	K1
CO5	To analyze the Components of Cyber crime, Cyber law issues and solutions.	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	3		2				
CO2			2	2				3		2
CO3	2		3				2		2	
CO4	2		2	3		2				3
CO5	1		3			3			1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Legal Systems in Business	Dr. N. Premavathy	Sri Vishnu Publications,	2002 third
2	Business Law	TejpalSheth, Dorling Kindersely	Kalyani Publishers	2000 seventh
3	Mercantile Law	P.C.Tulsan	Tata MC.Graw Hill Publishing Co	2001 fourth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Company Law	Kapoor N.D,	Sultan Chand and Sons.	2015 eighth
2	Legal aspects of Business	S. Sumathi, P. Saravanavel	Emerald Publishers	2006 fifth
3	The Indian partnership act	Dr. R.K. Bangia	Allahabad Law Agency	2013 twelfth

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e-content seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21291P	Allied: LAB - EXCEL FOUNDATION	4	Practical	-	100%

Objective:

- Students will learn how to start working with M S Excel right from basics to Tables, Templates and Printing of their work.

Unit I:

(Teaching Hours: 12)

Introducing Excel - Workbooks and Worksheets, Moving Around a Worksheet, Ribbon tabs, Types of commands on the Ribbon, Using Shortcut Menus, Working with Dialogue Boxes, Task Panes, Getting started on your worksheet, Creating a chart, Printing your worksheet, Saving your worksheet, Exploring Data Types, Modifying Cell Contents, Deleting, Replacing, Editing of a cell. Some handy data entry techniques, Number Formatting.

Unit II:

(Teaching Hours: 12)

Worksheet Operations - Moving and resizing windows, Switching among windows, Activating a worksheet, Adding, Deleting a worksheet, Changing a sheet tab color, Rearranging your worksheets, Hiding, un-hiding a worksheet, Worksheet View, Comparing sheets side by side, Selecting ranges, complete rows and columns, noncontiguous ranges, multi-sheet ranges, special types of cells. Copying or Moving Ranges. Paste Special dialogue box, Adding comments to cells.

Unit III:

(Teaching Hours: 12)

Tables and Formatting - Creating a Table, Changing the Look of a Table, Navigating in a Table, Selecting parts of a Table, Adding, Deleting new rows or columns, Moving a Table, Working with the Total Row, Removing duplicate rows from a table. Sorting and filtering a table, Converting Table into Range. Formatting tools on the Home tab, Mini Toolbar, Fonts, Text Alignment, Wrapping text to fit a cell, Colors and Shading, Borders and Lines. Naming Styles.

Unit IV:

(Teaching Hours: 12)

Excel Files & Templates - Creating a New Workbook, Filtering filenames, Saving and Auto Recovery, Password-Protecting a Workbook, Recovering unsaved work, Protect Workbook options, Checking Compatibility. Creating a Excel Templates, Modifying a template, Custom Excel Templates, Default Templates, Editing your Template, Resetting the default workbook, Saving your Custom Templates, Getting ideas for creating Templates.

Unit V:

(Teaching Hours: 12)

Printing Your Work - Normal, Page Layout, Page Break View, Choosing your printer, Specifying what you want to print, Changing Page Orientation, Specifying paper size, Adjusting page margins, Inserting a page break, Removing manual page breaks, Printing Row and Column Titles, Scaling printed output, Header or Footer Options, Preventing certain cells, Objects from being printed, Creating Custom Views of your Worksheet. Creating PDF files.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Moving Around a Worksheet, Ribbon tabs, Working with Dialogue Boxes, Comparing sheets side by side, Converting Table into Range. Protect Workbook options, Printing Your Work	K1&k3 K5 K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	2		3	2		2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Excel 2013 Bible	John Walkenbach	Wiley	2013.
2	Data Analysis and Business Modeling	Winston	PHI	2013.
3	Excel Functions and Formulas	Bernd Held	BPB Publications	2013
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Excel Data Analysis – Modeling and Simulation:	Hector Guerrero,	Springer	2013.
2	Intro Financial Analysis and Modeling using Excel and VBA:	Chandan Sengupta	Wiley.	2013
3	Excel for beginners	M. L. Humphrey	Createspace Independent Publishing Platform	2017

Pedagogy: Teaching /learning methods: PPT presentation, practical lab classes, observation and Record note maintenance

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21291K	ONLINE SWAYAM: MANAGERIAL ECONOMICS	2			

OBJECTIVES OF THIS COURSE:

This course will introduce the students to different concepts, theories, tools and schools of thought in economics and their application on business decision/research problem. All functional areas of management derive their basic principles and concepts from economics. The objective of the course is to acquaint students with basic tools and concepts of micro economic analysis and their application to managerial decision making. This course will enable students to analyze firm-level economic problems and to make informed and optimal decisions subject to various constraints and objectives.

COURSE OUTLINE:

Week 1: Introduction to Managerial Economics
Week 2: Theory of Demand
Week 3: Theory of Consumer Behaviour
Week 4: Elasticity and Demand Forecasting
Week 5: Production Analysis
Week 6: Cost Analysis
Week 7: Theory of Market – Perfect Competition
Week 8: Theory of Market – Monopoly and Monopolistic Competition
Week 9: Theory of Market – Oligopoly
Week 10: Theory of Market – Oligopoly and Game theory
Week 11: Theory of Market – Oligopoly and Game theory
Week 12: Product Pricing and Course Summary
Economics and their application on business decision/research

BOOKS AND REFERENCES

1. Managerial Economics by Christopher Thomas , S. Charles Maurice
2. Principles of Economics -Seth.M.L, Lakshmi NarainAgarwal, Agra,
3. Micro Economics - Jhingan M.L, Varinda Publications P ltd,Mumbai.
4. Business Economics - Sankaran S , Margham Publications , Madras,
5. Managerial Economics – Varshney&Maheswari, Sultan Chand & Sons, New Delhi,

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21391A	CORE: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	Theory	-	100

Objective:

- To familiarize the fundamental concept of Securities analysis
- To learn and equip basic skill for Portfolio Management
- To provide knowledge of risk and return involved in the optimal portfolio selection

UNIT I Investment process (Teaching Hours: 13)

Features of an Investment Programme – The Investment Process – Stages in Investment – Structure of New issue market – types of issue - Book building – Secondary market – SEBI - trading methods – settlement

UNIT II Economic and Industry analysis (Teaching Hours: 13)

Security analysis meaning and methods: Fundamental analysis: Economy analysis and Industry analysis- Economic analysis – economic forecasting. Industry analysis – Analytical tools. Company analysis- study of financials, going beyond numbers- analysis of financial statements- Estimation of intrinsic value.

UNIT III Fundamental and Technical analysis (Teaching Hours: 13)

Fundamental Analysis: Technical Analysis: Assumptions – Dow Theory – trends – charts – Efficient Market Theory: Weak Form – Semi- Strong Form – Strong Form of Market – Experiments and Analysis of Theory .Comparisons with Fundamental and Technical Analysis.

UNIT IV Portfolio construction theories (Teaching Hours: 13)

Portfolio construction: Traditional Vs. Portfolio Analysis – Markowitz Model – Efficient Frontier – Sharpe ideal Index - construction of optimal portfolio- Capital Asset Pricing theory (CAPM) – assumptions – Security market line – Arbitrage portfolio

UNIT V Portfolio revision (Teaching Hours: 13)

Portfolio revision: Sharpe's performance Index – Treynor's performance Index – Jensen's performance Index. Management of portfolio: Passive management and Active management.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the Features of an Investment Programme and the Investment Process	K2 & k1
CO2	Learn to apply Economy analysis and Industry analysis methods	K3
CO3	Learn to apply the methods of Fundamental Analysis and Technical Analysis	K3
CO4	To construct the efficient portfolio and its analysis	K5
CO5	To learn the methods of portfolio management and its revision	K4

Note:

K1- Remembering; K2 -- Understanding; K3 -- Applying; K4 -- Analysing; K5 -- Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	1		3				1
CO2	3									
CO3			2			2				3
CO4			2	3			3	2		
CO5	3		3	3		2				2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Portfolio Management	Preethi Singh	Himalaya Publicationbn,	2019 twentieth
2	Security Analysis and Portfolio Management	Punithavathy Pandian	Vikas publishing House	2012 second
3	Investment Management: Security Analysis and Portfolio Management	Bhalla. V.K	Sultan Chand & Sons	2009 31 st revised
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Security Analysis and Portfolio Management Accountancy	Fischer- Donald E. and Ronald J. Jordan	Prentice Hall of India	2017 sixth
2	Security Analysis and Portfolio management	Avadhani V A	Himalaya Publishing House	2016 fifth
3	Investment Management:	Rajiv Srivastava	Wiley	2014 second

Pedagogy: Teaching /learning methods: **Lecture, PPT presentation, seminar, Assignment, Investing in different securities**

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21391B	CORE : COST ACCOUNTING	4	Theory	80	20

Objectives:

After the successful completion of the course the student should have a thorough knowledge on the cost accounting principles and the methods of accounting cost

UNIT I Fundamental principles of cost accounting (Teaching Hours: 10)

Cost Accounting – Definition – Meaning and Scope – fundamental principles of cost accounting – Costing an aid to Management – Relationship of cost accounting with financial accounting & management accounting – Essentials of good cost system.

UNIT II Preparation of Cost sheet (Teaching Hours: 13)

Classification of cost: According to elements, functions, nature of cost, controllability, normality and relevance – types and techniques of costing – Items not to be included in cost accounts – preparation of Cost sheet or statement of cost

UNIT III Material Control (Teaching Hours: 15)

Material Control: Levels of material Control – Need for Material Control – Economic Order Quantity – Purchase and stores Control: Purchasing of Materials – Procedure and documentation involved in purchasing – Requisition for stores – Stores Control – Methods of valuing material issue.

UNIT IV Labour and overhead costing (Teaching Hours: 14)

Labour: Methods of wage payment-only time rate and piece rate **excluding variations** - Premium bonus systems **only Halsey and Rowan plan.**

Overhead – Classification of overhead – allocation and apportionment of overhead **only** direct re-apportionment and step method– Machine hour rate.

UNIT V Process costing (Teaching Hours: 13)

Process costing – Features of process costing – process losses, wastage, scrap, normal process loss – abnormal loss, abnormal gain. (**Excluding** inter process profits and equivalent production).

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the fundamental principles of cost accounting	K1
CO2	To understand the types and techniques of costing	K2
CO3	To apply the Levels of material Control	K3
CO4	To evaluate the methods of wage payment and allocation and apportionment of overhead	K5
CO5	To study the Process costing and reconciliation statement	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	3						3
CO2	2					2		3		2
CO3	3		2	2		1			2	2
CO4			3	1		2	2		1	2
CO5	2		1							2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cost Accounting	Reddy and Murthy	Kalyani Publishers	Seventh Edn.2005
2	Cost Accounting	R.S.N. Pillai and V. Bagavathi	Sultan Chand & Sons.	nintheenth Edn.2004
3	Cost Accounting	S.P.Iyyangar	Sultan Chand & Sons	Fifteenth 2005.
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Cost Accounting	V.Ksaxena & C.D.Vashist	Sultan Chand & Sons.	eleventh edn2005.
2	Cost Accounting	M.N.Arora	Sultan Chand & Sons	Sixth2005
3	Cost and Management Accounting	SK. Aggarwal, Abha Aggarwal.	Reliance Publication	2013 fourth

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, practical problems solved, Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21391C	CORE: DIRECT TAX	4	Theory	60	40

Objective

To learn the various concepts and procedures related to taxation purpose

Unit I: (Teaching Hours: 13)

Basics of charges of Tax : The Income Tax Act – Definition of Income – Assessment year - Previous year – Assessee - Types of Assesses – Scope of income - Charge of Tax – Residential status – Incomes which do not form part of total income.

Unit II: (Teaching Hours: 13)

Computation of tax on salary: Heads of Income – Income from Salary: - Salary – Definition – Characteristics – Computation of Income from Salary – Rates of tax for individuals.

Unit III: (Teaching Hours: 13)

Computation of tax on income from House property, Business and Profession: Income from House Property: – Characteristics – Exempted Incomes from House Property – Deductions – Computation of Income from House Property – Income from Business and Profession: - Meaning of Business and Profession – Expenses expressly allowed – Expenses expressly disallowed – Computation of Profits and Gains of Business and Profession of an Individual.

Unit IV: (Teaching Hours: 13)

Computation of tax on income from capital gains and other sources: Income from Capital Gain: – Capital Asset – Long term Capital Asset – Short term Capital Asset – Indexation – Computation of Income from Capital Gain. Income from Other Sources – Various Sources of Income – Computation of Income from Other Sources.

Unit V: (Teaching Hours: 13)

Set off and Carry forward of losses : meaning of Set off and Carry forward of losses: - Income Tax Authorities: - Central Board of Direct Taxes – Organisation structure – Functions – General Powers – Procedure for Assessment – Types of Assessment.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the Basics charge of Tax	K2&k4
CO2	To compute and evaluate the tax on income from salary	K5 &k4
CO3	To compute the tax on income from House property, Business and Profession	K3 & k1
CO4	To compute the tax on income from capital gains and other sources	K3 &k1
CO5	To learn the set off and carry forward procedures	K1

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	2		2			3	2
CO2			3	2				3	2	2
CO3	3		2	2		3			2	
CO4	2					2	2		1	
CO5	2		1							

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Income Tax Law and Practice	Gaur and Narang	Margham Publications,	Current edition
2	Income Tax Law and Practice	Dinkar Pagare	Kalyani Publishers	Current edition
3	Income Tax Law and Practice	Mehrothra	Sultan Chand & Sons	Current edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Direct Tax	Vinoth Singani	Taxman Publication.	Current edition
2	Introduction to accounting	T. S. Grewal	Sultan Chand & Company Ltd.	Current edition
3	Direct Taxes – Law & Practice	Dr Monica Singhania	Taxman Publication.	Current edition

Pedagogy: Teaching /learning methods: **Lecture, PPT presentation, Assignment, solving practical problems, Debate**

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21391D	CORE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	Theory	-	100

Objective:

- To develop in the public interest, a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.

Unit: I – IASB and IFRS

(Teaching Hours: 13)

Structure of IFRS – IASB – Extant Standards of the IASB – The Framework – The status of IFRS around the world – The use of IFRS around – The IASB roadmap – The annual IASB bound volume and its use – Principal difference between Indian GAAP and IFRS – Proposals for change.

Unit: II – PRESENTATION AND PROFIT

(Teaching Hours: 11)

IAS 1: Presentation of Financial Statements – IFRS 15: Revenue from contracts with customers – IAS 8: Accounting policies – Changes in accounting estimates and errors.

Unit: III – ACCOUNTING FOR ASSETS AND LIABILITIES (Teaching Hours: 15)

IAS 16: Property, Plant and Equipment – IAS 38: Intangible assets – IAS 40: Investment Property – IAS 36: Impairment of Assets – IAS 23: Borrowing costs – IAS 20: Accounting for government grants and disclosure of government assistance – IAS 2: Inventories – IAS 17: Leases – IFRS 5: Non-current assets held for sale and discontinued operations – IFRS 13: Fair Value Measurement – IAS 32: Financial Instruments – Presentation – IFRS 9: Financial instruments – IFRS 7: Financial instrument disclosures – IFRS 2: Share based payment – IAS 37: Provisions, Contingent liabilities and Contingent assets – IAS 10: Events after the reporting period – IAS 19: Employee Benefits – IAS 12: Income taxes – IAS 41: Agriculture – IFRS 6: Exploration for and evaluation of mineral resources.

Unit: IV – GROUP ACCOUNTING

(Teaching Hours: 13)

IFRS 10: Consolidated Financial Statements – IAS 27 (Revised 2011) : Separate Financial statements – IFRS 3: Business Combinations – IAS 28 (Revised 2011) : Investments in associates and Joint ventures – IFRS 11: Joint arrangements – IFRS 12: Disclosure of Interest in other entities – IAS 21: The effects of changes in foreign exchange rates – IAS 29: Financial Reporting in Hyperinflationary economies.

Unit: V – DISCLOSURE STANDARDS

(Teaching Hours: 13)

IAS 7: Statement of Cash Flows – IAS 24: Related party disclosures – IAS 33: Earnings per share – IAS 34: Interim Financial Reporting – IFRS 4: Insurance contracts – IFRS 1: First time adoption of IFRS – IFRS 8: Operating segments.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To develop in the public interest a single set of high qualities	K3& k5
CO2	To understand the concept of IAS and IASB	K2
CO3	To understand the concept of financial reporting standards based upon articulated principles	K2
CO4	To familiarize IFRS with reference to Group Accounting	K1
CO5	To understand Disclosure Standards	K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	3						2
CO2	2		3	1		3	1	2		
CO3	3			2		2	2			2
CO4	2		2	1					1	
CO5	2		1			2	1			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Accounting Standards	M.P.Vijaykumar	Snow White Publications Pvt. Ltd., Mumbai	2003
2	Accounting Theory and Standards,	P.MohanaRao	Deep & Deep Publications Pvt. Ltd, New Delhi	2006
3	International Financial Reporting Standards: An Introduction	Belverd E. Needles, Marian Powers	Cengage Learning Publications	2001
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	IFRS Simplified: A fast and easy to Understand overview of the new IFRS.	Mike Morely	Kindle Edition	2015.
2	IFRS Explained: A guide of IFRS	BPP Learning media standards	BPP Learning media standards.	2014
3	Global Financial Reporting and Analysis	Alexander, Britton, Jorissen	Cengage Learning India Pvt. Ltd, New Delhi.	2003

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21391P	Allied: Lab - PROGRAMMING FOR ANALYTICS	3	Practical	-	-

Objectives:

This module introduces Students to various programming languages in the field of Analytics like SQL, R, SAS, Python and form foundation for further analysis of Datasets.

UNIT: I **(Teaching Hours:10)**

Introduction to DBMS: Database Management Systems – Definition, Characteristics of DBMS, Architecture & Security, Types of Data Models, Concepts and constraints of RDBMS, Introduction to Structured Query Language, MySql Installer, Download sample Database, Loading Sample Database.

UNIT: II **(Teaching Hours:10)**

Data definition and Manipulation – SQL Process, SQL Commands — DDL, DML, DCL, DQL, SQL Constraints, Data Integrity, Data Types, SQL Operators, Expressions, Querying Database, Retrieving result sets, Sub Queries, Syntax for various Clauses of SQL, Functions and Joins, Indexes, Views, Transactions.

UNIT :III **(Teaching Hours:10)**

Basics of SAS – Introduction to SAS, Installation of SAS university Edition, prerequisites for data analysis using SAS, SAS Architecture, Data Types, Formats and Informat, SAS coding- Data step and proc step, Libraries, Importing external data, Reading and Manipulating Data, Functions, Data Transformations, Conditional Statements.

UNIT :IV **(Teaching Hours:10)**

Python: Basics of Python – Installation of Anaconda Navigator, Data types — string, tuples, set, lists, dictionary, Arrays. Spyder, Importing and Exporting Files, Data Manipulation, Descriptive Statistics and Documentation with Jupyter.

UNIT :V **(Teaching Hours:10)**

R Programming : Basics of R, Installation of R studio, Vectors, Matrices, Data types, Importing files, Writing files, Merging Files, Data Manipulation, Creation and Deletion of New Variables, Sorting of Data, Functions, Graphical Presentation and Descriptive Statistics.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	To learn the Types of Data Models, Concepts and constraints of RDBMS, Data definition and Manipulation ,SAS and Data Transformations, python and Data Manipulation, R Programming as a tool to descriptive statistics	K1,K3 K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	2	3	2		2		3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	MYSQL in a nutshell	Dyer	O' Reilly	2008
2	MySQL cookbook	DuBois.	O' Reilly	2014
3	SAS The little SAS Book	Delwiche& Slaughter	SAS Institute	2012
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	SAS for dummies	Hemedinger&McDaniel	Wiley	2010
2	Mastering Python for Data Science	Madhavan	Packt	2015
3	Python for Data Analysis	McKinney	O' Reilly	2014

Pedagogy: Teaching /learning methods: **PPT presentation, observation, record note, Assignment, lab class**

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21491A	CORE: PROJECT APPRAISAL AND FINANCE	5	Theory	-	100

Objective

- To understand the characteristics of a project and to identify and select a project
- To Identify skills necessary to manage a project and to finance a project
- To learn the process of risk management and project report

Unit I

(Teaching Hours: 13)

Introduction To Project Management: Importance – Types, Features – Project life cycle. Project planning – Pre-requisites of a successful project implementation. Management Actions – Investment returns –Corporate strategy.

Unit II

(Teaching Hours: 13)

Project Identification and Selection: Introduction, Project Identification Process, Project Initiation, Pre-Feasibility Study, Feasibility Studies, Resource Allocation, Scheduling, Project Cost Estimate and Budgets, Cost Forecasts.

Unit III

(Teaching Hours: 13)

Project appraisal by financial institutions : Technical, Commercial, financial and managerial appraisal – Economic and environment appraisal – Social cost benefit analysis – Preparation of Project report

Unit IV

(Teaching Hours: 13)

PERT and CPM: Introduction, Development of Project Network, Time Estimation, Determination of the Critical Path, PERT Model, Measures of variability, CPM Model, Network Cost System.

Unit V

(Teaching Hours: 13)

Project Risk Management: Introduction, Risk, Steps in Risk Management, Risk Identification, Risk Analysis, Reducing Risks. Project Quality Management and Value Engineering

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the Pre-requisites of a successful project implementation	K1
CO2	To understand the Project Identification Process, Project Initiation and Feasibility Studies,	K2
CO3	To analyse the Project appraisal by financial institutions	K4
CO4	To evaluate the Determination of the Critical Path and PERT Model	K5
CO5	To apply the Risk Identification, Risk Analysis and methods of Reducing Risks	K3

Note: K1- Remembering; K2 -- Understanding; K3 -- Applying; K4 -- Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			1			2			1
CO2	2		2			2				2
CO3	3	2	3	2	2	3		2		
CO4	1		2			1			1	2
CO5	2			1			2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Absolute Beginner's Guide to Project Management,	Horine Greg	Pearson	2009 second
2	Planning, Analysis, Financing, Implementation and Review	Prasanna Chandra	Sixth edition, Tata McGraw Hill	2006 sixth
3	Project Management for business and technology	Nicholas J M	Pearson Education	2007 Second
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Project Management	Mike Field ,Laurie Keller	Pearson Education,	2007 Second
2	Project Management: Engineering, Technology, and Implementation	Shtub, Bard & Globerson	PHI	2005 edition
3	Total Project Management: The Indian Context	P. K. Joy	Macmillan India Ltd,	2010. twelfth

Pedagogy: Teaching /learning methods Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21491B	CORE: MANAGEMENT ACCOUNTING	5	Theory	60	40

Objective:

- To provide the fundamental knowledge and techniques in Management Accounting
- To apply the tools and techniques used to plan, control and make decisions
- To learn the Budgetary control procedures and working capital requirements

UNIT: I**(Teaching Hours: 13)**

Management Accounting- Need and Significance - Relationship between Management Accounting, Cost Accounting & Financial Accounting. Financial Statement and their importance- Tools for Analysis and Interpretation- Common Size Statements, Comparative statement and Trend Analysis

UNIT: II**(Teaching Hours: 13)**

Ratio Analysis - Significance of Ratios - Ratios for Long term and Short term - Financial Position – Profitability, Liquidity, solvency, turnover ratios - Uses and Limitations of Ratios

UNIT: III**(Teaching Hours: 13)**

Fund Flow & Cash Flow Analysis – AS 3

UNIT: IV**(Teaching Hours: 13)**

Budgets and Budgetary Control - Essential requirements of Good Budgetary Control –Preparation of Production Budget – Sales Budget – Cash Budget – Flexible Budget – Zero Base Budgeting (ZBB): Advantages.

UNIT: V**(Teaching Hours: 13)**

Working capital - importance and sources – Estimation of working capital requirements - cost volume profit analysis- its advantages, Break even analysis, managerial applications of marginal costing.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the analysis of Common Size Statements, Comparative statement and Trend Analysis	K3 & k1
CO2	To evaluate the Profitability, Liquidity, solvency , turnover ratios	K4 & k5
CO3	To study the Fund Flow & Cash Flow Analysis	K4
CO4	To know Preparation of Production Budget ,Sales Budget, Cash Budget ,Flexible Budget, Zero Base Budgeting	K2
CO5	To analyse the estimation of working capital requirements	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	3						2
CO2	3					3		3		3
SCO3	2		2	3		2			2	1
CO4	2		3	1		2	1		1	2
CO5	2		1							2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Management Accounting	Khan M Y & Jain P K	Tata McGraw-Hill,	2007 Fourth Edition
2	Principles of Management Accounting	S.N. Maheswari	S.Chand & Co Ltd	2010 Sixteenth
3	Management Accounting	R.S.N Pillai & Bagavathi	S.Chand & Co Ltd	2004 fourth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles and Practice of Accountancy	Leslie G.Eldenbug, Susan K.Wolcott	Oxford university press	1998. First Edition,
2	Management Accounting	Paresh Shah	Sultan Chand & Company	2008 fifth
3	Cost and Management Accounting	S.K. Aggarwal, Abha Aggarwal.	Reliance publications	2015 fourth

Pedagogy: Teaching /learning methods: Lecture, solving practical problems, Group Discussion and case analysis

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21491C	ALLIED: GOODS AND SERVICE TAX (GST)	4	Theory	-	100

Objective: To provide students with a working knowledge of principles and provisions of GST

Unit I: Introduction to Goods and Services Tax (Teaching Hours -14 hours)

Introduction – Direct tax and Indirect tax – Meaning, Stages of Evolution of Goods and Services Tax, Subsumed of taxes, constitutional background, Structure of GST – CGST, SGST, UTGST & IGST, Benefits of implementing GST, GSTN – Structure, features and functions, GST council and its Structure

Unit II: (Teaching Hours -12 hours)

Levy and Collection of Tax and Time and Place of supply

Levy and Collection of Tax, Rates of GST, Scope of Supply: Composite and Mixed Supplies and E-commerce under GST regime, Reverse Charge Mechanism and composition scheme, Taxable event: Place of supply, Time of Supply, Valuation of Place and Time of supply, Valuation rules

Unit III: Registration and payment of Tax (Teaching Hours -13 hours)

Registration – Persons Liable for Registration, Compulsory Registration, Deemed Registration, Procedure For Registration, GSTIN and its structure, Amendment of Registration – Cancellation of Registration, Revocation of cancellation, Returns – Furnishing Details of Supplies

Unit IV: Assessment and Audit (Teaching Hours -13 hours)

Assessment – Meaning, Types of Assessment – Self Assessment – Provisional Assessment Scrutiny Assessment, Types of Assessment – Summary Assessment – Best Judgment Assessment – Assessment of Non Filers – Assessment of Unregistered Persons, Audit, Power of Authorities

Unit V: Appeals (Teaching Hours -13 hours)

Appellate Authorities – Powers, Procedure for appeal, Appeals before Tribunal, Appeals by the Department (CGST/SGST) before the AA/Tribunal, Revision by Commissioner (CGST/SGST), Steps of Appeals under GST

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To make aware of structure of GST	K1
CO2	To understand the levy of GST	K2 & k4
CO3	To Understand the concept of Input Tax credit	K2
CO4	To make aware of procedures involved in Assessment	K3
CO5	To understand special provisions and Customs law under GST era	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	2		2			3	2
CO2				1			1	2	2	2
CO3	3		3	2		1			2	1
CO4	1		1	2		2	2	2	1	1
CO5	2		1			1				1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Indirect taxes GST and Customs Laws	Dr. R Parameswaran, CA. P. Viswanathan	Kavin Publications,	Current edition
2	How to meet your obligations	Gupta, S.S.	Taxmann Publications	Current edition
3	GST	Halakandhi, S	Sultan Chand & Sons	Current edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	GST	Gupta, S.S., <i>Vastu and Sevakar</i>	Taxmann Publications,	Current edition
2	GST	<i>Vastu and Sevakar Vidhan</i>	Government of India	Current edition
3	Indirect Taxation	V. Balachandran	Sultan Chand &Kalyani Publishers	2016, seventeenth

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21491K	ONLINE SWAYAM: FUNDAMENTALS IN BANKING AND INSURANCE	4			

OBJECTIVES OF THE COURSE:

Banking and insurance are two sectors which are fast evolving and witnessing a transformational change. Banks are the backbone of all activities, because every transaction where money is involved, the bank is the main character. Insurance business is one of the prominent financial services in modern times. Keeping these aspects in mind, this course in fundamentals in banking and Insurance has been designed to train students in basic concepts of banking and insurance. The course has incorporated the significant changes that have taken place in the global financial architecture and the new products and technology that have invaded this sector. This course has made an attempt to offer to student a fundamental tool which will enhance their understanding of various businesses in the world economy.

COURSE OUTLINE:

- Week 1 : Introduction to Banking and Insurance
- Week 2 : Deposit Accounts
- Week 3 : Lending Principles and Negotiable Instruments
- Week 4 : Technology in Banks
- Week 5 : Introduction to Insurance
- Week 6 : Insurance in the Contemporary Context

BOOKS AND REFERENCES

- **Tanna's Banking Law and Practice in India** - M L Tanna, 23rd Edition, 2010, Lexis Nexis Butterworths Wadhwa, Nagpur
- **Electronic and Internet Banking** - C. N. Reddy, 2008, Pearl Books, New Delhi
- **Digital Bank** - Strategies to Launch or Become a Digital Bank, Chris Skinner, 2017, Embassy Books, Mumbai
- **Banking Products and Services, Indian Institute of Banking & Finance** - 2nd Edition, 2007, Taxmann Publications (Pvt.) Ltd., New Delhi
- **Handbook of Banking Information** - N. S. Toor, 25th Edition, 2007, Skylark Publication, New Delhi
- **Introduction to Banking** - Vijayaragavan Iyengar, 2007, Excel Books, New Delhi
- **Banking Law and Practice** - P. N. Varshney, 22nd Edition, 2007, Sultan Chand & Sons, New Delhi
- **Marketing in Banks** - Concepts and Approaches, G Gopala Krishna Murthy, 2007, The Icfai University Press, Hyderabad
- **Money Banking Trade and Public Finance** - M C Vaish, 3rd Edition, 1996, New Age International (P) Ltd., New Delhi

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21491P	Allied: Lab - BUSINESS STATISTICS WITH R PROGRAMMING	3	Practical	-	-

Objectives:

- The objective of this module to make students exercise the fundamentals of statistical analysis in R environment.
- They would be able to analysis data for the purpose of exploration using descriptive and inferential statistics.
- Students will understand probability and sampling distributions and learn the creative application of linear regression in multivariate context for predictive purpose.

UNIT: I

(Teaching Hours: 13)

Introduction to R Programming - R and R Studio, Logical Arguments, Missing Values, Characters, Factors and Numeric, Help in R, Vector to Matrix, Matrix Access, Data Frames, Data Frame Access, Basic Data Manipulation Techniques, Usage of various apply functions — apply, lapply, sapply and tapply, Outliers treatment.

UNIT: II

(Teaching Hours: 13)

Descriptive Statistics - Types of Data, Nominal, Ordinal, Scale and Ratio, Measures of Central Tendency, Mean, Mode and Median, Bar Chart, Pie Chart and Box Plot, Measures of Variability, Range, Inter-Quartile- Range, Standard Deviation, Skewness and Kurtosis, Histogram, Stem and Leaf Diagram, Standard Error of Mean and Confidence Intervals.

UNIT : III

(Teaching Hours: 13)

Probability & Sampling Distribution - Experiment, Sample Space and Events, Classical Probability, General Rules Of Addition, Conditional Probability, General Rules For Multiplication, Independent Events, Bayes' Theorem, Discrete Probability Distributions: Binomial, Poisson, Continuous Probability Distribution, Normal Distribution & t-distribution, Sampling Distribution and Central Limit Theorem.

UNIT : IV

(Teaching Hours: 13)

Statistical Inference and Hypothesis Testing - Population and Sample, Null and Alternate Hypothesis, Level of Significance, Type I and Type II Errors, One Sample t Test, Confidence Intervals, One Sample Proportion Test, Paired Sample t Test, Independent Samples t Test, Two Sample Proportion Tests, One Way Analysis of Variance and Chi Square Test.

UNIT : V

(Teaching Hours: 13)

Correlation and Regression - Analysis of Relationship, Positive and Negative Correlation, Perfect Correlation, Correlation Matrix, Scatter Plots, Simple Linear Regression, R Square, Adjusted R Square, Testing of Slope, Standard Error of Estimate, Overall Model Fitness, Assumptions of Linear Regression, Multiple Regression, Coefficients of Partial Determination, Durbin Watson Statistics, Variance Inflation Factor.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	To Introduce R Programming as a basis of business analysis, Standard Deviation, Skewness and Kurtosis, Probability & Sampling Distribution, Null and Alternate Hypothesis, Level of Significance, Linear Regression, Multiple Regression, Coefficients of Partial Determination	K2, K3 K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3		3	3		3		2		2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Statistics	Ken Black	wiley	2001
2	Statistics for Business and Economics.	Anderson, David R., Thomas A. Williams and Dennis J. Sweeney	South western	2012.
3	Levin, Richard I. and David S. Rubin Statistics for Management	Levin, Richard I. and David S. Rubin	Prentice Hall	1994
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Statistics for Business London	Waller, Derek	BH Publications	1997
2	Statistics for Business and Financial Economics	Lee, Cheng	Heidelberg Dordrecht.	2013

Pedagogy: Teaching /learning methods: PPT presentation, Assignment, lab classes, Record note and observation note maintenance.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21591A	CORE: CORPORATE ACCOUNTING	4	Theory	80	20

Objective

- To enhance the students to understand the preparation of final accounts of a company
- To ascertain pre and post incorporated profits and
- To prepare banking and insurance company accounts.

Unit I: Issue of shares

(Teaching Hours: 13)

Shares: Issue- Calls-in-arrears and Calls-in-advance- Over subscription and under subscription- Issue of shares at premium- Issue of shares at discount- Forfeiture of shares- Re- issue of forfeited shares- redemption of preference shares

Unit II: Company Final Accounts

(Teaching Hours: 13)

Profits prior to incorporation - Ascertainment of profit or loss prior to incorporation. Preparation and presentation of Company Final Accounts - Computation of Managerial Remuneration - preparation of profit/loss account - Balance sheet.

Unit III: Valuation of Goodwill and shares

(Teaching Hours: 13)

Valuation of Goodwill and shares – need – Factors affecting the value of Goodwill- Methods- Valuation of Shares.

Unit IV: Amalgamation and Absorption

(Teaching Hours: 13)

Amalgamation of companies – Absorption of companies –Purchase consideration – various methods of ascertaining purchase consideration

Unit V: Holding companies

(Teaching Hours: 13)

Accounts of Holding Companies (excluding chain Holdings) Capital and Revenue profit- Minority Interest-Capital Reserve-Treatment of unrealised profits-Mutual obligation-Revaluation of Assets and liabilities (**Only Problems**)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To Knows about shares its legal provisions and issue of shares	K1&k2
CO2	To Prepare and present Company Final Accounts ,Computation of Managerial Remuneration	K3 & k4
CO3	To learn to value goodwill and shares	K3& k4
CO4	To evaluate the amalgamation and absorption of companies	K5
CO5	To know the accounting process of holding company	K4

Note: K1- Remembering; K2 -- Understanding; K3 -- Applying; K4 -- Analysing; K5 -- Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	2						
CO2	2		3	2		3		2		1
CO3	3		2	3		2	1			
CO4	2		3	2		2	2		1	1
CO5	2		2	2		2	2			1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Accounting	T.S.Reddy & A.Murthy	Margham Publications	2005 sixth revised
2	Advanced Accounting	R.L.Gupta & Radhaswamy	Sultan Chand & Sons	2000 fourth
3	Advanced Accounting	Jain and Narang,	Kalyani Publishers	2014 twentieth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Corporate Accounting	M.A.Arunachalam	Sultan Chand	2006 4th Edition
2	Advanced Accounting-II	T.S.Agarwal,M.S Shukla	S.Chand & Sons	2016 eighteenth
3	Financial Accounting	Hanif and Mukherji	Tata McGraw-Hill	2013,2ndedition

Pedagogy: Teaching /learning methods: Solving practical problems, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21591B	CORE: FINANCIAL MARKETS AND INSTITUTIONS	4	Theory	-	100

Objective

- To learn the about the Indian financial system
- To know the capital markets in India, debt market and Stock exchanges
- To learn the concepts of derivative markets in India

Unit I

(Teaching Hours: 13)

Indian Financial System: Financial Market - Meaning - Need and Objectives. Functions - Classifications of Financial Market. Capital Market: Role of Capital Markets - Functions - Capital market instruments - Recent Trends in capital market in India - Money Market: Money market instruments.

Unit II

(Teaching Hours: 13)

New issue market and Secondary market: Stock Exchange - Objectives - Functions. SEBI: Role and Powers of SEBI. Recent Trends and developments in Security Market - OTCEI - NSE - BSE -Achievements - Guidelines - DEMAT - Objectives - Importance - Depositories

Unit III

(Teaching Hours: 13)

Debt Market and RBI - Types of Bonds. Investment Institutions in India: UTI - ICICI - IDBI - IFCI - SFC. Commercial Banks - Role and functions - Central Bank - Objectives and Functions - IRDA - Powers and Functions.

Unit IV

(Teaching Hours: 13)

Mutual Fund and credit ratings: mutual funds - Meaning, Definition - Advantages - Types - Performance of Mutual Fund - SEBI Regulations on Issue of Mutual Fund - Recent Developments in Mutual Fund. Merchant Banking and Factoring in India - Credit Rating - Features - Advantages - CRISIL & ICRA - Domestic and Global Credit Rating Agencies.

Unit V

(Teaching Hours: 13)

Derivatives and Securitization: Derivatives - Meaning - Definition - Importance - Kinds of Financial Derivatives - Forwards -Features - financial forward - Futures - Types of Futures - Options - Types - Benefits - Swap -Kinds - Derivatives in India - Securitization - Definition - Mechanism of Securitization - Securitization in India

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Relate the concepts of instruments and role of agents in financial markets	K2
CO2	To learn about New issue market and Secondary market	K3
CO3	To know the Investment Institutions in India and bond market	K1
CO4	To learn about Domestic and Global Credit Rating Agencies and mutual funds	K4 & k5
CO5	To know the Derivatives market in India and Securitization	K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		3			1		2		3
CO2	2		1	2			3			
CO3			2			2				1
CO4	3		2	2			2			
CO5	2		3	1		2				3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Indian Financial System	Varshney P.N. & Mittal D. K.	Sultan Chand	2014 edition
2	Financial markets and Institutions	Dr. Gurusamy S	Tata McGraw Hill Publishing co.Ltd	2015 Edition
3	Financial services in India	Rajesh khothari	sage	2010 first
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Marketing of Financial Services	Avadhani V.A	Himalaya Publishing House	3 rd edition 2017
2	Financial markets and services	Gordan E, Natarajan K	Himalaya Publishing House	10 th edition 2018
3	Financial Markets And Institutions	G. Ramesh Babu	Concept publishing co	2006 first

Pedagogy: Teaching /learning methods: **Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion**

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21591C	CORE: FINANCIAL MANAGEMENT	4	Theory	40	60

Objective

- To learn the basic concepts of time value, risk and return
- To know about financial planning and capital structure theories
- To impart the students about the capital budgeting techniques and dividend theories

Unit I

(Teaching Hours: 13)

Risk and Return: Nature of financial management – Scope - objectives – Functions – Relationship between Risk and Return – Role and functions of financial manager – Time value of money. Financial Planning & Financial Plan – meaning – Scope of financial planning.

Unit II

(Teaching Hours: 13)

Capital structure: Capitalisation-over capitalisation and under capitalisation.(only theory). Financial leverage – measures – EBIT – EPS Analysis– operating leverage – financial, business and operating risks (only theory) – Theories of capital structure – net income approach – Net operating income Approach. MM Hypothesis, Traditional approach, (only theory). – Determinants of capital structure.

Unit III

(Teaching Hours: 13)

Capital budgeting: Capital budgeting – Techniques –Payback period method, discounted cash flow, Accounting Rate of Return method (problems).

Unit IV

(Teaching Hours: 13)

Cost of Capital: Cost of Capital – Meaning and importance – cost of debt, preference, equity and retained earnings – weighted average cost of capital (problems)

Unit V

(Teaching Hours: 13)

Dividend Policy: Dividend Policy - meaning- Factors determining dividend policy- Theories – MM Hypothesis - Walter's Hypothesis (only theory)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To Define and identify the concepts of Financial Management, Theories for financial planning	K1 & k2
CO2	To Understand Capital Structure theories and capitalization	K2
CO3	To know Capital budgeting techniques with practical problems	K3 & k5
CO4	To study Cost of Capital for strategic Financial Decision Making	K4
CO5	To analyse Dividend decisions	K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	2		2				
CO2	3		3	3		2	1			1
CO3	3	1	2	2		3	1			2
CO4	3		2			2	2	2		
CO5	2		3			3	1			2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Management	Prasanna Chandra	Tata Mc-Graw Hill	2011.eighth
2	Financial Management	I.M.Pandey	Tata Mc Graw Hill	2004 tenth
3	Financial Management	Khan & Jain	Tata Mc-Graw Hill	2004 fourth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Elements of Financial Management	Dr. S. N. Maheshwari	Sultan Chand and Sons.	1998 third
2	Financial Management theory and practice	Shashi K.Gupta and R.K.Sharma	Kalyani Publishers	2008 fourth
3	Financial Management	Shashi K.Gupta	Kalyani Publishers	2014, 7 th Edition

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21591U1	ELECTIVE 1: BUSINESS RESEARCH METHODS	4	Theory	-	100

Objective

- To enable the students to learn the importance of the research
- To know the various methods of analysis of data
- To apply BRM in the business management for solving business problems

UNIT I

(Teaching Hours: 13)

Introduction to research : Research - meaning - scope and significance – Types of research - Research Process - Characteristics of good research - Scientific method - Problems in research - Identifying research problem – concepts, constructs and theoretical framework.

UNIT II

(Teaching Hours: 13)

Hypothesis and scaling techniques: Hypothesis- meaning - sources - Types - formulation Research design - Types - Features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement Techniques of measurement - Scaling Techniques - meaning - Types of scales - scale construction techniques.

UNIT III

(Teaching Hours: 13)

Sampling design and data handling: Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples. Data collection:- Types of data - sources - Tools for data collection methods of data collection - constructing questionnaire - Pilot study - Data processing:- coding - editing - and tabulation of data - Data analysis.

UNIT IV

(Teaching Hours: 13)

Test of Significance: Assumptions about parametric and non-parametric tests. Parametric Test - T test, F Test and Z test - Non Parametric Test - U Test, Kruskal Wallis, sign test. SPSS and its applications. (only theory)

UNIT V

(Teaching Hours: 13)

Report writing: Interpretation - meaning - Techniques of interpretation - Report writing:- Significance - Report writing:- Steps in report writing - Layout of report - Types of reports - Oral presentation - executive summary - mechanics of writing research report - Precautions for writing report - Index and Bibliography.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Types of research and Research Process	K1
CO2	Formulation Research design and scaling techniques	K3
CO3	Sampling design and data handling	K2
CO4	parametric and non-parametric tests	K4 & k5
CO5	mechanics of writing research report	K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	1	3		2		1
CO2	1	3	1		2			1		1
CO3	3	2	3		2	2		1		
CO4	2	3		2	3	1				2
CO5		3	3	2		2		2		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Research methodology	Kothari C.R	Tata McGraw Hill.	2001 sixth
2	Business Research Methods	Gupta SP	Tata McGraw Hill	2014 fourth
3	Business Research Methods	William G Zikmund	Kalyani Publishers	2000 First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Research Methods	Donald R.Cooper and Pamela S.Schindler	Tata McGraw Hill	1998 third
2	Research Methods for Business	Uma Sekaranv , Roger Bougie	Wiley Publications	2016 sixth
3.	Research methods for management and commerce	Rao K.V.	sterling	1994 ond

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21591P	Allied: Lab - MULTIVARIATE DATA ANALYSIS	4	Practical	-	-

Objectives:

- This course will enable students to exercise Multivariate Techniques in R environment in different Business Cases.
- They will know the different techniques covered under the scope of Multivariate Analysis
- They will be able to apply and build select Predictive Models in the context of Binary Classification and Time Series.

UNIT I:

(Teaching Hours:13)

Overview of Multivariate Statistics -Nature of Multivariate Analysis, Validity and Reliability, Types of Multivariate Techniques, PCA and Factor Analysis, Multiple Regression, Logistic Regression, Canonical Correlation, Conjoint Analysis, Cluster Analysis, Multi-Dimensional Scaling, Correspondence Analysis, Structural Equation Modeling, Multivariate Model Building.

UNIT II

(Teaching Hours: 13)

Data Cleaning :Data Cleaning and Multivariate Techniques Graphical Examination of Data, Convert Un-Tidy Data into Tidy Data. Missing Data, Imputation of Missing Data by Central Tendency and KNN Method. Outliers, Winsorization of Outliers, Testing the Assumptions of Multivariate Analysis, Incorporating Non metric Data with Dummy Variables, Managerial Overview of the Results.

UNIT III

(Teaching Hours: 13)

Logistic Data analysis: Regression -Binary Classification versus Point Estimation, Odds versus Probability, Logic Function, Classification Matrix, Individual Group Classification Efficiency, Overall Classification Efficiency, Nagelkerke R Square, Receiver Operating Characteristic Curve, Sensitivity, Specificity, Area Under ROC Curve, Cut-Offs, True Positive Rate and False Positive Rate.

UNIT IV

(Teaching Hours: 13)

Time series and trend : Introduction to Time Series- Nature of Time Series, Components of Time Series, Secular Trend, Seasonal Variations, Cyclical Variations, Irregular Variations, Time Series Decomposition, Smoothing Techniques, Moving Average, Weighted Moving Average, Exponential Smoothing, Double Exponential Smoothing, Regression Trend Analysis, Autocorrelation and Auto regression.

UNIT V

(Teaching Hours: 13)

Data estimations: Univariate Time Series Models - Tests for Stationarity, Graphical Method, Unit Root Test, Augmented Dickey Fuller Test, Phillips—Perron Test, Schmidt-Phillips Test, KPSS Test, Identification Of ARMA Models & Parameter Estimation, Testing Significance with Forecasting, Stationary Restriction for ARMA Models, ARIMA Models, Model Parameter Estimation, Testing Parameter Significance.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Overview of Multivariate Statistics, Data Cleaning and Multivariate Techniques & analysis, Time series and trend analysis, Data estimations	K2,k3 K4,k5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	2	3	2		2		2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Multivariate Data Analysis	Hair, J. F. et al.	Prentice Hall.	6th edition 2015
2	Multiple Regression: Testing and Interpreting Interactions. Newbury Park, CA	Aiken, L. S., & West, S. G.	Sage Prentice Hall. 6th edition	1991
3	Applied Econometric Time Series	Enders, W	Wiley & Sons	2001
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Applied Logistic Regression	Menard, S	Sage.	1998.
2	Using Multivariate Statistics	Tabachnick, B. and Fidell, L	Allyn& Bacon.	2008
3	Time Series Analysis	Hamilton, J. D	Princeton University Press	2001

Pedagogy: Teaching /learning methods: **PPT presentation, e-content seminar, Assignment, lab classes**

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21591S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	2	Practical	-	-

Objective of the course:

Institutional Training is to be done during the summer break after Semester 4 and is encouraged in order to enable students to gain practical experience in the field of their study. The type of Institutional Training needs to be approved by the Director. A request letter will be given to the student when approaching an organisation for Institutional Training opportunity. Guidelines for Students

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. Students can select only the Private/Public limited companies for their Institutional Training.
3. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
4. No two students can select the same company/department for doing Institutional Training.
5. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
6. The students are suggested to choose the nature of the company in which they have interest.
7. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
8. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
9. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
10. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Relate classroom theory with workplace practice, describe and display hands-on experience on practical skills obtained during the programme.	K1&K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		3	2	2			3			2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment



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Semester	Course Code	Course Title	Credits	Theory/Practical	Problems %	Theory %
FIFTH	21591K	ONLINE SWAYAM: ENTREPRENEURSHIP DEVELOPMENT	4			

OBJECTIVE OF THE COURSE:

The main objective of this course is develop entrepreneurial abilities by providing background information about support systems , skill sets , financial and risk covering institutions and other for building an enterprise so that future budding entrepreneurs can make right decisions for starting and running a venture. With a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of is intended to be a foundation course for those who plan to work and start a business enterprise social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses., and live cases of social , techno, women entrepreneurs along with visit and interaction with entrepreneurship development institutes in India, helps the participants in learning basic fundamentals of decision making towards establishing enterprises in real life situations.

COURSE OUTLINE:

Unit - 1:Entrepreneurial Management

- Lecture 1:Introduction to Entrepreneurship and Its Evolution
- Lecture 2:Roles of an Entrepreneur
- Lecture 3:Idea Generation, Screening, Selection and Managing Resources
- Lecture 4: Leading and Building the team in an enterprise
- Lecture 5:Strategic Planning for Business
- Lecture 6:Forms of Ownership (Part-1)
- Lecture 7:Forms of Ownership(Part-2)
- Lecture 8: Franchising - form of Business Ownership
- Lecture 9:Financing Entrepreneurial Ventures
- Lecture 10 Managing growth, expansion and winding up of business
- Lecture 11: Valuation of a new company
- Lecture 12: Corporate entrepreneurship
- Lecture 13: Entrepreneurship in the era of Globalization: Environment and Strategy

Unit – 2: Entrepreneurship, Creativity and Innovation

- Centre of Innovation, Incubation and Entrepreneurship- An expert Interview
- Lecture 14: Entrepreneurship: Role of stimulating creativity
- Lecture 15: Creative teams and managerial responsibilities
- Lecture 16: Innovation and entrepreneurship: types and sources of innovation
- Creativity and Innovations in Start Ups : A case of Altmat

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Unit – 3: Social entrepreneurship

Lecture 17: Introduction to social entrepreneurship
Lecture 18: Innovation and entrepreneurship in social context
Lecture 19: Start-ups, early venture issues
Startups in India – Interviews of Founders and Supporters
Lecture 20: Sustainability of non-profit organizations
Lecture 21: Financing and risks in social enterprises
Lecture 22: Business Strategies and Scaling up

Unit – 4: Family business and entrepreneurship

Lecture 23: Family Business: Concept, Characteristics, and Kinds of family Business
Lecture 24: Conflict and Conflict resolution in Firm
Lecture 25: Managing leadership & succession planning in family business
Lecture 26: SUCCESSION PLANNING
Lecture 27: Succession and Continuity
Lecture 28: Women entrepreneurship: issues, challenges
Lecture 29: Women issues and encouraging change in family business: A case analysis of Wastengage pvt. Ltd.

Unit – 5: FINANCING THE ENTREPRENEURIAL BUSINESS

Funding & Start up and Entrepreneurship Councils in India
Lecture 30: Arrangement of funds
Lecture 31: Exercise on writing of project report
Lecture 32: Entrepreneurial Financing and Risk
Lecture 33: Appraisal of loans by financial institutions
Lecture 34: Role of Commercial Banks in financing Business Entrepreneurs
Lecture 35: Venture Capital :

Entrepreneurship Institutions in India - A Visit to EDII



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21691A	CORE: AUDITING	5	Theory	-	100

OBJECTIVE

- To gain a fair working knowledge in the areas of internal check in practice in various organizations
- To ensure a complete understanding of the importance of vouching of Financial Statements
- To know the auditing procedures and preparation of audit report

Unit I

(Teaching Hours: 13)

Auditing Introduction: Definition-General Objectives of Auditing-Advantages and Limitations of Auditing-Auditing and Investigation-Qualification of an Auditor – Auditors Vis-a Vis Errors and Frauds. Various types of audit-Continuous audit-Final Audit-interim audit-Balance Sheet audit-Merits and Demerits.

Unit II

(Teaching Hours: 13)

Auditing in EDP Environment-Audit procedure-Planning of Audit-Audit programme-Audit Note book-Audit Working Papers-Internal Control-Internal Check. Internal Check as regards cash, wages, sales etc.-position of External Auditors as to Internal Auditor.

Unit III

(Teaching Hours: 13)

Vouching –Vouching of Cash transactions-Trading transactions-Impersonal ledger.

Unit IV

(Teaching Hours: 13)

Verification and Valuation of Assets and Liabilities – Land & Buildings, Plant & Machinery, patents & Trademarks, Furniture, Investments, Stock ,Bills Receivable, Cash. Auditors' position & duty regarding Reserves and provisions-Depreciation

Unit V

(Teaching Hours: 13)

Company Audit-Audit of Share capital and Share Transfer-Appointment and Removal of Auditors –Rights and Duties of Company Auditors – liabilities – Audit Report- Qualities of audit report.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the basic auditing principles, planning an audit and due diligence.	K1 & k2
CO2	Illustrate the steps required to perform Internal control and Internal check	K1
CO3	Vouching and Verification and Valuation of Assets and Liabilities.	K3 & k4
CO4	Gain expert knowledge on current auditing practices and procedures	K5
CO5	Audit report, Rights and Duties of Company Auditors	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	3		2			3	2
CO2			1					2	1	2
CO3	3		2	2		3			2	
CO4	1			3		3	1	2	1	2
CO5	2		2						2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles and Practice of Auditing	Dinkar Pagare	Sultan Chand & Sons	2014 tenth
2	A Hand Book of Practical Auditing	Tandon.B.N,Sudharsanam and Sundara bahu	Sultan Chand & Sons	2016.edition
3	Kumar, Pardeep Sachdeva, Baldev Singh, Jagwant	Auditing Theory and practice	Kalyani Publishers	2014 thirteenth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Auditing	Kamal Gupta, Ashok Arora	Tata McGraw Hill	1998 third
2	Auditing	Kumar Ravinder	Prentice-Hall Of India	2016 second
3	Fundamentals of Auditing	Basu	Pearson Education India	2009 first

Pedagogy: Teaching /learning methods: **Lecture, PPT presentation, e-content seminar, Assignment,**

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21691U1	ELECTIVE II: FINANCIAL SERVICES AND DERIVATIVES	6	Theory	-	100

Objective:

- To understand the principle, concepts
- To know the financial aspects related to financial services
- To have basic knowledge about financial derivative market.

Unit: I**(Teaching Hours: 13)**

Financial services sector: Financial services – Meaning – Objectives of Financial Services – Characteristics of Financial services – Scope of Financial Services – Growth of Financial Services in India – Problems in Financial Services sector – Regulatory Framework – Need for Regulations – Types of regulatory framework – Causes for Financial innovations – New Financial products and services – Challenges faced by Financial Services sector.

Unit: II**(Teaching Hours: 13)**

Credit Rating : Credit Rating – Meaning – Definition – Origin of Credit Rating – Credit Rating in India – Features of Credit Rating – Advantages of Credit Rating – Drawbacks of Credit Rating – Credit Rating Agencies in India – Functions of Credit Rating.

Unit: III**(Teaching Hours: 13)**

Mutual fund: Mutual fund – Meaning – Definition – Characteristics of Mutual fund – Types of Mutual fund – Functions of Mutual fund – Advantages of Mutual fund – Drawbacks of Mutual fund – Mutual fund players – Unit linked mutual fund - RBI guidelines for Mutual fund.

Unit: IV**(Teaching Hours: 13)**

Merchant Banking : Merchant Banking – Meaning – Definition – Concept of Merchant banking – Origin of Merchant banking & Merchant Banking in India – Merchant Banking functions or services – Qualities required for Merchant Bankers – Guidelines for Merchant Bankers – Problems of Merchant bankers – Scope of Merchant Banking in India.

Unit: V**(Teaching Hours: 13)**

Derivatives: Derivatives: Derivatives – Definition – Types: over the counter derivatives and exchange based derivatives – underlying value- interest rate – Types of derivative contracts : Features of Future contract, forward contract , swaps and option trading - risks involved in derivative trading.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Regulatory Framework of financial services	K1
CO2	Credit Rating Agencies in India, Functions of Credit Rating.	K5
CO3	Types of Mutual fund , Functions of Mutual fund	K4
CO4	Origin of Merchant banking & Merchant Banking in India	K2
CO5	underlying value- interest rate, Types of derivative contracts	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		1	2		2				
CO2			3	3		3			1	2
CO3	3		2						1	1
CO4	2		3	1		2	2	1		2
CO5	3		3			3				2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial markets and Institutions	Dr. S. Gurusamy	Tata McGraw Hill Education Pvt Ltd.	2015 first
2	Financial Markets and Services	E. Gordon & K. Natarajan	Himalaya Publishing House.	2018 tenth
3	Marketing of Financial Services	Avadhani V.A	Himalaya Publishing House	3 rd edition 2017
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Management	R.K. Sharma and Shashi K. Gupta	Kalyani publishers	1998 seventh
2	Fundamentals of Financial derivatives	N.R. Parasuraman	Himalaya Publishing House	2008 third
3	Financial services in India	Rajesh khothari	sage	2009 first

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, e-content seminar, Assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21691P	Allied: Lab - Data mining with R	5	Practical	-	-

OBJECTIVE:

- After this course students will gain critical knowledge and understanding about major Data Mining procedures like Decision Tree, Cluster Analysis, Neural Networks, Support Vector Machine, Bayesian Networks and Machine Learning fundamentals.
- Students will be able to apply and practice this gained knowledge in variety of Business Scenarios.

UNIT: 1**(Teaching Hours:10)**

Classification and Regression Tree : Classification & Regression, Working of a Decision Tree, Attribute Selection Measures, Information Gain, Gain Ratio, Gini Index, Building Decision Trees, CART, C5.0, and CHAID Trees, Prediction by Decision Tree, Advantages and Disadvantages of Decision Trees, Model Over fitting, Building Decision Trees in R.

UNIT: II**(Teaching Hours:10)**

Clustering- Cluster Analysis versus Factor Analysis, Overview of Basic Clustering Methods, Agglomerative Hierarchical Clustering, Within-Group Linkage, Nearest Neighbour or Single Linkage, Furthest Neighbour or Complete Linkage, Centroid Clustering, Ward's Method, K-Means Algorithm, Dendogram, Profiling of Cluster, Cluster Evaluation.

UNIT: III**(Teaching Hours:10)**

Artificial Neural Networks: -Structure of a Neural Network, Input Layer, Hidden Layer, Output Layer, Nodes, Synaptic Weights, Analogy with Biological Neural Network, Scaling of Data, Activation Functions, Hyperbolic Tangent, Sigmoid, Identity, Softmax, Optimization Algorithms, Scaled Conjugate Gradient, Gradient Descent, Model Accuracy.

UNIT: IV**(Teaching Hours:10)**

Support Vector Machine- Decision Boundaries for Support Vector Machine, Maximum Margin Hyperplanes, Structural Risk Minimization, Linear SVM-Separable Case, Linear SVM-Non-Separable Case, Kernel Function, Kernel Trick, Kernel Hilbert Space, Model Evaluation.

UNIT: V**(Teaching Hours:10)**

Market Basket Analysis- Market Basket Analysis and Association Analysis, Market Basket Data, Stores, Customers, Orders, Items, Order Characteristics, Product Popularity, Tracking Marketing Interventions, Association Rules, Support, Confidence, Lift, Chi-Square Value, Sequential Pattern Analysis.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Classification & Regression, Working of a Decision Tree, Basic Clustering Methods, Neural Network, Decision Boundaries for Support Vector Machine, Market Basket Analysis and Association Analysis	K2,K3 K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	1	2		3	2		3		3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Data Mining: Concepts and Techniques	Han, Jiawei and Kamber, Micheline	Kaufman Publishers..	2012
2	Introduction to Data Mining	Tang, P.N., Steinback, M. and Kumar. V	Pearson.	2014
3	Making Sense of Data II	Myatt, Glenn and Johnson, Wayne	Wiley.	2009
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Mining of Massive Datasets	Anand Rajaraman	Cambridge University Press	2011
2	Fundamentals of Financial derivatives	N.R. Parasuraman	Himalaya Publishing House	2008
3	Machine Learning	Mitchell	McGraw Hill.	2013

Pedagogy: Teaching /learning methods: Lecture, PPT presentation, Assignment, Lab class

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21691S	SKILL BASED SUBJECT – RESEARCH PROJECT AND VIVA VOCE	4	Practical	-	-

OBJECTIVES:

- The Objectives of the main project should facilitate the students. To apply business analytics strategies and investigations of research methodology to provide solutions to the organizational problems.
- To apply best practices of business management to organizational settings
- To understand and analyse the key performance indicators.

AREA OF RESEARCH:

PROJECT FEASIBILITY STUDIES, FINANCIAL STATEMENT ANALYSIS, RATIO ANALYSIS, BUDGETING, CASH AND FUND FLOW ANALYSIS , SECURITY VALUATION & MARKET CAPITALISATION, DIVIDEND DECISIONS , STRATEGIES OF RISK DIVERSIFICATION AND TAXATION.

PERIOD: One Month of their final Year.

INSTRUCTIONS TO THE STUDENTS:

1. Students are expected to choose a research title with proper analysis of research gap. However, the students can do the research either with primary data or secondary data after getting approval from the guide.
2. Guide will be allocated to each student and he/she should regularly communicate to the concerned guide and has to get approval for every process.
3. Research Work should have analysed with proper research gap after through analysis of literature reviews with aptly framed objectives of the study.
4. The choice of appropriate research design and sample size and target respondents is finalized with the guidance of the appointed faculty.
5. Each Student will be interviewed by an Expert Committee to validate the project. Each Student should appear with the title, objective, research methodology and research gap for approval.



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6. After getting approval from the Expert Committee, the student has to submit the research title and objectives to start the process relevant to research project.
7. Students will be evaluated by their performance in their reviews. Students are asked to appear for all the reviews without fail and are advised to maintain a record of such review duly signed and approved by the guide.
8. Review presentation should be made by the students in PowerPoint. Mark will not be provided to the student if he/she is absent for the review.
9. Cover wrapper should be Grey in color. Students should submit one copy of fair draft report in the form of soft binding during the time of submission along with the CD.
10. Students are informed to stick on to the given instructions.

STRUCTURE OF THE PROJECT:

Structure of project work should contain the following chapters to maintain the uniformity in preparation and presentation

Chapter No. 1	-	Introduction
Chapter No. 2	-	Literature Review
Chapter No. 3	-	Research Methodology
Chapter No. 4	-	Data Analysis & Interpretation
Chapter No. 5	-	Findings, Suggestions and Conclusion

PROJECT AND VIVA VOCE:

CA	:	25	
Review-I	:	10	
Review II	:	10	
Work Diary	:	5	
Total	:	25	

TEE	:	75	
External Examiner	:	25	
Internal Examiner	:	25	
Vivo voce Examination	:	25	
Total	:	75	

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	To find the research gap and choose the title of the research title with objectives, research reviews and research methodology, for data collection, determining sample size and research design, analyses, project report	K3,K4 K2,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		3				2		3		3

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Programme Outcome	
PO1	After completing three years for B.Com (AM) program, students would gain a thorough knowledge in the fundamentals of Insurance, Insurance Administration, Insurance law relating to Life Insurance and General Insurance, Accounting, Finance, Banking, Taxation, Business Mathematics, Business Statistics, Business Law and Company Law and Secretarial practice.
PO2	The Commerce and Actuarial Management focused curriculum offers practical exposure which would equip the student to face the modern day challenges in commerce and Insurance Business.
PO3	Equip with professional, interpersonal and entrepreneurial skills.
PO4	Learners will be able to prove proficiency with the ability to engage in Professional exams like as Actuaries, Chartered Accountants, Cost and Management Accountants, Company Secretaries, UPSC Exams and other courses.
PO5	Learners will be able to do higher education and advanced research in the field of Commerce and Actuarial management.
PO6	To remain and understand the knowledge related to core discipline of Actuarial Management.
PO7	Employ the knowledge of accounting fundamentals and accounting specialization to find solutions to complex problems in business enterprises.
PO8	Ability to use MS Office & accounting software.
PO9	Develop creativity in the area of Marketing.
PO10	Able to identify, assess and shape entrepreneurial opportunities and to evaluate their potential for business success.

Programme Specific Outcome	
PSO1	To cater to the man power needs of companies in Insurance, Banking, Accounting, Taxation, Business Laws, Financial Analysis, Government, stock exchange, teaching and Management.
PSO2	To enrich communication, ethical values, team work, professional and leadership skill sets of students.
PSO3	To inculcate entrepreneurship and managerial skill in students so as to enable them to establish and manage their business effectively.
PSO4	To integrate knowledge, skill and attitude that will sustain an environment of learning creativity among the students with an assurance for good careers.
PSO5	Learners will involve in various co-curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.

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SCHEME OF EXAMINATIONS

SEM	PART	Course Code	Course Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	I	21100T	TAMIL I							
I	I	21100H	HINDI I	3	25	75	100	5	3	THEORY
I	I	21100F	FRENCH I							
I	I	21100M	MALAYALAM I							
I	II	21100E1	CONTEMPORARY ENGLISH I	3	25	75	100	6	3	THEORY
I	III	21113A	CORE: PRINCIPLES OF ACCOUNTING	5	25	75	100	6	3	THEORY
I	III	21113B	CORE: INSURANCE AND RISK MANAGEMENT	4	25	75	100	6	3	THEORY
I	III	21113C	CORE: BUSINESS COMMUNICATION	4	25	75	100	6	3	THEORY
I	III	21113D	ALLIED: BUSINESS ORGANISATION AND OFFICE MANAGEMENT	4	25	75	100	6	3	THEORY
I	IV	21100G	SKILL BASED SUBJECT: GENERAL AWARENESS	2	25	75	100	1	3	THEORY
II	I	21200T	TAMIL II							
II	I	21200H	HINDI II	3	25	75	100	5	3	THEORY
II	I	21200F	FRENCH II							
II	I	21200M	MALAYALAM II							
II	II	21200E1	CONTEMPORARY ENGLISH II	3	25	75	100	6	3	THEORY
II	III	21213A	CORE: FINANCIAL ACCOUNTING	5	25	75	100	6	3	THEORY
II	III	21213B	ALLIED: BUSINESS MATHEMATICS	4	25	75	100	5	3	THEORY
II	III	21213C	SKILL BASED SUBJECT: PRINCIPLES AND PRACTICE OF LIFE INSURANCE	2	25	75	100	5	3	THEORY
II	III	21213K	ONLINE SWAYAM : PRINCIPLES OF MANAGEMENT	4						
II	IV	21200G	ENVIRONMENTAL STUDIES: ENVIRONMENTAL AWARENESS	2	25	75	100	2	3	THEORY

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022
SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
III	III	21313A	CORE: HIGHER FINANCIAL ACCOUNTING	4	25	75	100	6	3	THEORY
III	III	21313B	CORE: PRINCIPLES AND PRACTICE OF GENERAL INSURANCE	4	25	75	100	5	3	THEORY
III	III	21313C	CORE: BUSINESS ECONOMICS	4	25	75	100	6	3	THEORY
III	III	21313D	ALLIED: BUSINESS STATISTICS	4	25	75	100	6	3	THEORY
III	III	21313E	SKILL BASED SUBJECT: COMPANY LAW AND SECRETARIAL PRACTICE	3	25	75	100	6	3	THEORY
III	IV	21300A	* ADVANCED TAMIL I	2	100	NA	100	2	3	THEORY
III	IV	21300B	* BASIC TAMIL I		40	60				
III	IV	21300N	NON MAJOR ELECTIVE I: PERSONALITY DEVELOPMENT AND SOFT SKILLS							
III	IV	21300G1	VALUE EDUCATION: INDIAN SOCIETY, PEOPLE AND CULTURE	2	25	75	100	3	3	THEORY
III	V	21313S	EXTENSION ACTIVITIES: MINI PROJECT	1			GRADE	2		PRACTICAL
IV	III	21413A	CORE: CORPORATE ACCOUNTING - I	4	25	75	100	6	3	THEORY
IV	III	21413B	CORE: FINANCE AND FINANCIAL CONCEPTS	4	25	75	100	6	3	THEORY
IV	III	21413C	CORE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	25	75	100	6	3	THEORY
IV	III	21413D	ALLIED: BUSINESS LAW	4	25	75	100	5	3	THEORY
IV	III	21413E	SKILL BASED SUBJECT: INSURANCE LAW AND REGULATIONS	5	25	75	100	6	3	THEORY
IV	III	21413K	ONLINE SWAYAM : DEVELOPING SOFT SKILLS AND PERSONALITY	2						
IV	IV	21400A	* ADVANCED TAMIL II	2	100	NA	100	2	3	THEORY
IV	IV	21400B	* BASIC TAMIL II		40	60				
IV	IV	21400N	NON-MAJOR ELECTIVE II: BASICS IN BUSINESS PROCESS OUTSOURCING						3	THEORY

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SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
V	III	21513A	CORE: CORPORATE ACCOUNTING – II	4	25	75	100	6	3	THEORY
V	III	21513B	CORE: TAXATION	4	25	75	100	6	3	THEORY
V	III	21513U1	ELECTIVE I: INNOVATIVE BANKING PRACTICES	4	25	75	100	5	3	THEORY
V	III	21513V1	ELECTIVE II: PRINCIPLES AND PRACTICE OF HEALTH INSURANCE	4	25	75	100	5	3	THEORY
V	III	21513S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	2	40	60	100	2	3	PRACTICAL
V	III	21513K	ONLINE SWAYAM: MARKETING MANAGEMENT -I	4						
VI	III	21613A	CORE: COST AND MANAGEMENT ACCOUNTING	5	25	75	100	6	3	THEORY
VI	III	21613B	CORE: ENTREPRENEURIAL DEVELOPMENT	4	25	75	100	6	3	THEORY
VI	III	21613U1	ELECTIVE III: INSURANCE ADMINISTRATION	5	25	75	100	6	3	THEORY
VI	III	21613V1	ELECTIVE IV: FINANCIAL SERVICES	5	25	75	100	6	3	THEORY
VI	III	21613P	SKILL BASED SUBJECT: LAB – MS OFFICE AND ACCOUNTING SOFTWARE	2	40	60	100	3	3	PRACTICAL
TOTAL CREDITS AND MARKS				140			3600			

EXTRA CREDITS

PROFESSIONAL DEVELOPMENT - 6 CREDITS

BUSINESS FUNDAMENTAL WORKSHOP - 4 CREDITS

10 CREDITS

*BASIC TAMIL & ADVANCED TAMIL BOTH CA ONLY.

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SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Subject Name
ELECTIVE I & II			
V	III	21513U1	ELECTIVE I: INNOVATIVE BANKING PRACTICES
V	III	21513V1	ELECTIVE II: PRINCIPLES AND PRACTICE OF HEALTH INSURANCE
ELECTIVE III & IV			
VI	III	21613U1	ELECTIVE III: INSURANCE ADMINISTRATION
VI	III	21613V1	ELECTIVE IV: FINANCIAL SERVICES



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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	CONTEMPORARY ENGLISH - I	-	-	3	2	1	1	2	-	3	3
21113A	CORE: PRINCIPLES OF ACCOUNTING	3	2	2	3	3	-	3	-	-	-
21113B	CORE: INSURANCE AND RISK MANAGEMENT	3	3	2	3	3	3	-	-	-	1
21113C	CORE: BUSINESS COMMUNICATION	1	2	3	2	2	-	-	-	1	1
21113D	ALLIED: BUSINESS ORGANISATION AND OFFICE MANAGEMENT	2	2	3	2	3	-	-	-	2	3
21200E1	CONTEMPORARY ENGLISH - II	-	-	3	2	1	1	2	-	3	3
21213A	CORE: FINANCIAL ACCOUNTING	3	3	2	3	3	-	3	-	-	-
21213B	ALLIED: BUSINESS MATHEMATICS	3	2	2	3	3	-	-	-	-	-
21213C	SKILL BASED SUBJECT: PRINCIPLES AND PRACTICE OF LIFE INSURANCE	2	3	2	3	2	3	-	-	1	-
21213K	ONLINE SWAYAM : PRINCIPLES OF MANAGEMENT	3	3	3	2	2	-	-	-	-	2
21313A	CORE: HIGHER FINANCIAL ACCOUNTING	3	3	2	3	3	-	3	-	-	-
21313B	CORE: PRINCIPLES AND PRACTICE OF GENERAL INSURANCE	3	2	2	3	3	3	-	-	-	-
21313C	CORE: BUSINESS ECONOMICS	3	2	2	2	2	-	-	-	-	-
21313D	ALLIED: BUSINESS STATISTICS	3	2	2	3	3	-	-	-	-	-
21313E	SKILL BASED SUBJECT: COMPANY LAW AND SECRETARIAL PRACTICE	2	3	2	2	1	-	-	-	-	-
21413A	CORE: CORPORATE ACCOUNTING - I	3	3	2	2	3	-	3	-	-	-
21413B	CORE: FINANCE AND FINANCIAL CONCEPTS	2	3	2	3	3	-	3	-	-	-
21413C	CORE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	2	3	2	3	3	-	2	-	-	-
21413D	ALLIED: BUSINESS LAW	3	2	2	2	2	-	-	-	-	-
21413E	SKILL BASED SUBJECT: INSURANCE LAW AND REGULATIONS	3	3	2	3	3	3	-	-	-	-
21413K	ONLINE SWAYAM : DEVELOPING SOFT SKILLS AND PERSONALITY	-	-	3	2	1	1	2	-	3	3
21513A	CORE: CORPORATE ACCOUNTING – II	3	3	2	2	3	-	3	-	-	-
21513B	CORE: TAXATION	3	3	3	3	3	-	-	-	-	-
21513U1	ELECTIVE I: INNOVATIVE BANKING PRACTICES	2	3	2	3	3	-	-	-	-	-
21513V1	ELECTIVE II: PRINCIPLES AND PRACTICE OF HEALTH INSURANCE	3	2	2	3	3	3	-	-	-	-
21513S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	-	3	2	-	2	-	-	-	1	3

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21513K	ONLINE SWAYAM: MARKETING MANAGEMENT -I	3	3	3	3	3	-	-	-	3	1
21613A	CORE: COST AND MANAGEMENT ACCOUNTING	3	3	2	3	2	-	3	-	-	-
21613B	CORE: ENTREPRENEURIAL DEVELOPMENT	-	3	2	1	1	-	-	-	1	3
21613U1	ELECTIVE III: INSURANCE ADMINISTRATION	3	3	2	3	3	3	-	-	-	-
21613V1	ELECTIVE IV: FINANCIAL SERVICES	2	3	2	3	3	-	3	-	-	-
21613P	SKILL BASED SUBJECT: LAB – MS OFFICE AND ACCOUNTING SOFTWARE	-	2	2	-	-	-	-	3	-	-

Indicators: 1. Reasonable 2. Significant 3. Strong



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E1	CONTEMPORARY ENGLISH - I	3	Theory	-	100

Objectives of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

[12 Hours]

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication

[12 Hours]

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

Unit-III: Spoken English

[12 Hours]

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills

[12 Hours]

Listening skills-Videos on Self-motivation and Phonetics,
Speaking skills-Phone Conversations and Conversational Fillers,
Reading skills-Newspaper Article Review and Reading Comprehension,
Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature

[12 Hours]

Prose-Travel by Train by J. B. Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.

Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K. Narayan

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	-	1	2	-	-	-	-	-	2
CO2	-	2	3	3	-	-	3	-	2	3
CO3	-	2	3	3	-	-	3	-	2	3
CO4	-	3	3	3	-	-	3	-	2	3
CO5	-	-	-	1	-	-	-	-	-	1

Indicators: 1. Reasonable

2. Significant

3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, IIInd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, IIInd Ed
4	Understanding and Using English Grammar	Betty Schramper Azad	Orient Backswam	2009

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21113A	CORE: PRINCIPLES OF ACCOUNTING	5	Theory	80	20

Objectives of the Course:

- To learn about accounting concepts, conventions and rules
- To prepare Cash books, BRS, and Rectification of Errors
- To explain Capital & Revenue Expenditure
- To prepare Account current and Average due Date, Bill of Exchange, Receipts and payments account, Income and Expenditure account

UNIT I: FUNDAMENTALS OF BOOK KEEPING

(Teaching Hours: 13)

Fundamentals of book keeping – Accounting Concepts and Conventions – merits and demerits of accounting - Journal and Ledger – Trial Balance - Subsidiary Books

UNIT II: CASH BOOK, BANK RECONCILIATION STATEMENT AND RECTIFICATION OF ERRORS

(Teaching Hours: 13)

Cash Book – Preparation of various types of Cash book – Bank Reconciliation Statement – Meaning – uses - Errors – Rectification of Errors

UNIT III: FINAL ACCOUNTS OF A SOLE TRADER

(Teaching Hours: 13)

Apportionment of Capital and Revenue expenditure – Preparation of final statements of accounts of a sole trading business with simple adjustments

UNIT IV: BILL OF EXCHANGE, ACCOUNT CURRENT AND AVERAGE DUE DATE

(Teaching Hours: 13)

Bills of exchange – meaning – Accounting entries for Bills transactions – Account current – Meaning – Product method-Daily Balance Method - Average Due date – meaning- Determination of Average Due date and calculation of interest

UNIT V: ACCOUNTING OF NON-PROFIT ORGANISATION

(Teaching Hours: 13)

Accounts of Non-profit organization - Receipts and Payments account-Income and Expenditure account-Difference between Receipts and Payments account and Income and Expenditure account

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about accounting concepts, conventions and to prepare Journal, Ledger, Trial Balance and Subsidiary Books.	K1, K2, K3
CO2	To prepare different types of Cash Book, Bank Reconciliation Statement and to rectify errors.	K1, K2, K3
CO3	To ascertain operational efficiency and financial position of a sole trader	K1, K2, K3, K5
CO4	To gain knowledge about Bill of Exchange, Account Current and Average due date.	K2, K3
CO5	To prepare Receipts and Payments account and Income and Expenditure Account.	K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	3	3	1	3	-	-	1
CO2	3	2	2	3	3	1	3	-	-	1
CO3	3	3	2	3	3	1	3	-	-	1
CO4	3	2	2	3	3	1	3	-	-	1
CO5	3	2	1	3	3	1	3	-	-	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S Reddy & A. Murthy	Margham publications	2012, Sixth
2	Principles of Accountancy	K.L Nagarajan, Vinayakam. N & P.L. Mani	S Chand &Company Pvt. Ltd.	2009
3	Introduction to Accountancy	T.S. Grewal , S.C Gupta	S Chand	2016
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles of Accountancy	S.P Gupta, K. L Narang	Kalyani Publishers	2013
2	Principles and Practice of Accountancy	R.L. Gupta and V. K. Gupta	Sultan Chand and sons	2019
3	Financial Accounting	N. Vinayakam, B. Charumathi	S. Chand & Co	2004

Pedagogy: Lecture, PPT Presentation, Black board and Chalk and Assignments

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21113B	CORE: INSURANCE AND RISK MANAGEMENT	4	Theory	-	100

Objective of the Course:

- To learn the basics concepts related to insurance and risk management techniques.
- To study about Bancassurance Concepts.
- To know about Credit Risk Management Techniques.

UNIT I: INTRODUCTION TO INSURANCE

(Teaching Hours: 13)

Insurance – Meaning – Definition – Characteristics of Insurance contract - Insurance contract Vs Wagering contract - Functions of insurance - Importance of insurance - Benefits of Insurance - Kinds of insurance organizations - Role of Insurance in the Development of Commerce and Industry - Scope of Insurance Business - Essentials of Valid Insurance Contract.

UNIT II: BANCASSURANCE AN OVERVIEW

(Teaching Hours: 13)

Bancassurance – meaning - necessity for bank to enter into insurance - Origin of Bancassurance - Bancassurance in India - Types of Bancassurance – Benefits of Bancassurance - Distribution channels of Bancassurance - Guidelines for Bancassurance - Challenges of Bancassurance

UNIT III: INTRODUCTION TO RISK

(Teaching Hours: 13)

Concept of Risk – Meaning and Definition of Risk – Classification of hazards – Meaning of Uncertainty – Difference between Risk and Uncertainty – Certainty and Safety – Degree of risk attitude – Causes of risks - Characteristics of insurable risks

UNIT IV: CLASSIFICATION OF RISKS

(Teaching Hours: 13)

Classification of risks – Financial and Non financial risk – Static and Dynamic risk – Distinction between Dynamic and static risks – Fundamental and Particular risks – Pure and Speculative risks – On the basis of Economic risks – On the basis of Business risks – On the basis of Human risks – On the basis of Portfolio risks – Other risks – Methods of handling risks.

UNIT V: INTRODUCTION TO RISK MANAGEMENT

(Teaching Hours: 13)

Risk management – Meaning – Definition - Features of Risk Management - Importance of Risk Management - Risk Management objectives - Advantages of Risk Management - Disadvantages of Risk Management - Principles of Risk Management - Business Risks – Meaning – Definition - Nature of Business risk - Causes of Business risk - Methods of Handling Business risks.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To Understand the basic concepts of insurance, functions and its essentials.	K1, K2
CO2	To gain knowledge about the concept of Bancassurance, types and its guidelines.	K1, K2
CO3	To study about the concept of risk	K1, K2
CO4	To Familiar with classification of risks and methods of handling risk	K3, K4
CO5	To acquire knowledge about the risk management basics.	K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	3	1	2	-	-	-	3
CO2	3	2	1	2	2	2	-	-	-	2
CO3	2	2	3	3	2	2	-	-	-	1
CO4	2	2	3	3	2	2	-	-	-	3
CO5	3	3	3	2	1	3	-	-	-	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Fundamentals of Insurance	Dr. P. Periyasamy	Vijay Nicole Imprints Private Ltd.,	2013 1 st Edition
2.	Principles of Insurance and Risk Management	Alka Mittal & S.L. Gupta	Sultan Chand & Co Ltd.,	2010 2 nd Edition
3.	Principles and Practice of Insurance	Dr. A. Murthy	Margham Publications	2015 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Risk and Insurance Management	Dr. P. Periyasamy & M. Veeraselvam	Vijay Nicole Imprints Private Ltd.,	2013 1 st Edition
2.	Principles and Practice of Insurance	M.N. Mishra & S.B. Mishra	Sultan Chand & Co Ltd.,	2016 Revised Edition
3.	Elements of Insurance	Dr. A. Murthy	Margham Publications	2015 2 nd Edition

Pedagogy: Lecture method, PPT Presentation, Assignments, Seminars and e-contents.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21113C	CORE: BUSINESS COMMUNICATION	4	Theory	-	100

Objective of the Course:

- To study about definition and type of communication, objectives and barriers .
- To explain organization, structure and layout of the business letter and sales letter.
- To study about report writing, classification of reports and its characteristics.

UNIT I: INTRODUCTION TO COMMUNICATION AND ITS TYPES (Teaching Hours: 13)

Definition - Types and patterns of communication - Spoken communication - Written communication - Non-verbal communication - Audio-visual communication and Multimedia communication

UNIT II: COMMUNICATION AND BUSINESS CORRESPONDENCE (Teaching Hours: 13)

Objectives of communication - Horizontal communication - Upward communication - Barriers to communication - Business correspondence – Functions - Various kinds of Business correspondence.

UNIT III: BUSINESS LETTERS (Teaching Hours: 13)

Business Letter – Characteristics - Organization Structure and Layout of a business letter - Drafting Letter of Enquiries and Replies, Offers and quotations – Drafting letters of Credit and Status Enquiries - Drafting letters of complaints, Claims and adjustments.

UNIT IV: SALES LETTERS, BANKING AND INSURANCE CORRESPONDENCE (Teaching Hours: 13)

Drafting of Sales Letters – Circulars –Drafting of Bank Correspondence –Drafting of life Insurance Correspondence –Drafting of Collection letters – Correspondence of a Company Secretary.

UNIT V: INTERVIEW SKILLS (Practical's only) (Teaching Hours: 13)

Career strokes: online practical modules: communication skills- Group discussion- Interviews- Team work-Time management-Business awareness.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the importance and pattern of effective communication	K1,K2
CO2	Aim to describe the objective of communication, and business correspondence.	K1,K2
CO3	Layout of business letter and drafting various types of business letter	K1,K3
CO4	Drafting sales letter and other banking correspondences	K3
CO5	Skill based practical exercise	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	3	2	-	-	-	2	3
CO2	1	2	2	3	2	-	-	-	2	3
CO3	3	1	2	2	2	-	-	-	3	3
CO4	1	2	3	2	1	-	-	1	1	3
CO5	1	2	2	-	-	-	-	-	-	2

Indicators: 1. Reasonable

2. Significant

3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Communication	Dr. K.K. Ramachandran	Macmillan Publication	Jan 2015
2	Essentials of Business Communication	Rajendra Pal & J.S. Korlahalli	Sultan Chand & Sons	Jan 2012 Revised Edition
3	Business Communication	Dr V K Jain & Dr. O P Biyani	Sultan Chand & Sons	Nov 2007 & Revised Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Communication	R.C. Bhatia	ANE BOOKS INDIA	1 Jan 2018 & Ane's Student edition
2	Business Communication today	John V. Thill & Roshan Lal Raina	Pearson Education	3 Jan 2017 & Thirteenth edition
3	Essentials of Business Communication	K. Sundar & A. Kumararaj	Vijay Nicole Imprints Private Ltd.,	2017 1 st Edition

Pedagogy: Lecture method, PPT Presentation, Assignments, Quiz, Seminars and e-contents.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21113D	ALLIED: BUSINESS ORGANISATION AND OFFICE MANAGEMENT	4	Theory	-	100

Objective of the Course:

- To demonstrate the different forms of business organization
- To learn the importance of office, machines and equipments

UNIT: I FORM OF BUSINESS ORGANISATION

(Teaching Hours: 13)

Nature and scope of business - Forms of business organization – Sole trader, Partnership firms, Joint Stock Companies and Co-operative societies – Public enterprises.

UNIT: II BUSINESS ENTITY

(Teaching Hours: 13)

Business Entity – Types of Entity – Registered Entity – Unregistered entity – Different categories of Business licenses – Legal requirements and registration procedures (Food processing Industry and Textile Industry) - Size of Business Firm – Meaning – Standards for measuring the size - Location of business – Meaning – Factors were influencing location.

UNIT: III STOCK EXCHANGE

(Teaching Hours: 13)

Stock Exchange – Meaning – Definition – Characteristics – Functions – Listing of Securities – Procedure for dealing in Stock Exchanges – Securities Exchange Board of India (SEBI) – Objective – Functions of SEBI – Bombay Stock Exchange (BSE) – Objectives of BSE – National Stock Exchange (NSE) – Objectives of NSE – Features of NSE – DEMATING – Depositories Participant.

UNIT: IV OFFICE ACCOMMODATION AND LAYOUT

(Teaching Hours: 13)

Office – Meaning – Definition – Functions of office – Importance of office – Office Accommodation – Office Location – Factors in Choosing location of office – Office Building – Factors in choosing building – Office layout – Definition – objectives – Principles of good layout – Types of layout - Open and Private office – Meaning – Merits – Demerits

UNIT: V FILING AND INDEXING

(Teaching Hours: 13)

Filing – Meaning and Definition – Essential of good filing system – Importance of Filing – Classification of Files – Methods of filing – Indexing – Meaning and Definition – Importance – Features – Methods of Indexing – Office Machines and Equipments – Meaning – Types of Office machines – Office Furniture – Meaning of Furniture – Factors in selecting Furniture – Types of Furniture.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the different forms of organization	K2
CO2	To ascertain the different types of business entity	K1
CO3	Compare and Contrast the procedures for dealing in stock exchange	K2
CO4	Evaluate the factors influenced in office accommodation and layout	K5
CO5	Experiment with the methods of filing and indexing	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	2	1	3	-	-	-	1	1
CO2	1	1	2	1	2	-	-	-	1	1
CO3	-	1	2	3	3	-	-	-	1	3
CO4	-		1	2	1	-	-	-	-	1
CO5	-	2	3	3	3	-	-	-	-	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Organisation and Office management	Sharma Shashi K Gupta,	Kalyani Publications.	2018 Revised Edition
2	Business Organisation	Kathiresan & Dr. Radha	Prasanna publishers	2015 Revised Edition
3	Business Organisation and Management	Bhushan Y.K.	Sultan Chand & Co. Ltd.	2015 10 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Organisation and Management	C.B. Gupta	Sultan Chand & Co. Ltd.	2006
2	Office Management	R.S.N. Pillai & Bagavathi	S Chand & Co	2012 Revised Edition
3	Business Organisation and Management	C. D. Balaji	Margham Publications	2012

Pedagogy: Blackboard and Chalk method, PPT Presentation, Assignments, and Seminars

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E1	CONTEMPORARY ENGLISH - II	3	Theory	-	100

Objectives of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

[12 Hours]

Phrases, Clauses, Sentence Structure, Idioms, Lexical Skills

Unit-II: Effective Communication

[12 Hours]

Social English and Cultural Awareness, Writing Paragraphs, CV (resume)/Job Interviews, Presentations-Structure and Key Phrases, Presentation-Being Lively and Persuasive, Style-Clarity and Emphasis

Unit-III: Communication Practice

[12 Hours]

Communication Exercises, Real Life Incidents, Face-to-Face training, Presentation Skills, Group Discussion and Seminars

Unit-IV: LSRW Skills

[12 Hours]

Listening skills-Interview with a CEO & Marketing Director, Nature: Changing Opinions, Extended Multiple Choice, Summary Completion

Speaking skills-Pronunciation: Word Stress, Stress Shift, Contrastive Stress, Emphasis, Compound Adjectives, Past Simple Endings

Reading skills- Information and Communication Technology, Globalization and Economic Policy

Writing skills-Feature Writing, Interviewing & Ad Writing

Unit-V: Literature

[12 Hours]

Prose-I have a Dream by Martin Luther King Jr and Words of Wisdom by Chetan Bhagat

Poetry- A Prayer for my daughter by WB Yeats and Palanquin Bearers by Sarojini Naidu

Short Stories-The Last Leaf by O'Henry and Glory at Twilight by Bhabani Bhattacharya.

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	-	1	2	-	-	-	-	-	2
CO2	-	2	3	3	-	-	3	-	2	3
CO3	-	2	3	3	-	-	3	-	2	3
CO4	-	3	3	3	-	-	3	-	2	3
CO5	-	-	-	1	-	-	-	-	-	1

Indicators: 1. Reasonable

2. Significant

3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	2015, 1st Ed
Reference Books				
1	Better English Pronunciation	J.D. O'Connor	Cambridge	1980, 2nd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, 2nd Ed
4	Listening and Speaking Skills	Barry Cussack & Sam McCarter	Macmillan	2007
5	Active English	Alma S Juneja & Vaseem Qureshi	Alma S Juneja & Vaseem Qureshi	2014
6	Business English Handbook Advance	Paul Emerson	Macmillan	2007

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21213A	CORE: FINANCIAL ACCOUNTING	5	Theory	80	20

Objectives of the Course:

- To gain basic knowledge on Indian system of accounting

UNIT: I - DEPRECIATION ACCOUNTING, RESERVES AND PROVISIONS (Teaching Hours: 13)

Depreciation – Objectives, Causes, Factors to be considered in charging depreciation -Methods, Straight line method, Diminishing balance method, Annuity method– Reserves and provisions – Types of Reserves and Provision - Difference between Reserves and Provisions.

UNIT: II-SELF-BALANCING LEDGERS AND FIRE INSURANCE CLAIMS (Teaching Hours: 13)

Self-balancing ledgers – Features- Advantages –Accounting aspects –Transfers -Insurance Claims

UNIT: III – SINGLE ENTRY SYSTEM (Teaching Hours: 13)

Single Entry System – Meaning - Features - Difference between single entry system and double entry system – Difference between statement of affairs and balance sheet –Accounting treatment - Statement of affairs method and Conversion Method

UNIT: IV - BRANCH AND DEPARTMENTAL ACCOUNTS (Teaching Hours: 13)

Branch accounts excluding foreign and independent branches. Departmental accounts – Transfer at Cost or selling price.

Unit: V – HIRE PURCHASE AND INSTALMENT SYSTEM (Teaching Hours: 13)

Hire-purchase system - Features-Accounting treatment for Hire Purchase System -Calculation of interest, default & repossession (Excluding of hire purchase trading A/c.) –Instalment purchase system – Differences between Hire purchase and Instalment purchase system.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about Depreciation and ascertaining depreciation under different methods, Reserves and Provisions and its types.	K1, K2, K3
CO2	To prepare Self-Balancing Ledgers and calculating Fire Insurance Claims.	K1, K2,
CO3	To gain knowledge about single entry system	K1, K2, K3
CO4	To prepare Branch accounts and Departmental accounts.	K2, K3, K5
CO5	To acquire knowledge about Hire Purchase system and Instalment system.	K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	3	3	1	3	-	-	1
CO2	3	2	1	3	3	1	3	-	-	1
CO3	3	3	1	3	3	1	3	-	-	1
CO4	3	2	2	3	3	1	3	-	-	1
CO5	3	2	1	3	3	1	3	-	-	1

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S Reddy & A. Murthy	Margham publications	2012, Sixth
2	Principles of Accountancy	K.L Nagarajan, Vinayakam. N & P.L.Mani.	S Chand & Company	2009
3	Financial accounting	R.L. Gupta & V.K Gupta	Sultan Chand Ltd.,	2016
Reference Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	S.P Gupta, K. L Narang, Simi Agarwal, Monika Agarwal	Kalyani Publishers	2016
2	Financial Accounting I	M.C. Shukla, T.S. Grewal, S. C. Gupta	S.Chand	2019
3	Financial Accounting	N. Vinayakam, B. Charumathi	S.Chand	2004

Pedagogy: Lecture, PPT Presentation, Black board and Chalk and Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21213B	ALLIED: BUSINESS MATHEMATICS	4	Theory	80	20

Objectives of the Course:

- To cater to the needs of Mathematical applications in Business
- To familiarize the students with the basic concepts of Mathematics
- To Train the students with Mathematics for their application in business decisions

UNIT I: INTRODUCTION TO MATRIX

(Teaching Hours – 13)

Matrix – Basic Concepts – Addition and Multiplication of matrices – Inverse of matrix – Rank of a Matrix – determinants of a matrix – solution of Simultaneous linear equations - Cramer's rule and matrix method.

UNIT II: INTEREST AND INTERPOLATION

(Teaching Hours – 13)

Simple and Compound Interest – interpolations – binomial expansion method – Newton's method of forward differences – Newton's method of backward differences – Lagrange's method.

UNIT III: INTRODUCTION TO OPERATIONS RESEARCH

(Teaching Hours – 13)

Operations Research – Meaning – Scope and limitations – Linear programming problem – Formulation – Canonical and standard forms of L.P.P – solution by Graphical method – solution by Simplex method (Basic problems only).

UNIT IV: NETWORK ANALYSIS

(Teaching Hours – 13)

Network Analysis – Introduction – Basic concepts – Rules of Network Construction – Critical Path Analysis (CPM) – Project Evaluation and Review Technique (PERT) – Probability Considerations in PERT – Distinction Between PERT and CPM.

UNIT V: TRANSPORTATION AND ASSIGNMENT PROBLEM

(Teaching Hours – 13)

Transportation Problem – Introduction – matrix form of T.P – The transportation Table – balanced and unbalanced – Initial Basic feasible solution – NWC, LCM, VAM – The assignment problem – the assignment algorithm – unbalanced assignment problem – Hungarian Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the concept of Matrix and its Applications	K2, K3
CO2	Students come to know about the rate of interest calculations and Interpolation methods of finding missing values inside the given values.	K1, K2, K3
CO3	Students learn about the overview of Operations Research especially in practicing the Industrial related problems with Maximizing the profit and Minimizing the cost	K2, K3, K4, K5
CO4	Students come to know about the Network construction by CPM and PERT, It helps them in planning and scheduling the projects effectively	K2, K3
CO5	Students learn about the completion of the program or an assignment with minimum time and cost.	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	-	3	-	-	-	-	3	-	3	-
CO2	3	3	-	-	-	-	3	-	3	-
CO3	-	3	-	-	-	2	3	-	3	-
CO4	-	3	-	-	-	2	3	-	3	-
CO5	-	3	-	-	-	2	3	-	3	2

Indicators: 1. Reasonable

2. Significant

3. Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics and Statistics	P.A. Navnitham	Jai Publishers	2019 Edition
2	Operations Research	Kanti Swarup, P.K. Gupta & Man Mohan	Sultan Chand and sons	2012 Edition
3	Operations Research	S. Kalavathy	Vikas Publishing House	2002 Edition
Reference Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics	P.R. Vittal	Margham Publications	2005 Edition
2	Introduction to Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand & sons	2005 Edition
3	Business Mathematics	M. Wilson	Himalaya Publishing House	2012 Edition

Pedagogy: Lecture method, PPT Presentation, Assignments, and Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21213C	SKILL BASED SUBJECT: PRINCIPLES AND PRACTICE OF LIFE INSURANCE	2	Theory	-	100

Objectives of the Course:

- To understand the basics of Life Insurance practices, principles of Life Insurance contract and different products and policies.

UNIT: I - BASICS OF LIFE INSURANCE

(Teaching Hours: 13)

Life Insurance – Meaning – Definition – History of Life Insurance - Characteristics of Life Insurance – Economics Uses of Life Insurance – Advantages of Life Insurance – Scientific principles of Life Insurance – Laws relating to Life Insurance – Essential element of Life Insurance contract.

UNIT: II – LIFE INSURANCE CORPORATION OF INDIA

(Teaching Hours: 13)

Life Insurance Corporation of India – Introduction – Aims of LIC – Nationalization and LIC – Organisational Structure of LIC – Functions of LIC – Role of LIC in National economy – Investment of Funds – Procedure for Valuation of Investment - Procedure of effective Life Insurance.

UNIT: III - LIFE INSURANCE PREMIUM, ASSIGNMENT AND NOMINATION

(Teaching Hours: 13)

Life Insurance premium setting – Types of premium – Factors that affect premium – Plans of Premium – Insurable Interest in Life Insurance – Rule of Insurable interest in Life Insurance – Assignment – Meaning – Definition – Types of Assignment – Features of Assignment - Nomination – Meaning – Definition – Rights of Nominee – Difference Between Assignment and Nomination.

UNIT: IV – ANNUITIES, MORTALITY TABLE, SURPLUS AND ITS DISTRIBUTION

(Teaching Hours: 13)

Annuities – Meaning – Definition – Difference between Annuity contract and Life insurance contract – Classification of annuities – Mortality table – Meaning – Definition – Features of Mortality table – Sources of Mortality information – Surplus and its Distribution – Sources of Surplus – Distribution of surplus – Methods of Distribution.

UNIT: V - LIFE INSURANCE PRODUCTS

(Teaching Hours: 13)

Life Insurance products or policies – Classification of policies – On the basis of Duration of policies – On the basis of Term insurance policies – On the basis of Endowment policies – On the basis of premium payment – on the basis of participation in profits – on the basis of number of persons assured – On the basis of methods of payment of policy amount – Money Back Policies – Special plans – Key man Insurance – Eligibility – Salient features – Advantages of taking Key man insurance.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basics of Life Insurance	K1, K2
CO2	To learn about Life Insurance Corporation of India	K1, K2
CO3	To know about Life Insurance premium setting, Assignment, Nomination and difference between Assignment and Nomination	K1, K2
CO4	To gain knowledge about annuities, mortality table and surplus and Distribution	K1, K2
CO5	To study about different products of Life Insurance Policies	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	3	3	-	-	-	-
CO2	3	3	2	3	3	3	-	-	-	1
CO3	3	3	2	3	3	3	-	-	-	-
CO4	3	3	2	3	3	3	-	-	-	1
CO5	3	3	2	3	3	3	-	-	-	1

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Fundamentals of Insurance	Dr. P. Periyasamy	Himalaya Publishing House	2017
2	Principles and Practice of Insurance	Dr. A. Murthy	Margham Publications	2012
3	Principles of Insurance and Risk Management	Aika Mittal & S.L Gupta	Sultan Chand Sons	2013
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Life Insurance Principles and Practice	K. C Mishra & C. S. Kumar	Cengage learning	2017
2	Fundamentals of Life Insurance	Kaninika Mishra	PHI Learning PVT Ltd	2016
3	Fundamentals of Insurance	Hari Govind Dayal	Notion Press	2017

Pedagogy: Lecture, Black board and Chalk, Assignments and PPT

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21213K	ONLINE SWAYAM: PRINCIPLES OF MANAGEMENT	4	-	-	-

Objective: The objective of this course is to acquaint students with the terms, concepts, and points of view used in management and its historical evolution, ethics, social responsibility and environmental issues; provide students with a working knowledge of the skills and functions necessary to be an effective, efficient manager; provide an introduction to the theory and practice of managing organizations; examine the management functions (planning, organizing, leading or influencing, and controlling) and the impact of those functions on the business organization

The students will be learning this course through online mode from SWAYAM website.

The URL link for accessing this course is https://onlinecourses.nptel.ac.in/noc21_mg88/preview

COURSE LAYOUT

Week 1: Management: Definition, nature, purpose and scope of management, Skills and roles of a Manager, functions, principles; Evolution of Management Thought, Scientific Management.

Week 2: Planning: Types of plans, planning process, Characteristics of planning, Traditional objective setting, Strategic Management, premising and forecasting

Week 3: Decision-Making: Process, Simon's model of decision making, creative problem solving, group decision making.

Week 4: Management by Objectives: Management by exception; Styles of management: (American, Japanese and Indian), McKinsey's 7-S Approach, Self Management

Week 5: Organizing: Organizational design and structure, Coordination, differentiation and integration.

Week 6: Span of management, centralization and de-centralization Delegation, Authority & power - concept & distinction, Line and staff organizations

Week 7: Staffing: Human Resource Management and Selection, Performance appraisal and Career strategy, Coordination- Concepts, issues and techniques

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Week 8: Organizational Change: Introduction, Resistance to Change, Behavioural Reactions to Change, Approaches Or Models to Managing Organisational Change.

Week 9: Organizational Change: Introduction, Resistance to Change, Behavioural Reactions to Change, Approaches Or Models to Managing Organisational Change.

Week 10: Leading: Human Factors and Motivation, Leadership, Communication, Teams and Team Work

Week 11: Leading: Human Factors and Motivation, Leadership, Communication, Teams and Team Work

Week 12: Controlling: Concept, planning-control relationship, process of control, Types of Control, Control Techniques Characteristics of team



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21313A	CORE: HIGHER FINANCIAL ACCOUNTING	4	Theory	80	20

Objectives of the Course:

- To gain knowledge about royalty accounts and partnership accounts

UNIT: I - ROYALTY ACCOUNTS

(Teaching Hours: 13)

Royalty accounts – Royalty - Minimum Rent - Short workings - Recoupment of short workings - Entries in the Books of Lessor and Lessee (excluding sub lessee)

UNIT: II - FUNDAMENTALS OF PARTNERSHIP

(Teaching Hours: 13)

Partnership Accounts - Division of Profits - Fixed and fluctuating capital - Guarantee of profits

UNIT: III - ADMISSION, RETIREMENT AND DEATH OF A PARTNER

(Teaching Hours: 13)

Admission - Retirement - Death of a Partner- Joint Life Policy

UNIT: IV - DISSOLUTION AND INSOLVENCY OF PARTNERS

(Teaching Hours: 13)

Dissolution - Insolvency of Partner - Insolvency of more than one partner – Insolvency of all partners - Rule in Garner (Vs) Murray - Piecemeal distribution.

UNIT: V - INSOLVENCY ACCOUNTS

(Teaching Hours: 13)

Insolvency Accounts of Individuals and Partnership

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To prepare Royalty accounts	K2, K3,K5
CO2	To understand about fundamentals of Partnership	K1, K2,K3
CO3	To prepare accounts after admission, retirement, death of a partner.	K2, K3,K5
CO4	To prepare accounts after dissolution and insolvency of one partner or more than one partner.	K2, K3,K5
CO5	To prepare insolvency accounts of an individual and partnership firm.	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	3	2	1	2	-	-	1
CO2	3	3	2	3	2	1	3	-	-	2
CO3	3	3	2	3	2	1	3	-	-	2
CO4	3	3	2	3	2	1	2	-	-	1
CO5	3	2	1	3	2	1	3	-	-	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S Reddy & A. Murthy	Margham publications	2012, Sixth
2	Principles of Accountancy	K.L Nagarajan, Vinayakam. N & P.L.Mani.	S Chand &Company	2009
3	Financial accounting	R.L. Gupta & V.K Gupta	Sultan Chand Ltd.,	2016
Reference Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	S.P Gupta, K. L Narang, Simi Agarwal, Monika Agarwal	Kalyani Publishers	2016
2	Financial Accounting I	M.C.Shukla, T.S.Grewal, S. C. Gupta	S.Chand	2019
3	Financial Accounting	N. Vinayakam, B. Charumathi	S.Chand	2004

Pedagogy: Lecture, PPT Presentation, Black board and Chalk and Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21313B	CORE: PRINCIPLES AND PRACTICE OF GENERAL INSURANCE	4	Theory	-	100

Objective of the Course:

- To understand the basics of General Insurance Practices
- To gain knowledge on other Miscellaneous Insurance

UNIT: I BASICS OF GENERAL INSURANCE AND ITS LAW (Teaching Hours: 13)

General Insurance – Meaning – History of General Insurance – Law relating to General Insurance – General Insurance Corporation of India – About GIC – Establishment of GIC – Sources of funds – GIC and its Subsidiaries – Organization structure of GIC - Functions of GIC.

UNIT: II FIRE INSURANCE (Teaching Hours: 13)

Life Insurance Vs Non-Life Insurance - Privatization of General Insurance Business – Private General Insurance Companies – Conditions for Success of Private insurers. Fire Insurance – Meaning – Definition – Features – Procedure for taking Fire Insurance Policy – Types of Fire Insurance Policies – Procedure of Fire Insurance Claim - Double Insurance.

UNIT: III MARINE AND MOTOR INSURANCE (Teaching Hours: 13)

Marine Insurance – Meaning – Definition – Subject matter of Marine Insurance – Fire Insurance Versus Marine Insurance – Procedure for taking Marine Insurance Policy – Kinds of Marine Insurance Policies - Motor Vehicle Insurance – Meaning – Definition – Classification of Motor Vehicles – Kinds of Policies – Procedure for Motor Vehicle Insurance – Settlement of claim under Motor Vehicle Insurance

UNIT: IV PRINCIPLES OF GENERAL INSURANCE (Teaching Hours: 13)

Principles of General Insurance – Utmost Good faith – Insurable Interest – Principles of Indemnity – Proximate Cause – Doctrine of Subrogation – Principle of Contribution – Burglary Insurance – Cash or Money in Transit Insurance – Goods in Transit Insurance – Baggage Insurance – Sports Insurance.

UNIT: V MISCELLANEOUS INSURANCE (Teaching Hours: 13)

Banker's Blanket Policies – Workmen's Compensation Insurance – Industrial all Risk Insurance – Building Insurance – Jeweler's Block Policies – Householder's Insurance – Liability Insurance.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge Level
CO1	To acquire knowledge on the basics of General Insurance and its law	K2
CO2	To understand the procedures for Fire Insurance	K2
CO3	To gain an insight on the nature of Marine and Motor insurance	K2
CO4	To ascertain the principles that govern General insurance	K5
CO5	Examine the importance of Miscellaneous Insurance	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1	3	2	3	-	-	2	2
CO2	2	2	2	2	1	2	-	-	1	1
CO3	-	1	-	1	1	2	-	-	1	
CO4	2	1	1	2	1	2	-	-	-	1
CO5	-	1	1	2	-	2	-	-	-	-

Indicators: 1. Reasonable

2. Significant

3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Fundamentals of Insurance	Dr. P. Periyasamy	Vijay Nicole Imprints Private Ltd.,	2013 1 st Edition
2.	Principles of Insurance and Risk Management	Alka Mittal & S.L. Gupta	Sultan Chand & Co Ltd.,	2010 2 nd Edition
3.	Principles and Practice of Insurance	Dr. A. Murthy	Margham Publications	2015 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Risk and Insurance Management	Dr. P. Periyasamy & M. Veeraselvam	Vijay Nicole Imprints Private Ltd.,	2013 1 st Edition
2.	Principles and Practice of Insurance	M.N. Mishra & S.B. Mishra	Sultan Chand & Co Ltd.,	2016 Revised Edition
3.	Elements of Insurance	Dr. A. Murthy	Margham Publications	2015 2 nd Edition

Pedagogy: Blackboard and Chalk method, PPT Presentation, Assignments, and Seminars

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21313C	CORE: BUSINESS ECONOMICS	4	Theory	-	100

Objective of the Course:

- To acquire knowledge and understand the concepts of business economics
- To study about Fiscal and Monetary policies

UNIT: I INTRODUCTION TO BUSINESS ECONOMICS

(Teaching Hours: 12)

Business Economics – Meaning – Definition – Characteristics of Business Economics – Nature and Scope of Business Economics – Distinction between Business Economics and Economics – Uses of Business Economics – Role and Responsibilities of a Business Economist.

UNIT: II DEMAND

(Teaching Hours: 15)

Demand – Meaning – Definition - Determinants of Demand - Law of Demand - Demand Distinctions – Why does demand curve slopes downwards – Exceptions to law of demand - Changes in demand -Elasticity of Demand -Types of Elasticity of Demand (Price, Income, Cross) - Methods of Measuring Elasticity of Demand - Demand Forecasting – objectives of demand forecasting- Types - Methods of Demand forecasting

UNIT: III COST AND PRODUCTION

(Teaching Hours: 15)

Factors of Production – Production function – Law of Variable Proportion - Isoquant - Types of Isoquant- Law of Returns to Scale - Law of Supply - Determinants of supply – Elasticity of Supply - Meaning of Cost-Types of cost - Cost and output relationship in the short run and the long run - Economies of scale - Diseconomies of scale.

UNIT: IV MARKET STRUCTURE

(Teaching Hours: 13)

Market - Definition – Classification of Markets - Types of Market (Perfect competition, Monopoly, Monopolistic, oligopoly) - Price discrimination - Types - Price and Output determination in Perfect and Imperfect markets

UNIT: V FISCAL AND MONETARY POLICY

(Teaching Hours: 10)

Business cycle – Meaning - Phases of Business Cycle - Monetary Policy - Objectives – Instruments of Monetary Policy - Fiscal Policy - Objectives – Instruments of Fiscal Policy – Inflation – Types of Inflation – Deflation.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the role of business economist	K2
CO2	To gain knowledge on law of Demand, Elasticity of demand and Demand forecasting	K4
CO3	To evaluate the different production function and to determine the cost	K4
CO4	To demonstrate the different market structure	K2
CO5	To discuss the role of Fiscal and Monetary Policies	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	3	3	-	-	-	1	3
CO2	2	2	3	3	2	-	-	-	3	2
CO3	2	2	3	2	2	-	-	-	3	2
CO4	1	2	3	2	2	-	-	-	1	2
CO5	-	2	2	2	1	-	-	-	-	2

Indicators: 1. Reasonable

2. Significant

3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Managerial Economics	Varshney & Maheswari	Sultan Chand & Sons.	2012 21 ST Edition
2	Business Economics	Sankaran S,	Margham Publications	2012
3	Managerial Economics	Jhingan M.L	Varinda Publications (P) ltd, Mumbai.	2012 Second Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles of Economics	Seth. M. L	Lakshmi Narain Agarwal, Agra.	2017
2	Business Economics	KPM Sundharam & E N Sundharam,	Sultan Chand & Sons	2017 Fourth Edition
3	Managerial Economics	D N Dwivedi	Vikas Publishing House Pvt LTD	2010 Seventh Edition

Pedagogy: Blackboard and Chalk method, PPT Presentation, Assignments, and Seminars

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21313D	ALLIED: BUSINESS STATISTICS	4	Theory	80	20

Objectives of the Course:

- To cater to the needs of Statistical applications in Business
- To use Statistical Techniques in business decision making
- To develop skills in structuring and analyzing business problems statistically
- To formulate answers to common business decision problems through statistics

UNIT I: Introduction to Statistics

(Teaching Hours – 12)

Meaning, Definition and scope of statistics – Sources of data – Collection of data – primary and secondary – Methods of primary data collection – Editing secondary data – Sampling and its methods – Classification and Tabulation – Presentation of data by diagrams – Bar diagram and Pie diagram – Graphic representation of frequency distribution.

UNIT II: Measures of Central tendency and Dispersion

(Teaching Hours – 15)

Averages – Mean, Median, Mode, Geometric mean and Harmonic mean – their computation – properties and uses – Measures of dispersion – Range, Quartile deviation, Mean deviation, Standard deviation, co-efficient of variation.

UNIT III: Index Numbers

(Teaching Hours – 13)

Skewness - Karl Pearson's and Bowley's coefficient of Skewness – Index Numbers – meaning – uses – selection of base year – Simple and Weighted Index Numbers – Tests of an Index Number – Consumer Price Index.

UNIT IV: Correlation and Regression Analysis

(Teaching Hours – 13)

Correlation - meaning and definition - Scatter diagram - Pearson's coefficient of correlation - Computation and interpretation - Rank correlation – Regression - Meaning and methods of forming the regression equations and lines - Properties of Regression coefficients.

UNIT V: Time Series Analysis

(Teaching Hours – 12)

Time series – Meaning – components – Models – Methods of estimating trend – Graphic, semi-average, moving average and least square methods (Linear equations only) – Seasonal Variation – Simple average Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the meaning and uses of Statistics and gain knowledge in creating charts and graphs in an innovative manner	K1, K2, K3
CO2	Students come to know about different types of averages, deviations and their purposes.	K1, K2, K3, K4
CO3	Students can learn to obtain the variations in economic variables especially in price and quantity of the particular product in a particular period. It would help them to understand the market scenario to take business decisions.	K1, K2, K3,
CO4	Students gain knowledge in finding relationship between the variables.	K1, K2, K3, K4
CO5	Students come to learn about the Collection of observations made sequentially in time and their different types of Analysis to forecast the values.	K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	3	3	-	-	-	2	-
CO2	2	3	-	3	3	-	-	-	2	-
CO3	2	3	2	3	3	3	-	-	2	-
CO4	2	3	2	3	3	-	-	-	2	-
CO5	2	3	2	3	3	3	-	-	2	-

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Statistical Methods	S.P. Gupta	Sultan Chand and sons,	2012 Edition
2	Business Mathematics and Statistics	P. A. Navnitham	Sultan Chand and sons	2019 Edition
3	Statistics- Theory and Practice	R.S.N. Pillai & Bagavathi	Sultan Chand and sons	2010 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Applied Statistics	S. C. Gupta and V. K. Kapoor	Sultan Chand and sons, New Delhi.	2001 Edition
2	Business Statistics	P. R. Vittal	Margham Publications	2001 Edition
3	Fundamentals of Statistics	S. C. Gupta	Himalaya Publishing House	2018 Edition

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21313E	SKILL BASED SUBJECT: COMPANY LAW AND SECRETARIAL PRACTICE	3	Theory	-	100

Objective of the Course:

- To define company and understand the different kinds of companies.
- To define shares and debentures and various types of allotment.
- To understand the various laws related to corporate and secretarial practice.

UNIT: I - NATURE AND FORMATION OF A COMPANY

(Teaching Hours: 13)

Company - Definition and Features - Distinction between company and Partnership firm - Kinds of companies - Differences between a public company and a private company - Incorporation of a company - Documents to be filed - Memorandum of Association - Doctrine of Ultra -Vires

UNIT: II - ARTICLES OF ASSOCIATION AND PROSPECTUS

(Teaching Hours: 13)

Articles of Association - Doctrine of constructive notice and indoor managements - Alteration of Articles - Prospectus, contents - Misstatements - Liability for misstatements - public deposits - Certificate of commencement of business.

UNIT: III - SHARES

(Teaching Hours: 13)

Shares, debentures - Allotment, valid allotment, irregular allotment, effect of irregular allotment - Transfer and transmission of shares .

UNIT: IV – COMPANY MANAGEMENT

(Teaching Hours: 13)

Company Management - Membership of a company-Board of Directors - Appointment qualification, Powers, duties, liabilities and position of directors, managing director and manager - Managerial remuneration - Company secretary - Appointment, qualifications, powers, duties and positions

UNIT: V – COMPANY MEETINGS

(Teaching Hours: 13)

Company Meetings - Secretarial duties for statutory meeting - Annual General Meeting - Extraordinary General Meetings - and Board Meetings - Resolutions, minutes, quorum and proxy - winding up of companies - Types and consequences, Recent trends relating to corporate governance.

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(Under Choice Based Credit System)

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the nature and formation of companies.	K1, K2,
CO2	To acquire knowledge on basic documents in a company.	K1, K2
CO3	To gain knowledge about shares and their allotment, transfer and transmission.	K3
CO4	To understand about the appointment, qualification, powers, duties, liabilities and position of the directors.	K3
CO5	To analyse the law and procedure relating to company meetings.	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	3	1	1	1	-	-	1
CO2	2	2	2	1	2	3	2	-	-	2
CO3	3	3	2	3	3	2	3	-	-	2
CO4	2	2	3	3	2	2	2	-	-	3
CO5	2	3	2	1	1	-	-	-	-	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Company Law and Secretarial Practice	N. D. Kapoor	Sultan Chand & Sons	2020 31 st Edition
2	Company Law and Secretarial Practice	Dr. Kathiresan & Dr. R. Radha	Prasanna Publishers	2015 Revised edition
3	A Text book of Company law	P.P.S Gogna	Sultan Chand & Sons	Revised edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Company Law	P. M. S. Abdul Gaffoor & S. Thothadri	Vijay Nicole Imprints Pvt Ltd	2018 Revised edition
2	Company Law	Dingar Pagare	Sultan Chand & Sons	Revised edition
3	Company Law and Secretarial Practice	Dr. S.M. Shukla	Sahitya Bhawan Publications	2019 Revised edition

Pedagogy: Blackboard and Chalk method, PPT Presentation, Assignments, and Seminars

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21413A	CORE: CORPORATE ACCOUNTING –I	4	Theory	80	20

Objectives of the Course:

- To learn about shares, preference shares and debentures
- To prepare a statement showing underwriters net liability.
- To ascertain pre and post incorporation profits.
- To prepare company final accounts and liquidators final statement of account.

Unit: I - Issue, Forfeiture and Reissue of shares (Teaching Hours: 13)

Shares – Issue - Calls-in-arrears and Calls-in-advance - Over subscription and under subscription
- Issue of shares at premium - Issue of shares at discount- Forfeiture of shares - Re- issue of
forfeited shares - Rights issue - Bonus issue

Unit: II - Redemption of shares and underwriting (Teaching Hours: 13)

Redemption of preference shares - Underwriting of shares and debentures- Complete
underwriting (excluding Firm underwriting).

Unit: III - Debentures (Teaching Hours: 13)

Issue and redemption of debentures without provision [Excluding out of provision]

Unit: IV- Profit Prior to Incorporation (Teaching Hours: 13)

Profits prior to incorporation - Ascertainment of profit or loss prior to incorporation [As per
revised schedule VI]

Unit: V –Company Final Accounts and Liquidators Final Statement of Account

(Teaching Hours: 13)

Preparation and presentation of Final Accounts [As per revised schedule VI]- Legal
requirements - Tax adjustments - Calculation of managerial remuneration - Preparation of
profit/loss account- Balance sheet - Liquidation of companies - Order of Payment (excluding
Statement of Affairs) - Liquidator's Final Statement of Account.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about issue, forfeiture and reissue of forfeited shares.	K2, K3
CO2	To know about redemption of preference shares, ascertaining underwriter's commission, and calculating underwriter's net liability.	K2,K3, K5
CO3	To acquire knowledge about issue and redemption of debentures [excluding out of provision]	K2, K3
CO4	To understand about profit prior to incorporation and learn to ascertain profit prior to incorporation as per schedule VI.	K2, K3,K5
CO5	To prepare final accounts of a company as per schedule VI. To learn about liquidation of companies and to prepare liquidator's final statement of account	K2, K3,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	2	1	3	-	-	2
CO2	3	3	2	3	2	1	3	-	-	2
CO3	3	3	2	3	2	1	3	-	-	2
CO4	3	3	2	3	2	1	2	-	-	1
CO5	3	3	2	3	2	1	3	-	-	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Accounting	T.S Reddy & A. Murthy	Margham publications	2015
2	Advanced Accountancy –Vol II	S.P. Jain and K.L. Narang	Kalyani publishers	2014
3	Fundamentals of advanced accounting Vol II	Pillai. R.S.N, Bagavathi & Uma .S	S Chand Co Pvt Ltd	2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accountancy	R.L. Gupta & M. Radhaswamy	Sultan Chand Ltd	2018
2	Advanced Accounts	M.C. Shukla, T.S. Grewal & S. C. Gupta	S Chand Co Pvt Ltd	2006
3	Advanced Accounting	S.N. Maheswari, S.K. Maheswari	Vikas Publications	10 th Edition

Pedagogy: Lecture, PPT Presentation, Black board and Chalk and Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21413B	CORE: FINANCE AND FINANCIAL CONCEPTS	4	Theory	60	40

Objective of the Course:

- To gain knowledge about basic finance related aspects.
- To study about the time value of money and capital Budgeting.
- To understand and study about Financial statement analysis, Working capital, Fund flow and Cash flow statements.

UNIT I: FINANCE AND FINANCIAL PLANNING

(Teaching Hours: 13)

Finance – Meaning – Definition – Scope of Finance – Objectives of Finance – Sources of Finance – Financial Planning – Meaning – Definition – Scope of financial planning – Objectives of financial planning – Characteristics of financial planning – Factors affecting financial planning.
(Theory only)

UNIT II: TIME VALUE OF MONEY AND CAPITAL BUDGETING

(Teaching Hours: 13)

Time Value of Money – Meaning – Definition – Methods of analysis of time value of money – Compounding technique – Discounting or present value technique **(Theory only)** – Capital Budgeting – Meaning – Definition – Features – Methods of capital budgeting – Pay Back period method – Average Rate of return method – Net present value method – Profitability index method – Internal rate of return method **(Only Problems)**

UNIT III: FINANCIAL STATEMENT ANALYSIS

(Teaching Hours: 13)

Financial Statement Analysis – Meaning – Nature of Financial statements – Tools or techniques of financial statement analysis – Comparative Financial statements – Common size financial statements – Trend Analysis **(Only Problems)**

UNIT IV: WORKING CAPITAL REQUIREMENTS

(Teaching Hours: 13)

Working Capital – Meaning – Definition – Concept – Classification – Factors determining the working capital requirements – Computation of working capital requirements. **(Theory & problems)**

UNIT V: FUND FLOW AND CAS FLOW STATEMENT

(Teaching Hours: 13)

Fund flow statement – meaning – Objectives – Computation of Funds from operations – Preparation of Fund flow statement (with simple adjustments) – Cash flow statement – Computation of Cash from operations – Preparation of Cash Flow statement (with simple adjustments). **(Only Problems)**

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To identify the basic concepts of finance, source of finance, financial planning and its role play in organisation.	K1,K2
CO2	To understand and evaluate the basic financial concepts such as time value of money and capital budgeting.	K2, K3
CO3	To analysis the types of financial statements and interpret the results	K3,K4
CO4	To understand and analyse the concept of working capital and computation of working capital requirements.	K2,K3
CO5	To evaluate the cash position of the firm by applying fund flow and cash flow techniques.	K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	1	3	1	2	-	-	2
CO2	2	3	2	3	3	1	2	-	-	3
CO3	2	3	3	2	3	-	2	-	-	3
CO4	3	3	2	1	2	-	2	-	-	3
CO5	3	3	3	3	3	1	3	-	-	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Financial Management	Dr. A. Murthy	Margham Publications	2016 – First Edition
2.	Financial Management	R. K. Sharma & Shashi. K. Gupta	Kalyani Publishers	2015 15 th Edition
3.	Management Accounting	Dr. A. Murthy & Dr. S. Gurusamy	Vijay Nicole Imprints Private Ltd.,	2015 – Second Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Management Accounting	Dr. Ramachandran & Srinivasan	Sri Ram Publishers	2012 –Fifth Edition
2.	Management Accounting	Dr. S. N. Maheshwari	Sultan Chand & sons	2015
3.	Financial Management	Dr. Ramachandran & Srinivasan	Sri Ram Publishers	2012 –Fifth Edition

Pedagogy: Lecture method, PPT Presentation, Assignments, Seminars and e-contents.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21413C	CORE:INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	Theory	-	100

Objective of the Course:

- To develop in the public interest, a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.

Unit: I – IASB and IFRS

(Teaching Hours: 13)

Structure of IFRS – IASB – Extant Standards of the IASB – The Framework – The status of IFRS around the world – The use of IFRS around – The IASB roadmap – The annual IASB bound volume and its use – Principal difference between Indian GAAP and IFRS – Proposals for change.

Unit: II – PRESENTATION AND PROFIT

(Teaching Hours: 11)

IAS 1: Presentation of Financial Statements – IFRS 15: Revenue from contracts with customers – IAS 8: Accounting policies – Changes in accounting estimates and errors.

Unit: III – ACCOUNTING FOR ASSETS AND LIABILITIES

(Teaching Hours: 15)

IAS 16: Property, Plant and Equipment – IAS 38: Intangible assets – IAS 40: Investment Property – IAS 36: Impairment of Assets – IAS 23: Borrowing costs – IAS 20: Accounting for government grants and disclosure of government assistance – IAS 2: Inventories – IAS 17: Leases – IFRS 5: Non-current assets held for sale and discontinued operations – IFRS 13: Fair Value Measurement – IAS 32: Financial Instruments – Presentation – IFRS 9: Financial instruments – IFRS 7: Financial instrument disclosures – IFRS 2: Share based payment – IAS 37: Provisions, Contingent liabilities and Contingent assets – IAS 10: Events after the reporting period – IAS 19: Employee Benefits – IAS 12: Income taxes – IAS 41: Agriculture – IFRS 6: Exploration for and evaluation of mineral resources.

Unit: IV – GROUP ACCOUNTING

(Teaching Hours: 13)

IFRS 10: Consolidated Financial Statements – IAS 27 (Revised 2011): Separate Financial statements – IFRS 3: Business Combinations – IAS 28 (Revised 2011): Investments in associates and Joint ventures – IFRS 11: Joint arrangements – IFRS 12: Disclosure of Interest in other entities – IAS 21: The effects of changes in foreign exchange rates – IAS 29: Financial Reporting in Belverd E. Needles, Marian Powers Hyperinflationary economies.

Unit: V – DISCLOSURE STANDARDS

(Teaching Hours: 13)

IAS 7: Statement of Cash Flows – IAS 24: Related party disclosures – IAS 33: Earnings per share – IAS 34: Interim Financial Reporting – IFRS 4: Insurance contracts – IFRS 1: First time adoption of IFRS – IFRS 8: Operating segments.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the IFRS standards and process, IASB roadmap	K2
CO2	To Presentation of financial statements in accordance with IFRS.	K2
CO3	To describe accounting for assets and liabilities	K2
CO4	To provide knowledge about group accounting in IFRS	K2
CO5	To learn about disclosure of the cash flows, and Insurance contract.	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	1	-	-	1	-	-	1
CO2	1	1	1	2	-	-	-	-	-	1
CO3	1	2	2	1	-	-	-	-	-	1
CO4	1	2	2	1	-	-	2	-	-	1
CO5	1	1	1	2	-	-	1	-	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Financial Reporting Standards: A Practical Guide	Abbas Ali Mizra,, Graham J.Holt	John Wiley & sons	2011 Third edition
2	International Financial Reporting Standards	Jagadish r. Ralyani & Gaurav lodha	New Century Publications	2012 Revised Edition
3	International Financial Reporting Standards Guidebook	F.Greg Burton & Eva k. Jermakowicz	Routlede	2015 Revised Edition
References				
S.No.	Title	Author	Publishers	Year of publications
1	Understand Overview Of The New IFRS.	Mike Morley C.P.A	Nixon-Carre Ltd	2011 Kindle Edition
2	IFRS Explained: A Guide Of International Financial Reporting Standards	Sanjeev Sinhal & C.A Krishan Kant Tulshan	Bharat law house pvt. Ltd	2009 1 st Edition

Pedagogy: Lecture method, PPT Presentation, Assignments, Quiz, Seminars and e-contents.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21413D	ALLIED: BUSINESS LAW	4	Theory	-	100

Objective of the Course:

- To acquire expert knowledge and understanding of various business laws
- To know the Indian Contract Act and technical elements of Contract.

Unit: I Indian Contract Act, 1872

(Teaching Hours: 13)

Indian Contract Act 1872 - Contract - Definition – Legal Obligation and Agreement – Essential Elements of Valid Contract - Classifications of Contract - Offer – Meaning – Legal rules – Revocations – Acceptance - Legal rules-Revocation - Consideration – Essentials – “ No-Consideration No Contract” – Exceptions.

Unit: II Persons Incompetent to Contract

(Teaching Hours: 13)

Capacity – Legal rules – Minor’s Agreements – Persons of unsound mind – Disqualified persons - Free consent – Legal rules – Coercion – Undue Influence – Misrepresentation – Mistake – Fraud - Different Modes of Discharge of contract - Remedies for Breach of Contract.

Unit: III Contract of Indemnity and Guarantee

(Teaching Hours: 13)

Contract of Indemnity and Guarantee - Definition - Rights of Indemnity - holder – Rights of Surety - Discharge of Surety. Bailment and Pledge - Kinds of Bailment – Rights & Duties of Bailee and Bailor - Rights & Duties of Pawnee and Pawnor

Unit: IV Law of Agency

(Teaching Hours: 13)

Law of Agency - Kinds of Agents - Rights, Duties and Liabilities of Principal and Agents - Delegation of Agent’s Authority – Sub Agent – Substituted Agent – Personal Liability of Agent – Termination of Agency.

Unit: V Sale of Goods Act, 1930

(Teaching Hours: 13)

Sale of Goods Act 1930 – Definition - Sale - Differences between Sale and Agreement to sell - Essential elements of a valid contract of sale – Conditions and Warranties – Meaning – Definition – Condition Vs Warranty – When conditions to be treated as warranty – Principles of "Caveat Emptor" and its limitations - Carriage of goods by land – Classification of Carriers – Rights & Duties of Common Carrier – Carriage of goods by sea – Charter party – Meaning – kinds – clauses – Bill of lading – meaning – Types – Charter party Versus Bill of lading.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding the basic elements of Indian Contract Act, 1872	K2
CO2	To identify the persons incompetent to contract	K4
CO3	To gain knowledge in various contracts	K2
CO4	The Classify the role of different agents	K2
CO5	Acquire a Comprehensive knowledge on Sale of goods Act,1930	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

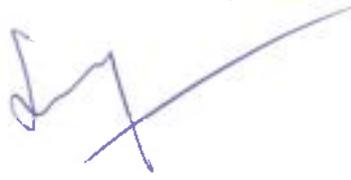
Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	2	-	-	-	-	2
CO2	-	2	1	2	1	-	-	-	1	-
CO3	1	2	1	1	2	-	-	-	1	2
CO4	-	1	1	1	2	-	-	-	1	-
CO5	-	1	2	1	2	-	-	-	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Law	Jayasankar	Margham Publications, Chennai.	2017 Revised Edition
2	Commercial Law	N. D. Kapoor	Sultan Chand & Sons, New Delhi.	2015 Revised Edition
3	Business Law	P. C. Tulsian	Tata McGraw Hill Publications, New Delhi	2010 Revised Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Legal Aspects in Business	T.S. Ravi	Margham Publications, Chennai.	2015 Second Edition
2	Commercial Law	Kathiresan & Dr. Radha,	Prasanna Publishers.	2015 Revised Edition
3	Commercial Law	K.C. Garg, V. K. Sareen	Kalyani Publishers	2012 Edition

Pedagogy: Blackboard and Chalk method, PPT Presentation, Assignments, and Seminars



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21413E	SKILL BASED SUBJECT: INSURANCE LAW AND REGULATIONS	5	Theory	-	100

Objective of the Course:

- To introduce the students with insurance laws and regulations.
- To make them understand the controlling authorities existing in insurance industry.
- To learn about Regulations of IRDA.

UNIT I: INSURANCE ACT, 1938

(Teaching Hours: 13)

Law - Definition and sources of Law –History of Insurance Legislation in India – Indian Insurance Act, 1938 – Introduction – Salient Features of the Act – Wide Scope – Requirement as to capital – Deposits – Registration – Submission of returns – Licensing of Insurance agents – Duties and Powers of Controller of Insurance.

UNIT II: LIFE INSURANCE CORPORATION ACT, 1956

(Teaching Hours: 13)

Life Insurance Corporation Act 1956 – Important Definitions – Organisation and functions of Life Insurance Corporation – Constitution – Capital – Function of the corporation – Transfer of services – Committee of the corporation – Authorities – Zonal bodies – Investment Provisions – Provision pertaining to commission – Provisions to policyholders rights.

UNIT III: GENERAL INSURANCE BUSINESS ACT, 1972

(Teaching Hours: 13)

General Insurance Business (Nationalisation), Act, 1972 – Important Definitions – Main provisions – Insurance Regulations – Introduction – Effects of Insurance regulations - Insurance Ombudsman – Introduction – Insurance ombudsman scheme – Nature of complaints – Manner of settlement of complaints – Expenses of the institution of ombudsman.

UNIT IV: INSURANCE REGULATORY AND DEVELOPMENT AUTHORITY

(Teaching Hours: 13)

Insurance Regulatory and Development Authority (IRDA) – Introduction – Constitution – Objectives of IRDA – Duties and Powers of IRDA – Role of IRDA in appointment of agents.

UNIT V: ROLE OF DEVELOPMENT OFFICER

(Teaching Hours: 13)

Development officer – Meaning – Importance of Development officer – Role and Duties of Development officer – Qualities of Successful Development officer - Role of Insurance Intermediaries – Insurance Brokers – Types of Insurance brokers – Functions of Insurance brokers – Third Party Administrators – Surveyor's and Loss Assessor's.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basics of Insurance law and Indian Insurance Act 1938.	K1
CO2	To gain knowledge about the Life Insurance Corporation Act, 1956	K2
CO3	To acquire knowledge about General Insurance Business Act, 1972 and Insurance Ombudsman.	K3
CO4	To elaborate the concepts, objectives and duties and powers of IRDA	K3
CO5	To understand the role of development officer and Insurance intermediaries.	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	2	3	-	-	-	2
CO2	3	2	2	3	2	3	-	-	-	3
CO3	3	3	3	3	3	3	-	-	-	2
CO4	2	2	2	3	2	2	-	-	-	1
CO5	3	3	3	3	3	3	-	-	-	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Fundamentals of Insurance	Dr. P. Periyasamy	Vijay Nicole Imprints Private Ltd.,	2013 1 st Edition
2.	Principles of Insurance and Risk Management	Alka Mittal & S.L. Gupta	Sultan Chand & Co Ltd.,	2010 2 nd Edition
3.	Principles and Practice of Insurance	Dr. A. Murthy	Margham Publications	2015 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Risk and Insurance Management	Dr. P. Periyasamy & M. Veeraselvam	Vijay Nicole Imprints Private Ltd.,	2013 1 st Edition
2.	Principles and Practice of Insurance	M.N. Mishra & S.B. Mishra	Sultan Chand & Co Ltd.,	2016 Revised Edition
3.	Elements of Insurance	Dr. A. Murthy	Margham Publications	2015 2 nd Edition

Pedagogy: Lecture method, PPT Presentation, Assignments, Seminars and e-contents.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21413K	ONLINE SWAYAM: DEVELOPING SOFT SKILLS AND PERSONALITY	2	-	-	-

Objective:

The course aims to cause a basic awareness about the significance of soft skills in professional and inter-personal communications and facilitate an all-round development of personality. Hard or technical skills help securing a basic position in one's life and career. But only soft skills can ensure a person retain it, climb further, reach a pinnacle, achieve excellence, and derive fulfilment and supreme joy. Soft skills comprise pleasant and appealing personality traits as self-confidence, positive attitude, emotional intelligence, social grace, flexibility, friendliness and effective communication skills.

The students will be learning this course through online mode from SWAYAM website.

The URL link for accessing this course is https://onlinecourses.nptel.ac.in/noc21_hs57/preview

COURSE LAYOUT

Week 1: Lecture 1: Introduction: A New Approach To Learning

Lecture 2: Planning And Goal-Setting

Lecture 3: Human Perceptions: Understanding People

Lecture 4: Types Of Soft Skills: Self-Management Skills

Lecture 5: Aiming For Excellence: Developing Potential And Self-Actualisation

Lecture 6: Need Achievement And Spiritual Intelligence

Week 2: Lecture 7: Conflict Resolution Skills: Seeking Win-Win Solution

Lecture 8: Inter-Personal Conflicts: Two Examples

Lecture 9: Inter-Personal Conflicts: Two Solutions

Lecture 10: Types Of Conflicts: Becoming A Conflict Resolution Expert

Lecture 11: Types Of Stress: Self-Awareness About Stress

Lecture 12: Regulating Stress: Making The Best Out Of Stress

Week 3: Lecture 13: Habits: Guiding Principles

Lecture 14: Habits: Identifying Good And Bad Habits

Lecture 15: Habits: Habit Cycle

Lecture 16: Breaking Bad Habits

Lecture 17: Using The Zeigarnik Effect For Productivity And Personal Growth

Lecture 18: Forming Habits Of Success

Week 4: Lecture 19: Communication: Significance Of Listening

Lecture 20: Communication: Active Listening

Lecture 21: Communication: Barriers To Active Listening

Lecture 22: Telephone Communication: Basic Telephone Skills

Lecture 23: Telephone Communication: Advanced Telephone Skills

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Lecture 24: Telephone Communication: Essential Telephone Skills

Week 5: Lecture 25: Technology And Communication: Technological Personality
Lecture 26: Technology And Communication: Mobile Personality?
Lecture 27: Topic: Technology And Communication: E-Mail Principles
Lecture 28: Technology And Communication: How Not To Send E-Mails!
Lecture 29: Technology And Communication: Netiquette
Lecture 30: Technology And Communication: E-Mail Etiquette

Week 6: Lecture 31: Communication Skills: Effective Communication
Lecture 32: Barriers To Communication: Arising Out Of Sender/Receiver's Personality
Lecture 33: Barriers To Communication: Interpersonal Transactions
Lecture 34: Barriers To Communication: Miscommunication
Lecture 35: Non-Verbal Communication: Pre-Thinking Assessment-1
Lecture 36: Non-Verbal Communication: Pre-Thinking Assessment-2

Week 7: Lecture 37: Nonverbal Communication: Introduction And Importance
Lecture 38: Non-Verbal Communication: Issues And Types
Lecture 39: Non-Verbal Communication: Basics And Universals
Lecture 40: Non-Verbal Communication: Interpreting Non-Verbal Cues
Lecture 41: Body Language: For Interviews
Lecture 42: Body Language: For Group Discussions

Week 8: Lecture 43: Presentation Skills: Overcoming Fear
Lecture 44: Presentation Skills: Becoming A Professional
Lecture 45: Presentation Skills: The Role Of Body Language
Lecture 46: Presentation Skills: Using Visuals
Lecture 47: Reading Skills: Effective Reading
Lecture 48: Human Relations: Developing Trust And Integrity

Books and references

- 1) Dorch, Patricia. *What Are Soft Skills?* New York: Execu Dress Publisher, 2013.
- 2) Kamin, Maxine. *Soft Skills Revolution: A Guide for Connecting with Compassion for Trainers, Teams, and Leaders.* Washington, DC: Pfeiffer & Company, 2013.
- 3) Klaus, Peggy, Jane Rohman & Molly Hamaker. *The Hard Truth about Soft Skills.* London: HarperCollins E-books, 2007.
- 4) Petes S. J., Francis. *Soft Skills and Professional Communication.* New Delhi: Tata McGraw-Hill Education, 2011.
- 5) Stein, Steven J. & Howard E. Book. *The EQ Edge: Emotional Intelligence and Your Success.* Canada: Wiley & Sons, 2006.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21513A	CORE: CORPORATE ACCOUNTING –II	4	Theory	80	20

Objectives of the Course:

- To enhance the students to learn about methods of valuing goodwill and methods of valuing shares.
- To understand the preparation of Banking and Insurance company accounts as per the procedures.
- To learn about Holding companies and accounting standards.

UNIT: I - GOODWILL

(Teaching Hours: 13)

Valuation of Goodwill – Need for valuation – Factors affecting the value of goodwill – Methods - Valuation of Shares **(Theory and Problems)**

UNIT: II – BANKING COMPANY ACCOUNTS

(Teaching Hours: 13)

Banking Companies Accounts **(Only Problems)**

UNIT: III – INSURANCE COMPANY ACCOUNTS

(Teaching Hours: 13)

Insurance Companies Accounts - Revenue accounts: Life assurance companies - Valuation Balance Sheet, Statement of distribution of profits. General Insurance – Fire, Marine Insurance **(Theory and Problems)**

UNIT: IV – ACCOUNTS OF HOLDING COMPANIES

(Teaching Hours: 13)

Accounts of Holding Companies (excluding chain Holdings) Capital and Revenue profit - Minority Interest - Capital Reserve - Treatment of unrealised profits - Mutual obligation - Revaluation of Assets and Liabilities **(Only Problems) [As per revised schedule VI]**

UNIT: V - ACCOUNTING STANDARDS

(Teaching Hours: 13)

Accounting Standards - Scope of Accounting Standards - Procedure for issuing Accounting Standards - Disclosure of Accounting policies - Valuation of Inventories - Cash flow Statements - Depreciation Accounting. **(Theory Only)**

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To know about different methods of valuing goodwill and different methods of valuing shares.	K2, K3, K5
CO2	To Prepare Banking Company Accounts	K2,K3, K5
CO3	To acquire knowledge about Insurance Company Accounts	K2, K3,K5
CO4	To gain knowledge about Holding Companies and to prepare Consolidated Balance Sheet as per schedule VI.	K2, K3,K5
CO5	To acquire knowledge about Accounting Standards relating to Disclosure of accounting policies, Valuation of inventories, Cash Flow Statement and Depreciation Accounting	K1,K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	2	1	3	-	-	2
CO2	3	3	2	3	2	1	3	-	-	2
CO3	3	3	2	3	2	1	3	-	-	2
CO4	3	3	2	3	2	1	2	-	-	1
CO5	3	3	2	3	2	1	3	-	-	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Accounting	T.S Reddy & A. Murthy	Margham publications	2015
2	Advanced Accountancy –Vol II	S.P. Jain and K.L. Narang	Kalyani publishers	2014
3	Fundamentals of Advanced Accounting Vol II	Pillai. R.S.N, Bagavathi & Uma .S	S Chand Co Pvt Ltd	2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accountancy	R.L. Gupta & M. Radhaswamy	Suitan Chand Ltd	2018
2	Advanced Accounts	M.C. Shukla, T.S. Grewal & S. C. Gupta	S Chand Co Pvt Ltd	2006
3	Advanced Accounting	S.N. Maheswari, S.K. Maheswari	Vikas Publications	10 th Edition

Pedagogy: Lecture, PPT Presentation, Black board and Chalk and Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21513B	CORE: TAXATION	4	Theory	60	40

Objective of the Course:

- To study about the income Tax Act and its provisions
- To learn computation of income from salary , House Property, Profits and Gains of Business and Profession, capital gain, other sources
- To know about set off and carry forward losses

UNIT I: BASIC CONCEPTS OF TAX AND RESIDENTIAL STATUS (Teaching Hours: 13)

The Income Tax Act - Definition of Income - Assessment year - Previous year - Assessee - Types of Assessee - Scope of income - Charge of Tax - Residential status - Exempted incomes U/S 10

UNIT II: INCOME UNDER THE HEAD SALARY (Teaching Hours: 13)

Heads of Income – Income from Salary: - Salary – Definition – Characteristics – Computation of Income from Salary - Rates of tax for individuals.

UNIT III: INCOME UNDER THE HEAD HOUSE PROPERTY, BUSINESS AND PROFESSION

(Teaching Hours: 13)

Income from House Property: – Characteristics - Exempted Incomes from House Property - Deductions - Computation of Income from House Property - Income from Business and Profession: - Meaning of Business and Profession - Expenses expressly allowed - Expenses expressly disallowed - Computation of Profits and Gains of Business and Profession.

UNIT IV: INCOME UNDER THE HEAD CAPITAL GAINS, OTHER SOURCES AND SET OFF CARRYFORWARD OF LOSSES (Teaching Hours: 13)

Income from Capital Gain: – Capital Asset – Long term Capital Asset – Short term Capital Asset – Indexation - Computation of Income from Capital Gain. Income from Other Sources – Various Sources of Income - Computation of Income from Other Sources -Set off and Carry forward of losses.

UNIT V: INTRODUCTION TO GST

(Teaching Hours: 13)

GST – Introduction – Objectives – Features of GST- Scope of GST- Input Tax Credit – Meaning – Concept of Supply – Zero Rated Supply – E-Filing of Returns – GST Rates – Types of Supplies – Comparison of Composition of GST and Normal GST- Benefits – Methods of Collection of Tax- Limitations of GST. **(Only Theory)**

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand and aware about tax system in India.	K1
CO2	To understand the provisions of salary income and computation.	K2, k3
CO3	To know the computation of income from house property, Business and profession.	K2, k3
CO4	To study the computation of income from capital gain, other sources and set off carry forward of losses.	K3
CO5	To understand the concept of Goods and Service Tax and its impact on society.	K3,

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	3	2	-	-	-	-	3
CO2	3	2	2	3	3	-	-	-	-	3
CO3	2	2	2	3	3	-	-	-	-	3
CO4	3	2	2	3	3	-	-	-	-	3
CO5	3	2	2	3	2	-	-	-	-	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Income Tax Law and Practice	Gaur & Narang	Kalyani Publishers	Latest Edition
2	Income Tax Law & Practice	T.S. Reddy & Y. Hari Prasad Reddy,	Margham Publications	Latest Edition
3	Income Tax Law & Practice	A. Murthy	Vijay Nicole Imprints Pvt Ltd	Latest Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Income Tax	R. G. Saha & Usha Devi. N	Himalaya Publishing House	Latest Edition
2	Income Tax Law & Practice	Dr. N. Hariharan	Vijay Nicole Imprints Pvt Ltd	Latest Edition
3	Indirect Taxes GST & Customs Law	Dr. R. Parameswaran & CA. P. Viswanathan	Kavin Publications	Latest Edition

Pedagogy: Black board and Chalk, PPT Presentation, Assignments, Seminars and Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21513U1	ELECTIVE I: INNOVATIVE BANKING PRACTICES	4	Theory	-	100

Objective of the Course:

- To understand the innovative banking practices in the current scenario.
- To know about various negotiable instruments and its features.
- To gain knowledge about the internet banking.

UNIT I: INTRODUCTION TO BANKING

(Teaching Hours: 13)

Evolution of Banks – Meaning and Definition of Banking – Features of Banking – Types of banks – Commercial banks – Meaning - Functions of Modern commercial banks - Nationalization of commercial banks in India – Definition of Banker and Customer - General relationship and Special relationship between banker and customer

UNIT II: NEGOTIABLE INSTRUMENTS

(Teaching Hours: 13)

Negotiable instruments – Definition - Characteristics - Bills of Exchange – Essentials - Promissory Note – Essentials –Cheque – Essentials – Endorsement – Meaning – Types - Crossing of Cheques – Meaning – Types - Marking of Cheques – Meaning – Types

UNIT III: CHEQUE TRUNCATION AND ELECTRONIC CHEQUE

(Teaching Hours: 13)

Truncated Cheques – Meaning – Essential features – Merits of Truncated cheques – Electronic Cheque – Definition – Essential features – Process of preparing – E-Cheques – Mechanism of E-Cheque – Advantage of E-Cheque

UNIT IV: E-BANKING

(Teaching Hours: 13)

E-Banking – Meaning – Definition – Traditional Banking Vs E-Banking – Facets of E-banking – Advantages of E-Banking – Constraints in E-Banking – Security measures – Internet Banking – Features – Merits – Demerits

UNIT V: RECENT TRENDS AND TECHNOLOGICAL SUPPORT SERVICES

(Teaching Hours: 13)

Electronic Fund Transfer System – Evolution – Meaning – Steps in EFT – Electronic Clearing Services – ECS Credit – ECS Debit – RTGS – Meaning – Features – NEFT – Meaning – Features – IFSC – IMPS – Meaning – Features – SWIFT – Meaning – Features – Cash Deposit Machine – Meaning – Features – HWAK (The Intelligent Auto teller and Network Management system)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To gain knowledge about banking system in India and about the relationship of banker and customer.	K1 & K2
CO2	To acquire knowledge about different negotiable instruments by understanding its legal features.	K1 & K2
CO3	To understand about the concept and features of cheque truncation and electronic cheques.	K1 & K2
CO4	To familiar with E-banking systems and its applications.	K1 & K2
CO5	To enumerate recent trends and technological support services to customers	K1 & K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	2	2	-	-	-	-	3
CO2	3	2	3	3	2	-	-	-	-	2
CO3	3	3	2	2	2	-	-	-	-	3
CO4	3	3	3	3	2	-	-	-	-	3
CO5	3	3	2	3	2	-	-	-	-	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Banking Theory, Law and Practice	E. Gordan & K. Natarajan	Himalaya Publishing House	2017 26 th Edition
2.	Banking Law and Practice	K.P. Kandasami, S. Natarajan & R. Parameswaran	Sultan Chand & Company	2010 2 nd Edition
3.	Principles and Practice of Banking	Study material of Indian Institute of Banking and Finance	Macmillan Publications	2016 1st Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Indian Banking	Dr. R. Parameswaran	Sultan Chand & Co.,	2010 2 nd Edition
2.	Banking Theory, Law and Practice	Dr. S.Gurusamy	Vijay Nicole Imprints Private Ltd.,	2014 3 rd Edition
3.	Banking Law and Practice	P. N. Varshney	Sultan Chand & Co.,	2014 25 th Edition

Pedagogy: Lecture method, PPT Presentation, Assignments, Group discussion, Seminars.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21513V1	ELECTIVE II: PRINCIPLES AND PRACTICE OF HEALTH INSURANCE	4	Theory	-	100

Objective of the Course:

- To learn the basic concepts related to health insurance
- To know about various health insurance products and documentations.
- To gain knowledge about availing health insurance claims.

UNIT I: INTRODUCTION TO HEALTH INSURANCE (Teaching Hours: 13)

Health Insurance – Meaning – Definition – Health care – Meaning – Types of Health care – Factors affecting health systems in India – Evolution of Health Insurance in India – Health Insurance market.

UNIT II: HEALTH INSURANCE DOCUMENTATION (Teaching Hours: 13)

Proposal forms – Acceptance of the Proposal (underwriting) – Prospectus – Premium receipt – Policy document – Conditions and Warranties – Endorsements – Interpretation of policies – Renewal notice – Anti-Money Laundering and Know Your Customer guidelines.

UNIT III: HEALTH INSURANCE PRODUCTS (Teaching Hours: 13)

Classification of health insurance products – IRDA guidelines on Standardization in health insurance – Hospitalization indemnity product – Top up covers or high deductible insurance plans – Senior citizen policy – Fixed benefit covers – Hospital cash, Critical illness – Package policies – Micro insurance and health insurance for poorer sections – Rashtriya Swasthya Bima Yojana – Pradhan Mantri Suraksha Bima Yojana - Pradhan Mantri Jan Dhan Yojana – Personal accident and disability cover – Overseas travel insurance – Group health cover – Special products.

UNIT IV: HEALTH INSURANCE UNDERWRITING (Teaching Hours: 13)

Underwriting – Meaning – Basic concepts – File and use guidelines – Other health insurance regulations of IRDAI – Basic Principles and tools for underwriting – Underwriting process – Group health insurance – Underwriting of Overseas travel insurance – Underwriting of personal accident insurance.

UNIT V: HEALTH INSURANCE CLAIMS (Teaching Hours: 13)

Claims management in insurance – Management of health insurance claims – Documentation in health insurance claims – Claims reserving – Role of Third Party Administrators (TPA) – Claims management – Personal accident – Overseas Travel insurance.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand about the basics of health insurance and health care systems in India.	K1 & K2
CO2	To identify the procedures related to health insurance documents such as proposal form, premium receipt etc.,	K1 & K2
CO3	To familiar about various health insurance products.	K1 & K2
CO4	To acquire specialised knowledge about basic concepts of underwriting and health insurance underwriting.	K1 & K2
CO5	To gain knowledge about procedures and practice of claims management in health insurance	K1 & K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	3	2	3	-	-	-	2
CO2	2	3	2	3	2	3	-	-	-	3
CO3	2	2	2	2	2	2	-	-	-	2
CO4	1	3	2	3	2	3	-	-	-	3
CO5	3	3	2	3	2	3	-	-	-	3

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Health Insurance – IC - 32	Insurance Institute of India study material	Insurance Institute of India	Latest Edition
2.	Principles of Insurance and Risk Management	Alka Mittal & S.L. Gupta	Sultan Chand & Co Ltd.,	2010 2 nd Edition
3.	Principles and Practice of Insurance	Dr. A. Murthy	Margham Publications	2015 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Risk and Insurance Management	Dr. P. Periyasamy & M. Veeraselvam	Vijay Nicole Imprints Private Ltd.,	2013 1 st Edition
2.	Principles and Practice of Insurance	M.N. Mishra & S.B. Mishra	Sultan Chand & Co Ltd.,	2016 Revised Edition
3.	Elements of Insurance	Dr. A. Murthy	Margham Publications	2015 2 nd Edition

Pedagogy: Lecture method, PPT Presentation, Assignments, Seminars and e-contents.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21513S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	2	PRACTICAL	-	-

Objective of the Course:

- Develop the skills required to meet the industrial needs.
- Understand the real time environment of the industries or institutions.
- Know the innovations and changes happening in the industrial sector.

GUIDELINES FOR DOING INSTITUTIONAL TRAINING

This Institutional Training is to be done during the summer break after Semester 4 and is encouraged in order to enable students to gain practical experience in the field of their study. The type of Institutional Training needs to be approved by the Director. A request letter will be given to the student when approaching an organization for Institutional Training opportunity.

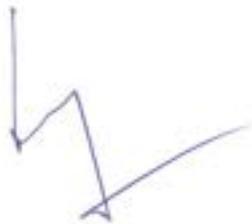
GUIDELINES FOR STUDENTS

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. Students should select only the Insurance companies for their Institutional Training.
3. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
 - No two students can select the same company/department for doing Institutional Training.
 - Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
4. The students are suggested to choose the nature of the company in which they have interest.
5. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.

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6. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
7. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
8. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21513K	ONLINE SWAYAM: MARKETING MANAGEMENT -I	4	-	-	-

Objective: This is part-I of a course on Marketing Management. The objective of the course is to introduce the participants to principles and practices, theoretical building blocks of marketing, its role as an organizational engine and the evolving marketing process of today. At the end of the course, a participant will be able to understand and manage the core marketing management function.

The students will be learning this course through online mode from SWAYAM website.

The URL link for accessing this course is https://onlinecourses.nptel.ac.in/noc21_mg51/preview

COURSE LAYOUT

Week-1 Introduction to Marketing

- Defining Marketing
- Core concepts in Marketing
- Evolution of Marketing
- Marketing Planning Process
- Contemporary Issues and Practices

Week-2 Scanning the Business Environment

- The value chain
- Core Competencies
- Strategic Planning Process
- PESTEL
- Competition Analysis
- SWOT Analysis

Week-3&4 Marketing Information Systems and Marketing Research

- Role of Marketing Information
- System in Managerial Decision Making Process
- Components of Marketing Information systems
- The Marketing Research Process: An overview

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- Defining the Management Decision Problem and Marketing Research Problem
- Framing Research Objectives and developing the research plan
- Exploratory vs. Conclusive Research

Week-5&6 Buyer Behavior

- Consumer Behavior
- Consumer buying process model
- What Influences Consumer Behavior
- Key Psychological Processes
- The Buying Decision Process: The Five Stage Model
- Other Theories of Consumer Decision Making
- Industrial Buyer Behavior
- Concept of Buying Center
- Industrial buying process model
- Influence of Economic and Behavioral Factors
- Influence of Procurement Organization
- Role of Negotiation Process

Week-7&8 Generic Marketing Strategies

- Defining Market Segmentation
- Bases of segmentation
- Evaluation and Targeting Market Segments
- Brand Positioning and Differentiation



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21613A	CORE: COST AND MANAGEMENT ACCOUNTING	5	Theory	60	40

Objective of the Course:

- To learn the importance of cost and management accounting.
- To enlarge the scope and including a wide variety of concepts and problems in cost and management accounting and important aspects of managerial decision problems.

UNIT I: BASICS OF COST ACCOUNTING AND COST SHEET (Teaching Hours: 13)

Cost Accounting – Meaning – Definition of Cost, Costing, Cost Accounting and Cost Accountancy – Objectives/Functions of Cost Accounting - Relationship of Cost Accounting with Financial accounting and Management accounting – Advantages and Limitations of Cost Accounting – Essentials of Good Cost Accounting system – Classification of Costs - Methods of costing – Elements of Cost - Cost Sheet – Meaning – Purpose of Cost sheet - Preparation of cost sheet (Excluding tenders and quotations).

UNIT II: MATERIALS (Teaching Hours: 13)

Materials –Meaning of Material Control – Objectives and Advantages of Material Control - Purchasing of materials Purchase Procedure and documentation involved in purchasing – Storing of Materials – Duties and Responsibilities of store keeper, Store records – Determination of Material levels or Stock levels -Maximum level, minimum level, reordering levels, danger level, average stock level – EOQ - Issue of Materials - Methods of Pricing material issues – FIFO – LIFO – Simple Average and Weighted Average method - ABC analysis.

UNIT III: BASICS OF MANAGEMENT ACCOUNTING AND RATIO ANALYSIS (Teaching Hours: 13)

Management Accounting – Meaning – Definition – Objectives and Scope – Functions – Advantages and Limitations - Relationship between Management Accounting, Cost Accounting and Financial Accounting - Ratio analysis – Significance and uses - Classification of ratios – Limitations of ratios – Computations of Ratios from Financial Statements.

UNIT IV: BUDGETS AND BUDGETARY CONTROL (Teaching Hours: 13)

Budgets and Budgetary Control – Meaning of a Budget, Budgeting & Budgetary Control – Objectives, Advantages and Limitations of Budgetary Control – Essential requirements of Good Budgetary Control – Classification of Budgets – Preparation of Different Budgets – Flexible Budget – Production Budget – Purchase Budget – Sales Budget – Cash Budget - Zero Base Budgeting (ZBB) – Meaning – Definition – Steps in ZBB – Advantages.

UNIT V: MARGINAL COSTING (Teaching Hours: 13)

Marginal Costing – Meaning – Features – Merits – Demerits - Break Even Analysis – Meaning – Assumptions – Merits – Demerits – Cost Volume Profit Analysis – Managerial Applications of Marginal Costing. (Excluding Make or Buy Decision)

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Dr. G. R. DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)
(Under Choice Based Credit System)

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the basic of cost accounting and gain knowledge in preparation of cost sheet.	K1, K2
CO2	To Learn about the concept of material control and Level setting.	K2, K3
CO3	To study about basics of Management Accounting, Ratio Analysis and computation of various types of ratios.	K2, K3
CO4	To provide the knowledge about Budget and Budgetary Control.	K3, K4
CO5	To understand about the Marginal costing and its Managerial Applications.	K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	-	3	-	-	2
CO2	2	2	2	3	2	-	2	-	-	3
CO3	3	3	2	2	3	-	3	-	-	2
CO4	3	3	2	3	3	-	3	-	-	3
CO5	3	3	3	3	2	-	2	-	-	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cost Accounting	A. Murthy & S. Gurusamy	Vijay Nicole Imprints Pvt Ltd	2015 2 nd Edition
2	Management Accounting	A. Murthy & S. Gurusamy	Vijay Nicole Imprints Pvt Ltd	2015 2 nd Edition
3	Cost & Management Accounting	T.S. Reddy & Y. Hari Prasad Reddy,	Margham Publications	2011 4 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Cost Accounting	S.P. Jain & K.L. Narang	Kalyani Publishers	2019 Revised Edition
2	Cost Accounting	Dr. R. Ramachandran & Dr. R. Srinivasan,	Sriram Publications	2012 5 th Edition
3	Management Accounting	Dr. R. Ramachandran & Dr. R. Srinivasan,	Sriram Publications	2012 5 th Edition

Pedagogy: Lecture, Black board and Chalk, PPT Presentation, Assignments, Seminars.

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COIMBATORE - 641014
BACHELOR OF COMMERCE (ACTUARIAL MANAGEMENT)
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21613B	CORE: ENTREPRENEURIAL DEVELOPMENT	4	Theory	-	100

Objectives of the course:

- To study about the functions and types of entrepreneurs.
- To learn about the motivational factors and entrepreneurial mobility.
- To study about the project identification, project reporting etc.

UNIT: I - ENTREPRENEURIAL TRAITS AND TYPES

(Teaching Hours: 14)

Concept of Entrepreneurship – Definition and functions of Entrepreneur – Personality traits of an Entrepreneur - Types of Entrepreneurs – Distinguish between an entrepreneur and a manager – Entrepreneurial Development Program - Women entrepreneurs – role ,problems and their prospects and Rural entrepreneurs.

UNIT: II –ENTREPRENEURIAL MOBILITY AND MOTIVATION

(Teaching Hours: 12)

Evolution of Entrepreneurs – Entrepreneurial mobility – Factors influencing mobility. Entrepreneurial Motivation – Motivating factors – Entrepreneurial ambitions – Compelling reasons – Facilitating factors.

UNIT: III - LEADERSHIP IN AN ENTREPRENEURIAL ORGANISATION

(Teaching Hours: 14)

Creating Leadership in an Entrepreneurial Organisation: Identifying new venture Opportunities – Environment Scanning – Idea processing and selection, SWOT and PEST analysis

UNIT: IV – MANAGERIAL DECISION MAKING

(Teaching Hours: 12)

Managerial Decision making – Concept and process - Decision making environment - Types of managerial decisions - Creativity in Decision making - Approaches to Decision Analysis - Cost – Benefit analysis - System Analysis - Sensitivity Analysis and information for forecasting

UNIT: V – PROJECT MANAGEMENT

(Teaching Hours: 13)

Project management: - Project classifications - Identifications - Formulation and Design - Feasibility analysis - Preparation of Project Report and Presentation. Project Appraisal – Concept and Methods

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about the concept of entrepreneur, functions of an entrepreneur, and types of entrepreneur.	K1, K2
CO2	To know about evolution of entrepreneur, entrepreneurial mobility, entrepreneurial motivation	K1, K2
CO3	To identify new venture opportunities, environmental scanning, Idea processing and Selection	K1, K2, K4
CO4	To acquire knowledge about managerial decision making, creativity in decision making, and approaches to decision-making.	K1, K2, K5
CO5	To gain knowledge about project management, project formulation, and project appraisal	K1, K2, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	3	1	1	1	3	-	-	3
CO2	1	3	3	1	1	1	3	-	-	2
CO3	1	3	3	1	1		3	-	-	2
CO4	1	3	3	1	1	1	2	-	-	3
CO5	1	3	3	1	1	1	3	-	-	3

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Entrepreneurial Development	S.S. Khanka	S.Chand Co Pvt Ltd	2006
2	Entrepreneurial Development	C.B. Gupta & Srinivasan N.P	Sultan Chand & sons	2013
3	Entrepreneurial Development	P. Saravanavel & P. Sumathi	Margham Publications	2020
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Dynamics of Entrepreneurial Development	Vasant Desai	Himalaya Publishing House	4 th edition
2	Entrepreneurial Development	Gordon & Natarajan	Himalaya Publishing House	6 th edition, 2017
3	Entrepreneurship Development	Sangeetha Sharma	PHI Publishers	2016

Pedagogy: Lecture, Black board and Chalk, Assignments and PPT

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21613U1	ELECTIVE III: INSURANCE ADMINISTRATION	5	Theory	-	100

Objective of the Course:

- To learn the concepts relates to administration of insurance companies
- To study the role of actuary in Insurance Business.
- To learn the concept of reinsurance, Double insurance and Group insurance

UNIT I: ACTUARY IN INSURANCE BUSINESS

(Teaching Hours: 13)

Role of Actuary in Insurance Business - Definition - Appointment of Actuary - Powers of appointed Actuary – Functions of an Actuary - Duties of an Actuary in life insurance business - Functions of Actuary in General Insurance Business - Scope of an Actuary.

UNIT II: RE-INSURANCE AND DOUBLE INSURANCE

(Teaching Hours: 13)

Re-Insurance – Meaning – Definition – Causes – Advantages – Liability of Re-insurer – Characteristics – Types of Re-insurance - Double Insurance – Meaning – Implications of double insurance – Difference between Re-insurance and Double insurance - Over Insurance – External and Internal Insurance.

UNIT III: GROUP INSURANCE AND CO-INSURANCE

(Teaching Hours: 13)

Contract of Group Insurance – Meaning – Features – Advantages – Limitations – Eligibility conditions – Eligible groups – Group insurance schemes – Co-insurance – Meaning – Co-insurance Versus Reinsurance

UNIT IV: POLICY CONDITIONS & CORPORATE GOVERNANCE

(Teaching Hours: 13)

Surrender Value – Paid-up Value – Surrender Value Vs Paid-up value - Loan on Policy – Foreclosure of policy – Revival in Life insurance policies – Claims – meaning – Types of claims – Procedures in claim settlement – Corporate Governance in Insurance Companies – Meaning – Importance – Factors affecting Corporate Governance – Corporate Governance and Financial Management in Insurance companies – Role of Board and Audit Committee in Corporate Governance.

UNIT V: AGENCY CONTRACT

(Teaching Hours: 13)

Agency contract – Meaning & Definition of Agents – Duties of agents – Code of conduct for agents – Rights of the agents – Termination of agents – Methods of Remunerating Agents and Agency as Profession - Essential qualities for a successful agents

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To summarize the basic concepts of actuary, their functions and duties.	K1 & K2
CO2	To understand the procedures for re-insurance and double insurance.	K1 & K2
CO3	To study about the contract of group insurance and co-insurance.	K1 & K2
CO4	To gain knowledge about surrender value, revival in life insurance policies, claim settlement and corporate governance in insurance companies.	K1 & K2
CO5	To acquire skill and knowledge to become an agent, their duties, rights and essential qualities.	K1 & K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	3	3	3	-	-	-	3
CO2	2	3	2	3	2	3	-	-	-	3
CO3	3	3	2	3	3	3	-	-	-	2
CO4	3	2	2	3	2	3	-	-	-	3
CO5	3	3	3	3	3	3	-	-	-	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Fundamentals of Insurance	Dr. P. Periyasamy	Vijay Nicole Imprints Private Ltd.,	2013 1 st Edition
2.	Principles of Insurance and Risk Management	Alka Mittal & S.L. Gupta	Sultan Chand & Co Ltd.,	2010 2 nd Edition
3.	Principles and Practice of Insurance	Dr. A. Murthy	Margham Publications	2015 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Risk and Insurance Management	Dr. P. Periyasamy & M. Veeraselvam	Vijay Nicole Imprints Private Ltd.,	2013 1 st Edition
2.	Principles and Practice of Insurance	M.N. Mishra & S.B. Mishra	Sultan Chand & Co Ltd.,	2016 Revised Edition
3.	Elements of Insurance	Dr. A. Murthy	Margham Publications	2015 2 nd Edition

Pedagogy: Lecture method, PPT Presentation, Assignments, Seminars and e-contents

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21613V1	ELECTIVE IV: FINANCIAL SERVICES	5	Theory	-	100

Objective of the Course:

- To understand the principles, concepts and techniques of financial aspects related to financial markets.
- To know about the structure of financial services in India.
- To gain knowledge about credit card, credit rating, factoring and merchant banking.

UNIT I: INTRODUCTION TO FINANCIAL SERVICES

(Teaching Hours: 13)

Financial services – Meaning – Objectives of Financial Services – Characteristics of Financial services – Scope of Financial Services – Growth of Financial Services in India – Problems in Financial Services sector – Regulatory Framework – Need for Regulations – Types of regulatory framework – Causes for Financial innovations – New Financial products and services – Challenges faced by Financial Services sector.

UNIT II: CREDIT CARDS – AN OVERVIEW

(Teaching Hours: 13)

Credit Cards – Introduction – Origin and History – Features of Modern credit cards – Facilities and Services provided to credit cardholders – Classification of Credit Cards – Innovative cards – Credit card cycle – Credit card Structure – Validity and Renewal – Credit card frauds – Credit Information Bureau (CIB) – Benefits of Credit cards – Drawbacks of Credit cards.

UNIT III: CREDIT RATING – AN OVERVIEW

(Teaching Hours: 13)

Credit Rating – Meaning – Definition – Origin of Credit Rating – Credit Rating in India – Features of Credit Rating – Advantages of Credit Rating – Drawbacks of Credit Rating – Credit Rating Agencies in India – Functions of Credit Rating.

UNIT IV: FACTORING – AN OVERVIEW

(Teaching Hours: 13)

Factoring – Meaning – Definition – Characteristics of Factoring – Types of Factoring – Functions of Factoring – Advantages of Factoring – Drawbacks of Factoring – Factoring players – Functions of a Factor – Factoring cost – Line of Credit method – RBI guidelines for Factoring.

UNIT V: MERCHANT BANKING – AN OVERVIEW

(Teaching Hours: 13)

Merchant Banking – Meaning – Definition – Concept of Merchant banking – Origin of Merchant banking & Merchant Banking in India – Merchant Banking functions or services – Qualities required for Merchant Bankers – Guidelines for Merchant Bankers – Problems of Merchant bankers – Scope of Merchant Banking in India.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To give an idea about fundamentals of financial services and regulatory framework.	K1, K2
CO2	To understand the credit cards facilities and services.	K2
CO3	To provide knowledge about credit rating and role of credit rating agencies.	K2
CO4	To understand about factoring services and different types of factoring.	K2
CO5	To create awareness about merchant banking and its role.	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	3	3	-	-	-	-	2
CO2	2	2	2	3	2	-	-	-	-	2
CO3	2	2	2	3	3	-	-	-	-	3
CO4	2	3	3	2	2	-	-	-	-	2
CO5	2	2	2	3	2	-	-	-	-	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Services	Dr. S. Gurusamy,	Tata McGraw Hill Education Pvt Ltd.	2009 2 nd Edition
2	Financial Markets and Services	E. Gordon & K. Natarajan,	Himalaya Publishing House.	2018 11 th Edition
3	Financial Markets & Services	Dr. L. Natarajan,	Margham Publications.	2015 1 st Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Services	M Y Khan	Tata Mc-Graw Hill Publishing Co.,	2017 9 th edition
2	Financial services	Dr. R. Shanmugham	Tata Mc-Graw Hill Publishing Co.,	2017 2 nd edition
3	Financial services	B. Santhanam	Margham Publications	2016

Pedagogy: Lecture, Black board and Chalk, PPT Presentation, Assignments, Seminars.

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COIMBATORE - 641014

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21613P	SKILL BASED SUBJECT: LAB – MS OFFICE AND ACCOUNTING SOFTWARE	2	PRACTICAL	-	-

Objective of the Course:

- To acquire knowledge and to understand the concepts of basic computer skills required for corporate office
- To learn, how to apply accounting statement in software

MS -WORD

1. Type a word document with at least 100 words. Give a title for the passage and format the same as per the specification given below:

- Font size, style
- Title should be in Bold, italics, underlined
- Set left margin to 1.5, right margin to 1.75
- Line spacing should be doubled
- Apply border to the passage
- Insert date, time and page number using header and footer
- Word count, spelling, grammar
- Insert table and use merge and split cells

2. Using mail merge prepare an interview call letter.

3. Prepare a Resume using MS-Word

4. Design a cheque book of a bank

5. Design value added web pages in Ms Word that convey information about your curriculum-
Hyperlink

MS - EXCEL

6. Prepare a mark list of your class and perform the following operations - Total, Average, Result, and Grade.

7. Prepare Final Accounts (Trading, Profit and Loss account and Balance sheet) by using formula.

8. Draw the different types of charts to illustrate year wise performance of sales, purchase and profit of the company using chart wizard.

9. Create a table using the given fields for 15 students.

(Register no, Name of the student, Gender and Age). Perform the following functions.

- a) Sort the Student name from A to Z
- b) Sort the age in ascending order

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- c) Filter only Male students
 - d) Filter only Female students
 - e) Filter male students in the age category of 19.
10. Create a sales invoice using MS-Excel (Quantity, Value, Discount and Tax to be apportioned using formulas)
11. With a given data prepare a payroll. Basic pay – Rs. 15500, D.A – 40%, HRA – 12%, TA – 10%, MA – 5%, CCA – 10%, PF – 12%, and Deductions – 10%.

MS - POWER POINT

- 12. Prepare a power point presentation for product launch
- 13. Prepare a PowerPoint presentation for department inaugural function.
- 14. Design an advertisement.
- 15. Draw an organization chart.

ACCOUNTING SOFTWARE

- 16. Create a Company using Tally.
- 17. Single Ledger - Create Assets, Liabilities, Income and Expenditure account.
- 18. Create accounting groups.
- 19. Enter some test transactions, say numbering 100 in the form of Cash Receipts, cash Payments, Bank receipts, Bank payments, Purchase Bills, Sales Invoices, Debit Note, Credit note and General Journal Vouchers.
- 20. Voucher Entries - Print the primary books for the same.
- 21. Create an opening Trial Balance and print the same.
- 22. Profit and Loss and Balance sheet.
- 23. Financial Ratio Analysis.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Familiarity with MS-Word and its applicability in business, to analyse data using complex functions and to manage excel charts in advanced manner, work with required skills and independently create slides for presentation, interpret the financial statements and evaluation of the stock	K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	-	1	1	-	-	-	2	3	-	-

Indicators: 1. Reasonable

2. Significant

3. Strong

Pedagogy: Lecture, PPT Presentation and Lab – Practicals

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Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014

2021-22

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Programme Outcome	
PO1	<p>Commerce: This programme B.Com (Computer Applications) facilitates the students, to gain profound knowledge on Commerce, Finance, and Management.</p>
PO2	<p>Problem Solving: All the extensiveness of the courses ensures that the students are turned upto date in Principles of Accounting, Financial Accounting, Corporate Accounting, International Financial Reporting Standards, Business Mathematics, Business Statistics, Cost Accounting, Management Accounting and Financial Management. Courses from the introductory level, effective development will also progress to the valuing and organizational level.</p>
PO3	<p>Entrepreneurship and Management: The well updated curriculum of the programme empowers students to achieve their entrepreneurial motivation and to be successful managers.</p>
PO4	<p>Computer Knowledge: The additional advantage of the programme paves the way for students to have more wisdom on Computer Theory, Computer Programming and Electronic Business.</p>
PO5	<p>Computer Applications in Business: This programme through various practical application courses such as Development of Mobile App, Web Page Creation, Ms Office and Accounting Software, HTML and Java Script and Multimedia impart the latest computer application skill to make them employable and to lead business.</p>
PO6	<p>Awareness on Current Events, Environment and Society: In order to make the students more aware of the current events, Eco-system, societal system, people and culture of India this programme contains apt courses.</p>
PO7	<p>Life skill, Communication skill and Employability skill: This programme contains strong and dynamic contents to develop the life skill, personality development and employability. The facility of lectures, use of audio and visual laboratory and out bound camps shape the young minds to face the modern day challenges in commerce, industry and corporate sector.</p>
PO8	<p>Ethics: Students of this programme will learn ethical principles and commit to the professional ethics and norms.</p>
PO9	<p>Individual and team work: Students will equip to function effectively as an individual and as member or leader in diverse teams in multi-disciplinary settings.</p>
PO 10	<p>Life-long Learning: Students will recognize the need for and have the preparation and ability to engage in independent and lifelong learning in broadest context of technological change.</p>

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Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS) 2021-22
COIMBATORE - 641014

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Programme Outcome	
PO1	<p>Commerce: This programme B.Com (Computer Applications) facilitates the students, to gain profound knowledge on Commerce, Finance, and Management.</p>
PO2	<p>Problem Solving: All the extensiveness of the courses ensures that the students are turned upto date in Principles of Accounting, Financial Accounting, Corporate Accounting, International Financial Reporting Standards, Business Mathematics, Business Statistics, Cost Accounting, Management Accounting and Financial Management. Courses from the introductory level, effective development will also progress to the valuing and organizational level.</p>
PO3	<p>Entrepreneurship and Management: The well updated curriculum of the programme empowers students to achieve their entrepreneurial motivation and to be successful managers.</p>
PO4	<p>Computer Knowledge: The additional advantage of the programme paves the way for students to have more wisdom on Computer Theory, Computer Programming and Electronic Business.</p>
PO5	<p>Computer Applications in Business: This programme through various practical application courses such as Development of Mobile App, Web Page Creation, Ms Office and Accounting Software, HTML and Java Script and Multimedia impart the latest computer application skill to make them employable and to lead business.</p>
PO6	<p>Awareness on Current Events, Environment and Society: In order to make the students more aware of the current events, Eco-system, societal system, people and culture of India this programme contains apt courses.</p>
PO7	<p>Life skill, Communication skill and Employability skill: This programme contains strong and dynamic contents to develop the life skill, personality development and employability. The facility of lectures, use of audio and visual laboratory and out bound camps shape the young minds to face the modern day challenges in commerce, industry and corporate sector.</p>
PO8	<p>Ethics: Students of this programme will learn ethical principles and commit to the professional ethics and norms.</p>
PO9	<p>Individual and team work: Students will equip to function effectively as an individual and as member or leader in diverse teams in multi-disciplinary settings.</p>
PO 10	<p>Life-long Learning: Students will recognize the need for and have the preparation and ability to engage in independent and lifelong learning in broadest context of technological change.</p>

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Programme Specific Outcome	
PSO1	<p>Knowledge: On successful completion of this programme B.Com (CA) the graduate will gain strong foundation of knowledge in different areas of Commerce and Computer Application courses.</p>
PSO2	<p>Higher Education: The graduates of this programme would be able to pursue higher education in India and abroad. They are eligible to opt any of the following post graduate courses: M.I.B, M.B.A, M.Com, M.Com (Computer Application), M.C.A, M.A (Mass Communication), M.Sc (Visual communication), C.A, I.C.A.I, A.C.S, ACCA. They are eligible for post graduate diploma courses such as PGDIB, PGDMM and PGDAMM.</p>
PSO3	<p>Job as Career: The graduates can be placed in the fields of Commerce and Computer Applications. They can be employed in the following sectors namely Accountancy Work, Banking Services, Insurance Sectors, Marketing Field, Company Secretaryship, Stock Exchanges, Tax Consultancy, Management and Planning, E-Commerce Organizations, Retail Sector, Mutual Fund Companies, BPO and KPO sectors, Manufacturing Companies, IT and IT enables services, Hospitals, Hotels and so on.</p>
PSO4	<p>Entrepreneurship and Self Employment as Career: This undergraduate programme builds the entrepreneurial skill through various courses and therefore the young graduates can either start up their new ventures or run the inherited business successfully. The graduates of this programme can also opt for any of the self employment opportunities.</p>
PSO5	<p>Appearing for Public Service Examination and Other Government Services Examinations: The graduates who aspire for government services can appear for the competitive examinations conducted by Union Public Service Commission (UPSC), Tamil Nadu Public Service Commission (TNPSC), Indian Railway Board, Public Sector Banking Service Exams, BSNL, LIC, India post, Indian Army, Navy, Air force etc.,</p>

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Course Title	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	I	21100T	Tamil I							
I	I	21100H	Hindi I							
I	I	21100F	French I	3	25	75	100	5	3	THEORY
I	I	21100M	Malayalam I							
I	II	21100E1	Contemporary English – I	3	25	75	100	6	3	THEORY
I	III	21103A	Core: Principles of Accounting	4	25	75	100	6	3	THEORY
I	III	21103B	Core: Principles of Management	4	25	75	100	5	3	THEORY
I	III	21103C	Core: Advanced Information Technology	4	25	75	100	5	3	THEORY
I	III	21103D	Allied: Business Organisation	4	25	75	100	5	3	THEORY
I	IV	21100G	Skill Based Subject: General Awareness	2	25	75	100	1	3	THEORY
II	I	21200T	Tamil II							
II	I	21200H	Hindi II							
II	I	21200F	French II	3	25	75	100	5	3	THEORY
II	I	21200M	Malayalam II							
II	II	21200E1	Contemporary English – II	3	25	75	100	6	3	THEORY
II	III	21203A	Core: Financial Accounting	5	25	75	100	6	3	THEORY
II	III	21203B	Core: Online Business	4	25	75	100	5	3	THEORY
II	III	21203K	Online SWAYAM: Managerial Economics	4						
II	III	21203P	Skill Based Subject: Lab-I MS Office and Accounting Software	3	40	60	100	2	3	PRACTICAL
II	IV	21200G	Environmental Studies: Environmental Awareness	2	25	75	100	1	3	THEORY
III	III	21303A	Core: Marketing Management	4	25	75	100	5	3	THEORY
III	III	21303B	Core: Corporate Accounting	5	25	75	100	5	3	THEORY

CEI - 04
2021-22

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014**

BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Sem.	Part	Course Code	Course Title	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
III	III	21303C	Allied: Business Mathematics	4	25	75	100	5	3	THEORY
III	III	21303D	Skill Based Subject: Artificial Intelligence in Business	3	25	75	100	5	3	THEORY
III	IV	21300P1	Skill Based Subject: Professional Communication	2	25	75	100	5	3	THEORY
III	IV	21300A	Advanced Tamil I		100	NA				
III	IV	21300B	Basic Tamil I	2			100	2	3	THEORY
III	IV	21300N	Non Major Elective I: Personality Development and Soft Skills		40	60				
III	V	21303S	Extension Activities: Mini Project	1			*GRADE	1	3	PRACTICAL
IV	III	21403A	Core: Business Law	4	25	75	100	5	3	THEORY
IV	III	21403B	Core: Management Information System	4	25	75	100	5	3	THEORY
IV	III	21403C	Core: International Financial Reporting Standards	4	25	75	100	5	3	THEORY
IV	III	21403D	Allied: Business Statistics	4	25	75	100	6	3	THEORY
IV	III	21403K	Online SWAYAM: Introduction to Banking and Financial Markets.	4						
IV	IV	21400G1	Value Education: Indian Society, People and Culture	2	25	75	100	2	3	THEORY
IV	IV	21400A	Advanced Tamil II		100	NA				
IV	IV	21400B	Basic Tamil II	2	40	60	100	2	3	THEORY
IV	IV	21400N	Non-Major Elective II: Basics in Business Process Outsourcing							
V	III	21503A	Core: Cost and Management Accounting	4	25	75	100	6	3	THEORY
V	III	21503B	Core: Taxation	4	25	75	100	6	3	THEORY
V	III	21503C	Core: Internet and Web Design	4	25	75	100	5	3	THEORY
V	III	21503U1	Elective - I: Financial Management	4	25	75	100	6	3	THEORY

ET - 05
2021-22

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Sem.	Part	Course Code	Course Title	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
V	III	21503V1	Elective - II: ERP and SAP	3	25	75	100	5	3	THEORY
V	III	21503K	Online SWAYAM: Introduction to Cyber Security	4						
V	III	21503P	Skill Based Subject: Lab II – HTML and Java Script Programs	3	40	60	100	2	3	PRACTICAL
VI	III	21603A	Core: Investment Management	4	25	75	100	5	3	THEORY
VI	III	21603B	Core: Introduction to PHP Programming	4	25	75	100	5	3	THEORY
VI	III	21603P	Core: Lab III – PHP Programming	3	40	60	100	2	3	PRACTICAL
VI	III	21603U1	Elective - III: Human Resource Management	4	25	75	100	5	3	THEORY
VI	III	21603Q	Skill Based Subject: Lab IV – Python Programming	3	40	60	100	2	3	PRACTICAL
VI	III	21603S	Skill Based Subject: Project on Web Page Creation	3	25	75	100	2	3	PRACTICAL
Total				140			3700			

Extra Credits

Professional Development - 6 Credits
 Business Fundamental Workshop - 4 Credits
10 Credits

* For Basic Tamil & Advanced Tamil both CA only.

CII - 06
2021-22

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	Contemporary English – I			1				3			2
21103A	Core: Principles of Accounting	3	3	3				2	2		
21103B	Core: Principles of Management	3		3			2	3	2	3	1
21103C	Core: Advanced Information Technology				3	2	2	1	1		2
21103D	Allied: Business Organisation	3		3		1	2	2	1	1	2
21200E1	Contemporary English – II							3		1	2
21203A	Core: Financial Accounting	3	3	3				2	3		
21203B	Core: Online Business	3		3	3	3	3	2	3	1	3
21203K	Online SWAYAM: Managerial Economics	3	1	2				1	2		1
21203P	Skill Based Subject: Lab-I MS Office and Accounting Software	1		2	3	3		2			1
21303A	Core: Marketing Management	3		3	1	1	2	2	1		2
21303B	Core: Corporate Accounting	3	3			1	1	1	1		
21303C	Allied: Business Mathematics	2	3	2				3			
21303D	Skill Based Subject: Artificial Intelligence in Business	1		2	3	3	1	1			1
21300P1	Skill Based Subject: Professional Communication	3		2	1			3	1	1	3
21303S	Extension Activities: Mini Project			3	3	3		2		1	3
21403A	Core: Business Law	3		1			1	2			1

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 CH-07

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21403B	Core: Management Information System	1		2	3	3	1	2	1		2
21403C	Core: International Financial Reporting Standards	3						1	2		1
21403D	Allied: Business Statistics		3		1	1		1			
21403K	Online SWAYAM: Introduction to Banking and Financial Markets.	3		1				3	2		2
21503A	Core: Cost and Management Accounting	3	3	3			1	2	3		1
21503B	Core: Taxation	3	3	2				3	2		2
21503C	Core: Internet and Web Design				3	3		1			1
21503U1	Elective-I: Financial Management	3	2	2	1			2	3		2
21503V1	Elective-II: ERP and SAP	2		2	3	3	1				2
21503K	Online SWAYAM: Introduction to Cyber Security	1		2	3	3	1	3	2		3
21503P	Skill Based Subject: Lab II - HTML and Java Script Programs			2	3	3		2			2
21603A	Core: Investment Management	3		3			1	2	1		1
21603B	Core: Introduction to PHP Programming				3	3		1			1
21603P	Core: Lab III - PHP Programming			2	3	3		2		1	1
21603U1	Elective-III: Human Resource Management	3		3	1	1	1	2	1	2	1
21603Q	Skill Based Subject: Lab IV - Python Programming				3	3	1	2	1	2	3
21603S	Skill Based Subject: Project on Web Page Creation			2	3	3	2	2		1	3

Indicators: 1. Reasonable 2. Significant 3. Strong

CIT-08
2021-22



C II - 09
2021-22

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BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E1	Contemporary English - I	3	Theory	-	100

FIRST SEMESTER
CONTEMPORARY ENGLISH – I

Objective: To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar **[10 Hours]**

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication **[10 Hours]**

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

Unit-III: Spoken English **[10 Hours]**

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills **[10 Hours]**

Listening skills-Videos on Self-motivation and Phonetics,
Speaking skills-Phone Conversations and Conversational Fillers,
Reading skills-Newspaper Article Review and Reading Comprehension,
Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature **[10 Hours]**

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore. Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan

CII-10
2021-22

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train the students to write error free grammatical sentences and improve their linguistic skills.	K1,K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2,K5
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3,K4
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K2,K3
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K1,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1							3			
CO2							3			2
CO3							3			2
CO4							3			2
CO5			2				2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge University Press	Second Edition
2	Path of Glory	Ed Rangaswamy	Path Press	Path Press
3	Radiance-English for communication	Orient Blackswan	Orient Blackswan	2009
4	Understanding and Using English Grammar	Betty Schramper Azad	Pearson Longman	Pearson Longman

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

CII-11
2021-22

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
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(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21103A	CORE: PRINCIPLES OF ACCOUNTING	4	Theory	80	20

FIRST SEMESTER
CORE: PRINCIPLES OF ACCOUNTING

Objective: To Learn the basic concept of Accounting and its applications in Business.

UNIT I - Fundamentals of Accounting

Teaching Hours -13

Fundamentals of Book keeping – Accounting Concepts and Conventions – Merits and Demerits of Accounting - Journal and Ledger – Trial Balance – Subsidiary Books – Uses – Preparation of Subsidiary Books.

UNIT II - Cash Book, Rectification of Errors and BRS

Teaching Hours - 13

Cash Book – Preparation of various types of Cash book – Bank Reconciliation Statement – Meaning – Purpose – Preparation of Bank Reconciliation Statement – Errors – Types of Errors – Rectification of Errors.

UNIT III - Preparation of Final Accounts, Capital and revenue expenditure

Teaching Hours -13

Capital & Revenue expenditures: Meaning – Distinction – Apportionment – Preparation of Final statements of Accounts of a Sole Trading Business. (With simple adjustments)

UNIT IV - Bills of exchange Average due date and Account current

Teaching Hours -13

Bill of exchange – Meaning and Definition – Features – Types – Accounting entries for Bills transactions – Accommodation bills – Average Due date – Meaning – Determination of Average Due date – Calculation of Interest – Account current – Meaning – Procedure for calculating days of interest – Product method – Daily balance method – Red-ink interest.

UNIT V - Consignment and Joint Venture Accounting

Teaching Hours - 13

Consignment – Accounting entries in the books of Consignor and Consignee, Normal loss and abnormal loss – Cost price method (**only**) – Joint venture – Accounting Entries for Joint Venture.

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 EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO1	Students learn about the basics of accounting, its concepts and preparation of journal and ledger accounts.	K1, K2, K3
CO2	Students gain knowledge about preparation of various cash books, rectifying errors and preparation of Bank Reconciliation Statement.	K2, K3, K4, K5
CO3	Students learn to prepare final account statements and apportionment of capital and revenue expenditure.	K2, K3, K5
CO4	Students gain knowledge about bills of exchange, calculation of due dates for payments through average due date and account current in order to calculate interest.	K2, K3, K5
CO5	Students study about Accounting method of consignment and Joint Venture based on the provisions determined by the Accounting Standards.	K2, K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2				2	1		
CO2	3	3	2				2	3		
CO3	3	2	2				2	1		
CO4	3	3	3				2	1		
CO5	3	3	1				2	1		

Indicators: 1. Reasonable 2. Significant 3. Strong

CII - B
2021-22

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BACHELOR OF COMMERCE (COMPUTER APPLICATIONS)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S.Reddy&A.Murthy	Margham Publications, Chennai	2012 Edition
2	Advanced Accountancy	S.P. Jain and K.L. Narang	Kalyani Publishers, New Delhi.	2016 Edition
3	Introduction to Accountancy	T. S. Grewal & S.C. Gupta	S Chand & Co.Ltd.	2016 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Introduction to Advanced Accounting	R. L. Gupta, V. K. Gupta	Sultan Chand & Sons Publications, New Delhi.	2013 Edition
2	Principles of Accountancy	Vinayakam, Mani & Nagarajan	Sultan Chand & sons, New Delhi.	2009 Edition
3	Advanced Accounting	S.N. Maheswari	Vikas Publishing house	2010 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- Quiz
- Group Discussion



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2021-22

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21103B	CORE: PRINCIPLES OF MANAGEMENT	4	Theory	-	100

FIRST SEMESTER
CORE: PRINCIPLES OF MANAGEMENT

Objective: To impart knowledge on management principles and its applications in Business.

UNIT I - Principles and Functions of Management

Teaching Hours -13

Management: Concept, Meaning and Definition – Nature and Scope of Management – Functions of Management – Contributions of F.W.Taylor, Henry Fayol, Mary Parker Follet, Mc Gregor and Peter F.Drucker. Management as Art, Science and Profession – Universality of Management.

UNIT II - Planning and Decision making

Teaching Hours - 13

Planning: Meaning, Nature and importance of Planning – Advantages and limitations – Steps in planning – Considerations in planning – Types of Plans. **Decision making:** Steps in decision making – Types of Decisions.

UNIT III - Organisation Process

Teaching Hours -13

Organisation: Meaning, nature and importance – Process of organisation – Principles of Sound organisation – Organisational structure – Span of control – Organisational chart – Key elements of organisational process viz., Departmentation, Delegation and Decentralisation – Authority relationships – Line, functional and staff.

UNIT IV – Direction and Co-ordination

Teaching Hours -13

Direction: Nature and Purpose – Leadership styles – Motivation – Need – Determinants of behaviour – Motivational theories in Management – X and Y Theories - Maslow's theory of motivation – Herzberg's Theory. **Co-ordination:** Need for Co-ordination.

UNIT V - Control and Communication

Teaching Hours -13

Control: Steps in Control – Techniques of control – Traditional and Modern Techniques. **Communication in management** – Types of Communication – Barriers to Communication – Management by Objective (MBO) and Management by Exception (MBE).

CT-15
2021-22

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn the Principles and Functions of Management	K1, K2
CO2	Students learn the importance of planning and process of decision making	K3, K4
CO3	Students acquire the knowledge of functional and key elements of organisation process	K1, K2
CO4	Students obtain the knowledge on managerial functions of Direction and Co-ordination	K2, K4
CO5	Students learn about the significance of control and communication	K2, K3, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		3			1	2	1	2	
CO2	3		3			2	2	2	2	2
CO3	3		3				2	2	2	
CO4	3		3			2	3	2	3	1
CO5	3		3			2	3	1	3	

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Management	Dinkar Pagare	Sultan & Co Ltd	2008
2	Principles of Management	T.Ramasamy	Himalaya Publication	2006, 8 th edition
3	Business Organisation and management	Dr.C.D.Balaji	Margham Publication	2011
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles of Management	P C Tripathi	Mc Graw Hill Education	2017
2	Business organization and management	M C Shukla	S Chand and Company	2014
3	Business Organisation and Management	Bhushan Y.K	Sultan Chand & Sons	2011

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- Quiz
- Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21103C	CORE: ADVANCED INFORMATION TECHNOLOGY	4	Theory	-	100

FIRST SEMESTER

Core: ADVANCED INFORMATION TECHNOLOGY

Objective: To cater to the needs of Commerce students in understanding the applications of Information Technology in business area in such a way that they can be easily intelligible.

UNIT I - Introduction to computer system

Teaching hours - 13

Introduction to computer system – History of computers – Generations of computers – Hardware and Software-Types of computers – Computer Languages – Machine Language – Assembly Language – High Level Language - Language Translators.

UNIT II - Architecture of computer

Teaching hours - 13

Architecture of computer: Components of computer system – Input and Output units – Primary and Secondary storage units. Programming languages– Steps in developing a program – Programming tools.

UNIT III - Overview of operating system

Teaching hours - 13

Overview of operating system: Single user – Multi user system – Introduction to Android – History of Android – Versions of Android – Functionalities of Android – Merits and Demerits.

UNIT IV - Information system security

Teaching hours - 13

Information system security :Threats and implications – security policy – Hacking and Cracking – Meaning – Merits and Demerits – Biometric and smart cards – Firewalls – Types of firewalls – Packet filters – Distributed firewalls-Circuit level Gateway – Basics of Cloud computing and Open source Software.

UNIT V - Information and communication Technologies

Teaching hours - 13

Information and communication Technologies: Computer Networks – Introduction –Types – LAN – WAN – MAN. Communication technologies – ICT components – ICT enabled transactions – Significance of ICT in enterprises.

C II - 18
2021-22

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Get to know the basic understanding of the computer system	K2
CO2	Get insights into all functional areas of computer	K2
CO3	Analyses overview of an Operating system	K1,K2
CO4	The graduates are acquainted with current information security practices	K2,K3,K4
CO5	Learn concept of information and communication technologies	K2,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				3	2					
CO2				3	2	3	2			2
CO3				3	2					
CO4				3	2		2	2		3
CO5				3	2	3				3

Indicators: 1. Reasonable 2. Significant 3.Strong

CII-19
2021-22

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	A Text book of Information Technology	R. Saravana Kumar, P.Parameswaran	S. Chand & Company Ltd, New Delhi	1 st Edition,2010
2	Android Recipes: A Problem-Solution Approach	Dave Smith (Engineer), Jeff Friesen	Apress L. P	2011 Edition
3	ICT Basics	Ann Stephens	Tertiary Press	2006 Edition
4	Introduction To Information Technology	Rajaraman V.	PHI Learning Pvt. Ltd	2018 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Computer Today	Basandra Suresh K	Galgotia publications, New Delhi	1998 Edition
2.	Basics and Fundamentals of Computer Information Systems	Kinglow Alfonso J	Create space Independent Publishing Platform	2017 Edition
3.	Basic Communication And Information Engineering	B Somanathan Nair	I K International Pvt. Ltd-New Delhi	2009 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- E-Contents
- Quiz

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2021-22

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21103D	ALLIED: BUSINESS ORGANISATION	4	Theory	-	100

FIRST SEMESTER

Allied: BUSINESS ORGANISATION

Objective: To teach the students the various forms of business organisation and also size, location and sources of finance for business. To give exposure to students regarding the procedure of starting a new business.

UNIT I – Forms of Business Organisation

Teaching Hours - 13

Nature and Scope of Business – Forms of Business organisation – Sole trader, Partnership firms, Companies and Co-operative Societies – Public enterprise.

UNIT II – Location of Business and Sources of Finance

Teaching Hours - 13

Location of business – Factors influencing location, Localisation of industries – Size of firms, Sources of finance – Shares, Debentures, Public depositors, Bank credit and Trade credit – Relative merits and demerits.

UNIT III – Stock Exchange and SEBI

Teaching Hours - 12

Stock exchange – Functions – Line trading – BSE, National Stock Exchange, ISE – OTCEI – Demating – Depositories – Functions of SEBI – Listing of securities regulation of stock exchanges in India.

UNIT IV – Business Entity and License

Teaching Hours - 13

Business entity – Types of entity – Registered entity – Unregistered entity – Different categories of Business License – Legal requirements and Registration procedures (Food processing Industry, Textile Industry, Software Industry and Engineering Industry)

UNIT V – Business Ethics and CSR

Teaching Hours - 14

Business Ethics: Introduction – Definition – Concept – Elements – Levels – Sources of ethical standards – Factors governing business ethics – Developing a corporate ethical programme – Benefits of ethical codes. CSR: Origin – Meaning – Purpose – Conceptual frame work – Benefits – Barriers – Critics.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the fundamentals of Business and forms of Business Organisation.	K1, K2
CO2	Students learn about the location and size of firms and various sources of finance for business.	K2, K3
CO3	Students gain knowledge about the working of stock exchanges and SEBI.	K1, K2
CO4	Students get knowledge about the legal requirements and registration procedures of business.	K3, K4
CO5	Students learn the overview of business ethics and corporate social responsibility.	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		3				2			
CO2	3		3			2				
CO3	3				1					2
CO4	3		3			3	3		1	3
CO5	3		2					3		1

Indicators: 1. Reasonable

2. Significant

3. Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Fundamentals of Business Organisation and Management	Y K Bhushan	Sultan Chand & Co Ltd.,	2013 Edition
2	Business Organisation and Management	Shukla	Sultan Chand & Co Ltd.,	2010 Edition
3	Business Organisation and Management	Dr. C D Balaji	Margham Publications	2011 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Management	Dinkar Pagare	Sultan Chand & Co Ltd.,	2018 Edition
2	Corporate Social Responsibility in India	Sanjay K Agarwal	SAGE Publications	2010 Edition
3	Business Organisation and Management	CB Gupta	Sultan Chand & Sons	2019 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- Quiz
- Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E1	Contemporary English – II	3	Theory	-	100

SECOND SEMESTER
CONTEMPORARY ENGLISH – II

Objective: To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

[10 Hours]

Phrases, Clauses, Sentence Structures, Idioms, Lexical skills.

Unit-II: Effective Communication

[12 Hours]

Social English and cultural awareness, Writing paragraphs. CV(resume)/Job Interviews, Presentations – Structure and key phrases, Presentations – Being lively and Persuasive, Style – Clarity and Emphasis.

Unit-III: Communication Practice

[12 Hours]

Communication Exercise, Real Life incidents, Face- to-Face Training, Presenting skills, Group Discussion and Seminars.

Unit-IV: LSRW Skills

[10 Hours]

Listening skills-Interview with CEO &Marketing director, Nature: Changing Opinions, Extended multiple choice, Summary Completion.

Speaking skills-Pronunciation: Word Stress, Stress Shift, Contrastive Stress, Emphasis, Compound Adjectives, Past Simple Endings.

Reading skills- Information and communication technology , Globalisation and economic policy.

Writing skills- Feature Writing, Interviewing & Ad-writing.

Unit-V: Literature

[10 Hours]

Prose- 'I Have a Dream' by Martin Luther King Jr. and 'Words of Wisdom' by Chetan Bhagat.

Poetry- 'A Prayer For My Daughter' by W.B.Yeats and Palanquin Bearers by Sarojini Naidu. Short Stories- 'The Last Leaf' by O.Henry and Glory at Twilight by Bhabhani Bhattacharya.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train the students to write error free grammatical sentences and improve their linguistic skills.	K1,K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2,K5
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3,K4
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K2,K3
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K1,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1							3			
CO2							3			2
CO3							3		1	2
CO4							3			2
CO5							2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge University Press	Second Edition
2	Paths of Glory	Ed Rangaswamy	Path Press	Path Press
3	Radiance-English for communication	Orient Blackswan	Orient Blackswan	2009
4	Understanding and Using English Grammar	Betty Schramper Azad	Pearson Longman	Pearson Longman
5	Listening and speaking skills	Barry Cussack and Sam McCarter	Oxford	Oxford

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21203A	CORE: FINANCIAL ACCOUNTING	5	Theory	80	20

SECOND SEMESTER
CORE: FINANCIAL ACCOUNTING

Objective: To teach the students the types of depreciations, single entry system of accounting, various departments and branch profits. To make the students understand the concept of hire purchase and installment systems.

UNIT I - Depreciation and Reserves and Provisions

Teaching Hours -13

Depreciation: Meaning and definition – Objectives - Causes of depreciation – Factors to be considered in charging depreciation - Methods of providing depreciation: Straight line method – Written down value method – Annuity method. Reserves and Provisions: Types of reserves and provisions - Differences between Reserves and Provisions.

UNIT II - Self-balancing ledgers and Sectional balancing system

Teaching Hours -13

Self-balancing ledgers – Meaning – Advantages - Sectional balancing system.

UNIT III - Single Entry System

Teaching Hours -13

Single Entry System – Meaning and features – Advantages and disadvantages of single entry system – Difference between Single entry and Double entry system – Statement of affairs method and conversion Method – Difference between Balance sheet and Statement of affairs method.

UNIT IV - Hire Purchase and Installment systems

Teaching Hours -13

Hire Purchase System – Meaning – Features – Differences between Hire purchase and Installment system – Calculation of Interest and Cash Price – Accounting entries in the books of Hire Purchaser and Hire Vendor- Default and Repossession of Asset – Installment Purchase System.

UNIT V - Departmental Accounts and Branch Accounts

Teaching Hours -13

Departmental accounts – Definition – Meaning – Allocation of expenditure to the various departments – Transfer at Cost and selling price – Branch accounts (excluding Foreign and Independent branches) – Dependent branches (only debtor system and wholesale branch system).

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn to calculate depreciation through various methods and allocation of funds for repairs and renewals.	K1, K2, K4
CO2	Students learn the technique of maintaining total debtors and total creditors accounts to make the ledger system self-balancing and sectional balancing.	K2, K3, K4
CO3	Students learn to analyze profit through single entry system methods.	K2, K3
CO4	Students learn to calculate interest and cost price separately towards the Hire purchase and Installment system of an asset. Students also learn to prepare Books of Accounts for Hire Purchaser and Hire Vendor.	K2, K4
CO5	Students gain knowledge about analyzing profit for each product separately by allocation of expenditure to each Department and transaction process between Head office and branch.	K1, K2, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3								
CO2	3	3	2				2			
CO3	3	2								
CO4	3	2								
CO5	3	3	2				2			

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S.Reddy & A.Murthy	Margham Publications, Chennai	2012
2	Advanced Accounting	S.P. Jain and K.L. Narang	Kalyani Publishers, New Delhi.	2016
3	Advanced Accounting	S.N.Maheswari	Vikas Publishing house, New Delhi.	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting	R.L.Gupta&Radhaswamy	S. Chand, New Delhi	2013
2	Principles and practices of accounting	V.K.Gupta & R.L.Gupta	Sultan chand & sons, New Delhi.	2019
3	Introduction to Accountancy	T S Grewal, S C Gupta	S. Chand & Co Ltd	2016

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT presentation
- Assignment
- Quiz
- Group Discussion



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21203B	CORE: ONLINE BUSINESS	4	Theory	-	100

SECOND SEMESTER

Core: ONLINE BUSINESS

Objective: To make the students gain knowledge on the concept of E-Commerce and learn various concepts in online business. This subject makes the students to learn the procedure to start the online business.

UNIT I - Introduction to E-Business and E-Commerce

Teaching hours - 13

Definition of E-Commerce and E-Business – Types of E-Commerce transactions – E-Business Models – Internet Marketing and E-Tailing – Elements of E-Business Models – Benefits and limitations of E-Commerce.

UNIT II - E-Marketplaces and EPS

Teaching hours - 13

Functions – Types and Features – Types of auctions – Benefit and Limitations. **E-procurement and E-payment Systems:** E-Procurement – definition, processes, methods and benefits – E-Payment – Payment methods in B2B.

UNIT III - Impact of E-Business on Different Fields and Industries

Teaching hours - 14

E-Tourism – Employment and Job Market Online – Online Real Estate – Online Publishing and E-Books – Banking and Personal Finance Online – On-Demand Delivery Systems and E-Grocers – Online Delivery of Digital Products, Entertainment and Media.

UNIT IV - E-Learning and E-Governance

Teaching hours - 13

E-Learning and Online Education: Electronic learning – Benefits and Drawbacks – E-Learning Industry – E-Content development tools and technologies – Approaches for E-Learning delivery. **E-Governance:** Definition of E-Governance – Implementation – E-Government Services – Challenges and Opportunities – E-Government Benefits.

UNIT V – Launching a Successful Online Business

Teaching hours - 12

Launching a Successful Online Business: Requirements for starting an online business from different perspectives - Funding Options and Website Development process - Entrepreneurial Challenges in online Business – Legal requirements for starting online business.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the fundamentals of E-Commerce and E-Business Models.	K1, K2, K3
CO2	Students learn about the online purchase of goods and Electronic Fund Transfer.	K2, K3
CO3	Students gain knowledge about the E-business in different industries.	K1, K2, K3
CO4	Students get knowledge about the E-learning and E-governance.	K2, K3
CO5	Students learn to start a new online business.	K2, K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	3	3	2	2	2		2
CO2	2		2	3	3	1				3
CO3	2		3	3	3	2	2	2		2
CO4				3	3	3				3
CO5	3		3	3	3	3	3	3	1	3

Indicators: 1. Reasonable

2. Significant

3.Strong

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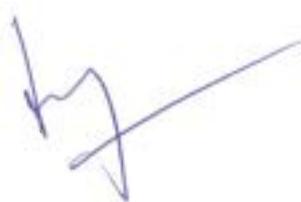
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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Electronic Commerce, A Managerial Perspective	Turban E .et al	Prentice Hall	2015 Edition
2	Electronic Business and Electronic Commerce Management	Dave Chaffey	Pearson Education	2009 Edition
3	E-Learning Tools & Techniques	William Horton, Katherine Horton	Wiley Publishing	2003 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	E-Commerce and E-Business	Dr. C S Rayudu	Himalaya Publishing House	2018 Edition
2	Web Commerce Technology Handbook	Daniel Minoli, Emma Minoli	Tata Mc Graw Hill Publishing	2017 Edition
3	The Complete E-Commerce Book	Janice Reynolds	Kindle Publishing	2004 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- Quiz
- Group Discussion
- E-Contents



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21203K	ONLINE SWAYAM: MANAGERIAL ECONOMICS	4			

SECOND SEMESTER

ONLINE SWAYAM: MANAGERIAL ECONOMICS

By Prof. Trupti Mishra | IIT Bombay

Objective: This course will introduce the students to different concepts, theories, tools and schools of thoughts in economics and their application on business decision/research problem. All functional areas of management derive their basic principles and concepts from economics. The objective of this course is to acquaint students with basic tools and concepts of micro economic analysis and their application to managerial decision making. This course will enable students to analyze firm-level economic problems and to take informed and optimal decisions subject to various constraints and objectives.

COURSE'S LINK: https://swayam.gov.in/nd1_noc20_mr67/preview

COURSE LAYOUT

Week 1: Introduction to Managerial Economics

Week 2: Theory of Demand

Week 3: Theory of Consumer Behavior

Week 4: Elasticity and Demand Forecasting

Week 5: Production Analysis

Week 6: Cost Analysis

Week 7: Theory of Market – Perfect Competition

Week 8: Theory of Market – Monopoly and Monopolistic Competition

Week 9: Theory of Market – Oligopoly

Week 10: Theory of Market – Oligopoly and Game theory

Week 11: Theory of Market – Oligopoly and Game theory

Week 12: Product Pricing and Course Summary



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problem %	Theory %
SECOND	21203P	SKILL BASED SUBJECT: LAB I – MS OFFICE AND ACCOUNTING SOFTWARE	3	Practical	-	-

SECOND SEMESTER

Skill Based Subject: LAB I – MS OFFICE AND ACCOUNTING SOFTWARE

Objective: To make the students learn the documentation and calculation in Ms Word and Ms Excel. To build the students for presentation and database maintenance using Ms Power point and Ms Access. To give the students the knowledge to prepare accounts in the Accounting Software.

Ms Word

1. Using mail merge prepare an interview call letter.
2. Prepare a bio-data using Ms Word using resume wizard.
3. Prepare an invitation using the following:
 - Page border
 - Margin set up
 - Watermark
 - Clip arts
 - Shapes
4. Prepare a timetable using table auto format using Ms Word.
5. Design value added web pages in Ms Word that convey information about your curriculum – Hyperlink.

Ms Excel

1. Enter semester marks and calculate total (autosum), average and result.
2. Calculate Payroll.
3. Calculate simple and compound interest.
4. EMI Calculation as financial model.
5. Using a sales report prepare various charts to show the difference in sales.
6. Excel Query Language

Ms PowerPoint

1. Prepare a PowerPoint presentation for a department function.
2. Prepare a PowerPoint presentation for a new product launch.
3. Prepare a company's organization chart.



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Ms Access

1. With the given fields create a table and do the following in Ms Access: Register Number (Primary key), Name, Class, Mark1, Mark2, Mark3, Mark4, and Mark5.
 - Calculate total and average using queries.
 - Display students list for students in distinction.
 - Display the list of students of first class.
 - Change a particular subject mark for a student.
2. With the given fields create a table in Ms Access: Employee number (primary key), employee name, department, designation, basic pay, dearness allowance, house rent allowance, city compensatory allowance, travelling allowance, medical allowance, provident fund, other deductions.
 - Create form using wizard
 - Enter data through form
 - Calculate gross pay and net pay

Accounting Software - Tally

1. Create a Company using Tally.
2. Single Ledger - Create Assets, Liabilities, Income and Expenditure account.
3. Create accounting groups.
4. Enter some test transactions; say numbering 100 in the form of Cash Receipts, Cash Payments, Bank Receipts, Bank Payments, Purchase Bills, Sales Invoices, Debit Note, Credit Note and General Journal Vouchers.
5. Voucher Entries - Print the primary books for the same.
6. Create an opening Trial Balance and print the same.
7. Profit and Loss and Balance sheet.
8. Financial Ratio Analysis.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students learn about the practical knowledge of documentation, calculation, presentation and database creation. They also learn to prepare accounts in accounting software.	K1, K2, K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1		2	3	3		2			1

Indicators: 1. Reasonable 2. Significant 3. Strong

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21303A	CORE: MARKETING MANAGEMENT	4	Theory	-	100

THIRD SEMESTER

Core: MARKETING MANAGEMENT

Objective: To teach students about the concept of Marketing management, marketing mix, emerging concepts of Marketing and its significance for Business.

UNIT I - Evolution of Marketing and Marketing Management

Teaching Hours - 13

Marketing: Meaning – Definition – Features - Objectives and importance of marketing – Evolution of marketing concept – Concept of modern Marketing Management – Marketing functions – Market – Definition – Classification of markets – Marketing and selling.

UNIT II - Product Mix and Price Mix

Teaching Hours - 15

Product mix: Meaning of product – Definition – Features – Product levels – Classification of products – Product Life cycle – Branding – features, types and functions – Packaging: features – types – advantages – Brand name and trademark. **Price mix** – importance of price – pricing objectives – Factors affecting pricing decisions – Pricing policies – kinds of pricing - Special problems in pricing.

UNIT III - Place Mix and Promotion Mix

Teaching Hours - 16

Distribution channels – meaning – importance – types of channel – factors affecting choice of distribution channels. **Promotion mix** – objectives – kinds of promotion – factors affecting promotion mix – methods of promotion – Advertising – meaning – Benefits – media of advertising – factors affecting choice of media – characteristics and types. **Personal selling** – importance –benefits. **Sales promotion** – meaning – functions – methods of sales promotion – importance.

UNIT IV - Consumer Behaviour and CRM

Teaching Hours - 13

Consumer Behavior – meaning – Need – Factors influencing consumer behavior – cultural, social, personal and psychological factors – Buyer decision making process. **Market segmentation** – Methods. **CRM** – meaning and concept of CRM – advantages of CRM – strategies for maintaining customer relations.

UNIT V - Recent Trends in Marketing

Teaching Hours - 08

Rural Marketing – Meaning and New Insights. **Retail marketing** – meaning – importance and relevance. **E-Marketing** – Definition – Objectives – E-Marketing Strategy – Benefits of E-Marketing – Viral Marketing.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about Market, evolution of Marketing, Marketing Functions and Marketing Management.	K1, K2, K4
CO2	Students learn about various components of Product Mix and Price Mix.	K2, K4
CO3	Students gain knowledge on the components of Place mix and Promotion Mix.	K2, K4
CO4	Students gain knowledge on Consumer Behaviour, Buyer decision making process, Market segmentation and CRM.	K2, K3, K4
CO5	Students gain insights on Rural Marketing, E-Marketing, Retail Marketing and Viral Marketing.	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2				2			
CO2	3		3				1	1		1
CO3	3		3			1	2	1		2
CO4	3		3			2	2	1		2
CO5	2		2	2	2	2	1	1		2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Marketing Management	R.S.N.Pillai, & Mrs.Bagavathi	S.Chand Publishing, New Delhi	2012 Edition
2	Marketing Management	Dr.C.B.Gupta & Dr.N.Rajan Nair	Sultan Chand & Sons, New Delhi.	2018 Edition
3	Marketing Management	C.B.Mamoria, & Satish Mamoria	Kitab Mahal Publishers, New Delhi	1 st Edition, 2014.
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Marketing Management	V.S.Ramaswamy, S.Namakumari	McGraw Hill Education (India) Pvt, Ltd, New Delhi	Fifth Edition, 2013
2	Marketing Management	Philip Kotler Kevin Lane Keller	Pearson	2015 Edition
3	An Introduction to Marketing Management	T.N.Chahabra	Sun India Publications	2014 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- Quiz
- Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21303B	CORE: CORPORATE ACCOUNTING	5	Theory	80	20

THIRD SEMESTER

Core: CORPORATE ACCOUNTING
 (80% Problem, 20%Theory)

Objective: To teach students the accounting concept in Shares, Debentures, profits, share capital and other corporate decisions.

UNIT I – Accounting for Issue of Shares

Teaching Hours - 13

Shares – Issue of shares – Calls-in-arrears and Calls-in-advance – over subscription and under subscription – Issue of shares at premium – Issue of shares at discount – Forfeiture of shares – Re-issue of forfeited shares – Redemption of preference shares – Introduction to Demat.

UNIT II - Accounting for Issue of Debentures

Teaching Hours - 14

Debentures – Issue of debentures – Terms relating to issue price and condition of redemption of debentures – Redemption of debentures – Redemption out of provision – Sinking fund method – Insurance policy method – Redemption without provision – Redemption out of capital – out of profits – Redemption by conversion – purchase of own debentures.

UNIT III - Profit prior to Incorporation

Teaching Hours - 12

Profit prior to Incorporation (As per revised Schedule VI): Computation of ratios – Ascertainment of profit or loss prior to incorporation. Final accounts of companies: preparation and presentation of final accounts (As per revised Schedule VI) – legal requirements – Tax adjustments – Calculation of managerial remuneration.

UNIT IV - Amalgamation and Absorption of companies

Teaching Hours - 14

Amalgamation of companies – Absorption of companies – Purchase consideration – various methods for ascertainment of purchase consideration.

UNIT V - Internal and External Reconstruction

Teaching Hours - 12

Reconstruction – Reduction and Re-organisation of share capital – Alteration of share capital – Internal Reconstruction – Reduction of share capital – External Reconstruction (Excluding inter-company holdings).

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the Principles, Concepts and Procedures of issuing Shares, redemption and demat.	K2, K3
CO2	Students come to know about the issue, redemption methods and purchase of own debentures.	K2, K3
CO3	Students gain knowledge about the Ascertainment of profit or loss prior to incorporation.	k2, K4,K5
CO4	Students acquire knowledge on the Concepts of Amalgamation and Absorption of Companies and ascertainment of Purchase consideration using various methods.	K2,K3,K5
CO5	Students come to know about the alteration and reduction of Share Capital	K2,K3,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3			1	1	1			
CO2	3	3					1			
CO3	3	3					1	1		
CO4	3	3					1	1		
CO5	3	3					1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

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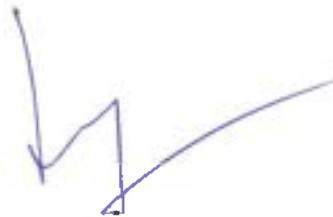
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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Accounting	T.S. Reddy & Dr. A. Murthy	Margham Publications, Chennai	1999 Edition
2	Advanced Accountancy	S.P.Iyengar (Volume – II)	Sultan Chand & Sons Publications	2004 Edition
3	Corporate Accounting	Tulsian	Tata McGraw-Hill Education	2007 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Corporate Accounting	Radhaswamy M. & Gupta R.L. (Volume-II)	Sultan Chand and Sons Publications	2013 Edition
2	Corporate Accounting	BY S.P.Jain (Author), K.L.Narang	Kalyani Publishers	2015 Edition
3	Corporate Accounting	R.K Mittal, R.S.Singal	V.K.India Enterprises publications.	2008 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Black Board and Chalk
- Assignment



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21303C	ALLIED: BUSINESS MATHEMATICS	4	Theory	80	20

THIRD SEMESTER

Allied: BUSINESS MATHEMATICS

Objective: To Cater to the needs of Mathematical applications in Business. To Familiarize the students with the basic concepts of Mathematics. To train the students with Mathematics for their application in business decisions.

UNIT I - Introduction to Matrix

Teaching Hours – 13

Matrix – Basic Concepts – Addition and Multiplication of matrices – Inverse of matrix – Rank of a Matrix – determinants of a matrix – solution of Simultaneous linear equations - Cramer's rule and matrix method.

UNIT II - Interest and Interpolation

Teaching Hours – 13

Simple and Compound Interest – Interpolations – Binomial Expansion method – Newton's method of forward differences – Newton's method of backward differences – Lagrange's method.

UNIT III - Introduction to Operations Research

Teaching Hours – 13

Operations Research – Meaning – Scope and limitations – Linear programming problem – Formulation – Canonical and standard forms of L.P.P – solution by Graphical method – solution by Simplex method (Basic problems only).

UNIT IV - Network Analysis

Teaching Hours – 13

Network Analysis – Introduction – Basic concepts – Rules of Network Construction – Critical Path Analysis (CPM) – Project Evaluation and Review Technique (PERT) – Probability Considerations in PERT – Distinction Between PERT and CPM.

UNIT V - Transportation and Assignment Problem

Teaching Hours – 13

Transportation Problem – Introduction – matrix form of T.P – The transportation Table – balanced and unbalanced – Initial Basic feasible solution – NWC, LCM, VAM – The assignment problem – the assignment algorithm – unbalanced assignment problem – Hungarian Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the concept of Matrix and its Applications	K2, K3
CO2	Students come to know about the rate of interest calculations and Interpolation methods of finding missing values inside the given values.	K1, K2, K3
CO3	Students learn about the overview of Operations Research especially in practicing the Industrial related problems with Maximizing the profit and Minimizing the cost	K2, K3, K4, K5
CO4	Students come to know about the Network construction by CPM and PERT, It helps them in planning and scheduling the projects effectively	K2, K3
CO5	Students learn about the completion of the program or an assignment with minimum time and cost.	K2, K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3					3			
CO2	3	3	2				3			
CO3	1	3	2				3			
CO4	1	3	2				3			
CO5	1	3	2				3			

Indicators: 1. Reasonable 2. Significant 3.Strong



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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics and Statistics	P.A. Navnitham	Jai Publishers, Trichy	2019 Edition
2	Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2012 Edition
3	Operations Research	S.Kalavathy	Vikas Publishing House, New Delhi.	2002 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Mathematics	P.R.Vittal	Margham Publications, Chennai	2005 Edition
2	Introduction to Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2005 Edition
3	Business Mathematics	M.Wilson	Himalaya Publishing House	2012 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- Quiz



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21303D	SKILL BASED SUBJECT: ARTIFICIAL INTELLIGENCE IN BUSINESS	3	Theory	-	100

THIRD SEMESTER

Skill Based Subject: ARTIFICIAL INTELLIGENCE IN BUSINESS

Objective: To enable students gain knowledge in Artificial Intelligence in the field of Business.

UNIT I – Fundamentals of AI

Teaching hours - 13

Generations of machine – Comparison – Introduction to Machine Learning – Scope – Overview of AI – History of AI – Advantages – Disadvantages – AI and Related Fields.

UNIT II – Research Areas in AI

Teaching hours - 14

Intelligence – Meaning – Types – composition of Intelligence – Difference between Human Intelligence and Machine Intelligence – Research areas in AI – Basic concept of Expert system, Fuzzy logic and Neural networks – An overview of Natural Language Processing and Robotics.

UNIT III – AI in Banking industry

Teaching hours - 10

Artificial Intelligence – A Modern Approach – AI in Banking Industry – Customer Service Automation – Personalization – Payment Security – Process Automation and Pattern Recognition.

UNIT IV - AI in Accounting and Auditing

Teaching hours - 11

AI in Accounting and Auditing – Impact of AI in Accounting – Accounting Databases - Data Security - Digital Auditing Process - Advantages and Disadvantages of AI in Accounting and Auditing.

UNIT V – AI in Finance and Other Areas

Teaching hours - 12

AI in Finance and Business – Reporting and Analysis – Transaction data enrichment – Predictive Analytics – Chat Bots – AI in Other areas – Automotive process in diagnosis and treatment – Decision Support System.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Recognizes the importance of machine learning ,AI and its applications	K1,K2
CO2	Compares Human Intelligence from machine Intelligence .Gets an overview of research areas of AI and expert systems	K1,K2
CO3	Gains knowledge about the process of AI in different fields	K1,K2,K4
CO4	Learns how artificial intelligence concepts are applied in Accounting and Auditing	K1,K2,,K4
CO5	Acquires Knowledge of AI in Finance and Business	K1,K2,K4

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				3	3					1
CO2				2	3	1	1			1
CO3			2	2	3	1	1			1
CO4	2		2	2	3	1	1			1
CO5	1		2	2	3	1	1			1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Introduction to machine Learning	Alex Smoale, S.V.N.Viswanathan	Cambridge University Press	2008,1 st Edition
2	Artificial Intelligence-A Modern Approach,	StuartRussell, Peter Norwick	Prentice Hall of India.	2002,2 nd Edition
3	Artificial Intelligence – Agents and Environment	William John Teahan	Bookboon Publication	2010,1 st Edition
Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	AI in Accounting and Auditing towards new paradigm-	Miklos A Vasarhelyi,	Markus Wiener Publication	2001,1 st Edition
2	AI and ML Solutions for Banking domain Business-Security risk analytics for Banking Industry	Anugraha Sinha	NEC Publication	2018,Kindle Edition
3	Artificial Intelligence By Example	Dennis Routhman	Ingram short Title Publications	2018,kindle Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- Quiz
- Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21300P1	SKILL BASED SUBJECT: PROFESSIONAL COMMUNICATION	2	Theory	-	100

THIRD SEMESTER

Skill Based Subject: PROFESSIONAL COMMUNICATION

Objective: To develop ability to communicate clearly on matters having relevance to day-to-day business operations.

UNIT I - Communication and its Different Patterns

Teaching Hours – 13 hours

Communication: Definition – Types and patterns of communication – Spoken communication – Written communication – Non-verbal communication – Audio-visual communication and Multimedia communication – Objectives of communication – Horizontal communication – Upward communication – Barriers to communication.

UNIT II – Business Correspondence

Teaching Hours – 13 hours

Business Letter: Characteristics – Organisation, Structure and Layout of a business letter. Letter of Enquiries and Replies, Offers and quotations – Credit and Status Enquiries – Complaints, Claims and adjustments.

UNIT III – Business Correspondence in Various Situations

Teaching Hours – 13 hours

Sales Letters – Circulars. Bank Correspondence. Life Insurance Correspondence. Collection letters – Correspondence of a Company Secretary. Report writing – Classification – Characteristics of Good Report.

UNIT IV – Speaking and Listening Skills

Teaching Hours – 13 hours

Assertive/Positive communication – Assertive training: Negotiation and Compromise – Allophones: accent for grammar for effective speaking – Speaking skills: active listening – listening and responding – Four basic reasoning skills.

UNIT V – Skill for Career

Teaching Hours- 13 hours

Positive resume active verbs – Positive indicators – Interpersonal gestures – Intra and Interpersonal skills – Interpersonal communicational ethics.

(LAB PRACTICAL ONLY)

Career strokes: Online practical modules: Communication skills – Group discussion – Interviews – Team work – Time management – Business awareness.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the Meaning, importance, objectives, different types, Barriers of Communication and the Measures to overcome.	K1,K2
CO2	Students study about the Business correspondence, its need and the structure of Business letters. They are also trained to draft Business Letters for various situations.	K2,K3,K5
CO3	Students gain training on the Business correspondence used by various Industries. They also learn about Report Writing.	K2,K3,K5
CO4	Students gain practical exposure on Assertive Training, Allophones, Speaking, listening and reasoning skills. Students are also able to develop the life skills, personality and employability skills. The use of audio and visual laboratory shapes the young minds to face the modern day challenges in the corporate sector.	K1,K2,K3
CO5	Students learn ethical principles and commit to the professional ethics and norms. Students also gain practical exposure on skill sets required for their career.	K2,K3,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1				2			1
CO2	3		2				3	1		2
CO3	3		2				3			2
CO4				1			3		2	3
CO5			2	1			3		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Communication	Dr. K.K. Ramachandran	Vikas Publishing House, New Delhi.	2014
2	Essentials of Business Communication	Rajendra Pal & J.S.Korlahalli	Sultan Chand and Sons, New Delhi	2011
3	Business Communication	CB Gupta	Cengage Learning India (P), New Delhi	2019
Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
4	Business Communication	R.C.Bhatia	Ane Books New Delhi.	2009
5	Business Communication	R.K.Madhukar	Vikas Publishing House New Delhi.	2018
6	The Art of Communicating	Thich Nhat Hunh	Parallax Press, USA	2013

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- Quiz
- Group Discussion
- Career Strokes (Online course)
- Language laboratory

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problem %	Theory %
THIRD	213035	EXTENSION ACTIVITIES: MINI PROJECT	1	Practical	-	-

THIRD SEMESTER

Extension Activities: MINI PROJECT

“LEARNING TO DEVELOP MOBILE APP”

Method of teaching and Scheme of assessment

1. Objective

Students of B.Com (CA) will have to do a Mini Project in their third semester. This mini project is offered to students with an aim of gaining practical exposure and learning the latest technology upgradation in the field of commerce & computer application. “Learning to develop mobile app” is the theme of mini project for the students from 2015 – 2018 batch onwards.

2. Methodology

➤ Teaching method

- Practical demonstration of mobile app developers in windows platform.
- Developing sample apps with the help of app developers.

➤ Learning Outcome

- Exposure to mobile app development.
- Utilization of mobile app tools.
- Creating a sample mobile app by students.

3. Duration

This mini project is offered in the third semester.

4. Method of Assessment

The students will be assessed and awarded grades as follows:

90 – 100	-	O	-	Outstanding
80 – 89	-	D+	-	Distinction
70 – 79	-	A+	-	Very Good
60 – 69	-	A	-	Good
45 – 59	-	B	-	Satisfactory
Below 45	-	U	-	Re-appear

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students learn about mobile technology and mobile applications. Gains Hands on training to develop mobile app.	K1, K2,K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO			3	3	3		2		1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- Guidance
- E-Contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21403A	CORE: BUSINESS LAW	4	Theory	-	100

FOURTH SEMESTER

Core: BUSINESS LAW

Objective: To teach students about various Business laws, their provisions and its applications in the Real time Business.

UNIT I - Indian Contract Act

Teaching Hours - 14

Indian Contract Act, 1872 – Contract – Definition – Legal Obligation and Agreement – Essential Elements of Valid Contract – Classifications of Contract – Offer – Meaning – Legal rules – Acceptance – Legal rules – Revocation of offer and Acceptance – Consideration – Essentials – “No Consideration No Contract” – Exceptions.

UNIT II - Capacity of Parties

Teaching Hours - 13

Capacity – Legal rules – Minor’s Agreement – Persons of unsound mind – Disqualified persons – Free consent – Legal rules – Coercion – Undue Influence – Misrepresentation – Mistake – Fraud. Different modes of discharge of contract – Remedies for breach of contract – Principles for awarding damages.

UNIT III - Overview of Indemnity and Guarantee

Teaching Hours - 12

Contract of Indemnity and Guarantee: Definition – Rights of Indemnity Holder – Right of Indemnifier – Rights of Surety – Discharge of Surety. Bailment and Pledge: Kinds of Bailment – Rights and Duties of Bailee and Bailor – Rights and Duties of Pawnee and Pawnor

UNIT IV - Law of Agency and Partnership Firm

Teaching Hours - 13

Law of Agency: Kinds of Agents – Rights, Duties and Liabilities of Principal and Agents. Indian Partnership Act, 1932: Definition – Rights, Duties and Liabilities of Partners – Dissolution of Partnership firm.

UNIT V - Sale of Goods Act

Teaching Hours - 13

Sale of Goods Act, 1930: Definition – Sale – Difference between Sale and Agreement to sell – Rules regarding passing of Property in Goods. Conditions and Warranties: Definition – Principles of "Caveat Emptor" and its limitations. Rights and Duties of Common Carrier – Contract of Carriage of goods by sea – Bill of Lading and Charter party.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students acquire knowledge on the concepts of Agreement, Legal Obligation, Offer and Consideration of Valid Contract	K1, K2
CO2	Students come to know about the Capacity of parties to enter into the valid contract.	K1, K2
CO3	Students gain knowledge about the Indemnity and Guarantee, Bailment, Pledge and Surety.	K1, K2
CO4	Students learn about the principles of Agent and Principal relationship and Partnership Firm.	K1, K2
CO5	Students come to know about the Sale of goods, Agreement to Sell and Caveat Emptor	K1, K2

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2			1	2			1
CO2	3		1			1	2			1
CO3	3					1				
CO4	3		1			1	2			
CO5	3		1			1	2			1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Law	Dr. V. Balachandran & S. Thothadri	Tata Mc Graw Hill Education (India) Pvt Ltd., New Delhi	2009 Edition
2	Business Law	Pillai .R.S.N. & Mrs. Bagavathi	S Chand and Co Ltd, New Delhi	2006 Edition
3	Elements of Business Law	Kapoor N.D	Sultan Chand and Sons, New Delhi.	2018 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Law	S.S.Gulshan & G.K.Kapoor	New Age International Publishers, New Delhi	2006 Edition
2	Business Law	P.C.Tulsian and Bharat Tulsian	McGraw Hill Education	2017 Edition
3	Business Law Text and Cases	Kenneth W.Clarkson, Roger LeRoy Miller, Frank B.Cross	Cengage Learning	2014 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- Quiz
- Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21403B	CORE: MANAGEMENT INFORMATION SYSTEM	4	Theory	-	100

FOURTH SEMESTER

Core: MANAGEMENT INFORMATION SYSTEM

Objective: To enable students gain knowledge on information systems and its applications in planning, decision making and strategizing.

UNIT I - Foundation of Information System

Teaching hours - 13

Foundation of Information System in Business: Introduction to Information system - The fundamental Roles in IT in Business - Trends in Information System.

The Components of Information System: Definition of System - Components-Information system Resources-Activities covered by information system.

UNIT II - Data Resource Management, E-Business and Functional System

Teaching hours - 13

Data resource management: Database Management- Fundamentals of Data Concepts-Database Structures: Hierarchical-Network-Relational-Database Development.

E-business system: Introduction-Enterprise Application Architecture-Basics of DSS-Transaction Processing System (TPS)- Enterprise Collaboration System(ECS)

Functional business system: Marketing-Manufacturing-Human Resource Management-Accounting Systems.

UNIT III- Enterprise System and Supply chain Management

Teaching hours - 13

Enterprise business system: Customer Relationship Management-Introduction- Meaning -Three phases of CRM.

Enterprise resource planning: Introduction-Meaning-Trends in ERP

Supply chain management: Introduction- Meaning-The Role of SCM-Benefits and Challenges in SCM-Trends in SCM

UNIT IV- Developing Business and IT strategies

Teaching hours - 13

Developing Business/IT strategies: Planning Fundamentals- Planning for Competitive Advantage-Business Models and planning-Business / IT Architecture Planning-Implementation challenges-Change Management

UNIT V- Security issues and Countermeasures

Teaching hours – 13

Security and ethical issues in IT: Introduction-Ethical Responsibility of Business Professionals- Computer Crime-Privacy Issues-Other Challenges-Health Issues.

Security management for IT: Tools for Security Management-Inter-Network Security Defenses- Other Security Measures-System Controls and Audit.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Get to know the basic understanding of the process and components of information system concepts	K1,K2
CO2	Made aware about Database, E-business and functional business system	K2,K4
CO3	Learn concept of advanced skills in the areas of Enterprise Resource Planning and supply Chain management	K2,K5
CO4	Learn the tools and techniques necessary to develop IT based models	K2,K3,K4
CO5	Will be aware of current security issues	K2,K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			2	3	3					
CO2	1		2	3	3	2	2			2
CO3	2		2	3	3					
CO4	2			3	3		3			3
CO5				3	3	2		2		3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Management Information System	O'Brein J, George M.Marakas	McGraw-Hill Publications	2011, 10 th Edition
2.	Management Information System	Gagan Varshney, Pankaj Madan, Avdhesh Gupta	Global Vision House	2015 Edition
3.	Management Information Systems: Managerial Perspectives,	D.P. Goyal	Vikas Publishing House Pvt Ltd	2014, 4 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Management Information System	Gordan B. Davis	John Wiley & Sons	2017 Edition
2.	Information Systems Analysis and Design	James A Senn	McGraw-Hill Education	1989, 2 nd Edition
3.	Introduction to Management Information Systems	Robert G. Murdick and <u>Joel E. Ross</u>	Publishing Horizons	1990 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- E-Contents
- Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21403C	CORE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	Theory	-	100

FOURTH SEMESTER

Core: INTERNATIONAL FINANCIAL REPORTING STANDARDS

Objective: To develop in the Public interest a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.

Unit I - Introduction to IASB and IFRS

Teaching hours: 13

Structure of the IFRSF/IASB – Extant standards of the IASB – The Frame work – The status of IFRSs around the world – The Use of IFRS around the World – The IASB road map – The Annual IASB bound volume and its use – Principle difference between Indian GAAP and IFRS – Proposal for change

Unit II - Presentation of Financial Statements and Report

Teaching hours: 10

IAS 1: Presentation of financial statements – IFRS 15: Revenue from Contracts with customers- IAS 8: Accounting Policies, change in accounting estimates and errors.

Unit III - Overview of Accounting For Assets and Liabilities

Teaching hours: 15

IAS 16: Property plant and equipment – IAS 38: Intangible assets – IAS 40: Investment Property – IAS 36: Impairment and assets – IAS 23: Borrowing Costs – IAS 20: Accounting for government grants and disclosure of government assistance - IAS2: Inventories – IAS 17: Leases – IFRS 5: Non-Current assets held for sale and discontinued operations – IFRS 13: Fair Value Measurement - IAS 32: Financial instruments – Presentation – IFRS 9: Financial instruments – IFRS 7: Financial instruments: disclosures – IFRS 2: Share – based payments – IAS 37: Provisions, contingent liabilities and contingent assets – IAS 10: Events after the reporting period – IAS 19: Employee benefits – IAS 12: Income taxes – IAS 41: Agriculture – IFRS 6: Exploration for and evaluation of mineral resources.

Unit IV - Group Accounting and Consolidation of Financial Statements

Teaching hours: 14

IFRS 10: Consolidated financial statements – IAS 27 (revised 2011): Separate financial statements – IFRS 3: Business combinations – IAS 28 27 (revised 2011): Investment in associates and joint ventures – IFRS 11: Joint arrangements – IFRS 12: disclosure of interest in other entities – IAS 21: The effects of changes in foreign exchange rates – IAS 29: Financial reporting in hyperinflationary economies.

Unit V - Disclosure Standards

Teaching hours: 13

IAS 7: Statement of cash flows – IAS 24: Related party disclosures – IAS 33: Earnings per share – IAS 34: Interim financial reporting – IFRS 4: Insurance contracts – IFRS 1: First time adoption of IFS – IFRS 8 – Operating segments.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the Structure, Standards, and Frame work of IASB/IFRS	K1, K2
CO2	Students come to know about the Presentation of financial statements and its reporting methods.	K1,K2, K3,K4
CO3	Students gain knowledge about the accounting for assets and liabilities.	K1,k2, K3,K5
CO4	Students acquire knowledge on the Concepts of Group Accounting and Consolidation of Financial Statements	K2,K3,K5
CO5	Students come to know about the disclosure standards regarding the adoption of IFS	K1,K2,K3,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3						1	2		1
CO2	3							1		
CO3	3							1		1
CO4	2						1			1
CO5	2							2		1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Financial Reporting Standards: A practical guide	Hennie van Greuning, Darrel Scott, Simonet Terblanche	World bank- ISBN 9780821384282	4 th Edition, 2004
2	Understanding IFRS Fundamentals: International Financial Reporting Standards	Nandakumar Ankarath, Kalpesh J. Mehta, Dr.T. P. Ghosh, Dr. Yass A. Alkafaji	JohnWiley & Sons Publication-ISBN 9780470399149	2010 Edition
3	International Financial Reporting Standards: An Introduction	Belverd E. Needles	South-Western College Publishing	2012 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	IFRS Simplified: A fast and easy-to-understand overview of the new international financial reporting standard	Mike Morley C.P.A	Kindle Edition	2009 Edition
2	Wiley international trends in Financial reporting under IFRS standards	Abbas A.Mirza and Nandakumar Ankarath	Wiley	2012 Edition
3	IFRS and Indian Accounting Practices	Gaurav Lodha and Jagadish R. Ralyani	Ingram Short title	2012 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Black Board and Chalk
- Assignment
- Quiz
- Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21403D	ALLIED: BUSINESS STATISTICS	4	Theory	80	20

FOURTH SEMESTER

Allied: BUSINESS STATISTICS

Objective: To Cater to the needs of Statistical applications in Business. To use Statistical Techniques in business decision making. To develop skills in structuring and analyzing business problems statistically. To formulate answers to common business decision problems through statistics.

UNIT I - Introduction to Statistics

Teaching Hours - 12

Meaning, Definition and scope of statistics – Sources of data – Collection of data – primary and secondary – Methods of primary data collection – Editing secondary data – Sampling and its methods – Classification and Tabulation – Presentation of data by diagrams – Bar diagram and Pie diagram – Graphic representation of frequency distribution.

UNIT II - Measures of Central tendency and Dispersion

Teaching Hours - 15

Averages – Mean, Median, Mode, Geometric mean and Harmonic mean – their computation – properties and uses – Measures of dispersion – Range, Quartile deviation, Mean deviation, Standard deviation, co-efficient of variation.

UNIT III - Index Numbers

Teaching Hours - 13

Skewness - Karlpearson's and Bowley's coefficient of Skewness – Index Numbers –meaning – uses – selection of base year – Simple and Weighted Index Numbers – Tests of an Index Number – Consumer Price Index.

UNIT IV - Correlation and Regression Analysis

Teaching Hours - 13

Correlation – meaning and definition – Scatter diagram - Pearson's coefficient of correlation – Computation and interpretation – Rank correlation – Regression – Meaning and methods of forming the regression equations and lines – Properties of Regression coefficients - **(Only for practical purpose)** Calculation of Mean, Median, Mode, Correlation and Rank Correlation in Ms Excel.

UNIT V - Time Series Analysis

Teaching Hours - 12

Time series – Meaning – components – Models – Methods of estimating trend – Graphic, semi-average, moving average and least square methods (Linear equations only) – Seasonal Variation – Simple average Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the meaning and uses of Statistics and gain knowledge in creating charts and graphs in an innovative manner	K1, K2, K3
CO2	Students come to know about different types of averages, deviations and their purposes.	K1, K2, K3, K4
CO3	Students can learn to obtain the variations in economic variables especially in price and quantity of the particular product in a particular period. It would help them to understand the market scenario to take business decisions.	K1, K2, K3,
CO4	Students gain knowledge in finding relationship between the variables.	K1, K2, K3, K4
CO5	Students come to learn about the Collection of observations made sequentially in time and their different types of Analysis to forecast the values.	K2, K3, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3					1			
CO2		3					1			
CO3		3					1			
CO4		3		2	2		1			
CO5		3					1			

Indicators: 1. Reasonable 2. Significant 3. Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Statistical Methods	S.P. Gupta	Sultan Chand and sons, New Delhi.	2012 Edition
2	Business Mathematics and Statistics	P.A.Navnitham	Sultan Chand and sons, New Delhi.	2019 Edition
3	Statistics- Theory and Practice	R.S.N. Pillai and Bagavathy	Sultan Chand and sons, New Delhi.	2010 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Applied Statistics	S.C.Gupta and V.K.Kapoor	Sultan Chand and sons, New Delhi.	2001 Edition
2	Business Statistics	P.R.Vittal	Margham Publications, Chennai	2001 Edition
3	Fundamentals of Statistics	S.C.Gupta	Himalaya Publishing House	2018 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Assignment
- Quiz



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21403K	ONLINE SWAYAM: Introduction to Banking and Financial Markets	4			

FOURTH SEMESTER

ONLINE SWAYAM: INTRODUCTION TO BANKING AND FINANCIAL MARKETS

BP C Narayan | Indian Institute of Management Bangalore (IIMB)

Objective: In this course the students will learn about

- The theory and concepts underlying Banking and financial markets.
- The products and instruments that are offered by Banks and Financial Markets to meet the financial needs of individuals, businesses and governments.
- The underlying market mechanisms and how the financial instruments are traded (i.e. bought and sold)

COURSE'S LINK: https://www.swayam.gov.in/nd2_imb20_mr39/preview

COURSE LAYOUT

Week 1: Overview of the Financial System

- Role of Banking and Financial Markets in any Economy
- How and Why are Banks Different From Manufacturing Companies?
- How and Why are Financial Markets Different From Product Markets?
- 'Market for Lemons' and it's Relevance for Banking and Financial Markets

Week 2: Theory and Structure of Interest Rates

- Determinants of Interest Rates
- Term Structure of Interest Rates
- Recap of Time Value of Money
- Yield, Yield-to-Maturity and Bond Pricing
- Bond Valuation



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Week 3: Short Term Financial Markets

- Financial Markets: An Overview
- Call Money Market
- Treasury Bills Market
- REPO Market
- CBLO Market
- Commercial Paper Market
- Market for Certificate of Deposits
- Bankers' Acceptance
- Pricing Money Market Instruments

Week 4: Long Term Financial Markets

- Bond Market
- Equity Stock Market
- Private Equity Market

Week 5: Other Important Financial Markets

- Foreign Exchange Market
- Derivatives Market
- Mortgages Market



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21503A	CORE: COST AND MANAGEMENT ACCOUNTING	4	Theory	60	40

FIFTH SEMESTER

Core: COST AND MANAGEMENT ACCOUNTING

Objective: Students learn the concept of cost accounting and elements of cost to know the way of determination of cost and to study the managerial uses of management accounting.

UNIT I - Fundamentals of costing

Teaching Hours -13

Cost Accounting: Meaning – Definition of Cost, Costing, Cost Accounting and Cost Accountancy – Objectives – Functions of Cost Accounting – Relationship of Cost Accounting with Financial Accounting and Management Accounting – Advantages and Limitations of Cost Accounting – Essentials of Good Cost Accounting System – Classification of Costs – Methods of Costing – Elements of Cost. Cost sheet – Meaning – Purpose of Cost Sheet – Preparation of Cost Sheet (**excluding tenders and quotation**).

UNIT II - Material control and Pricing Methods

Teaching Hours -13

Materials: Meaning of Material Control – Objectives and Advantages of Material Control – Determination of Stock Levels – Minimum Level, Maximum Level, Reordering Level, Danger Level and Average Stock Level – EOQ – Issue of Materials – Methods of pricing material issues – FIFO, LIFO – Simple Average and Weighted Average method – ABC analysis.

UNIT III - Financial Statement Analysis

Teaching Hours -14

Management Accounting: Meaning – Definition– Objectives – Scope – Advantages and Limitations – Relationship of Management Accounting with Financial Accounting – Financial Statement Analysis – Comparative and Common size Income Statement and Balance Sheet. Ratio Analysis – Significance of Ratios – uses and limitations – Classification of Ratios – Profitability Ratios – Turnover Ratios – Solvency or Financial Ratios.

UNIT IV - Marginal costing and CVP analysis

Teaching Hours -12

Marginal costing: Definition – Features – Advantages and Limitations – Break Even Analysis – Meaning – Assumptions – Merits and Demerits – Cost-Volume-Profit Analysis – Managerial Applications of Marginal Costing (**Except Make or Buy Decision**).

UNIT V - Budget and budgetary control

Teaching Hours -13

Budget and Budgetary control: Definition – Objectives – Importance – Advantages and Limitations of Budgetary control – Essential requirements of good budgetary control – Classification of budgets – Preparation of Budgets – Sales budget – Production budget – Production cost budget – Cash budget – Flexible budget – zero based budgeting – meaning – process and importance.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the various costing system, its methods and its various elements along with preparation of cost sheet.	K1, K2, K3
CO2	Students will get knowledge about material control through stock analysis methods.	K2, K4
CO3	Students gain knowledge about the concept of management accounting and they learn to analyse various financial statements.	K2, K4, K5
CO4	Students learn to analyse cost volume profit analysis, managerial application of marginal costing.	K2, K4
CO5	Students will come to know the concept of budget through budgetary control and requirements essential for good budgetary control and they also calculate various types of budget.	K2, K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1				1	2		1
CO2	3	3	3			1	2	3		1
CO3	3	3	3			1	2	3		1
CO4	3	3	2			1	2	1		1
CO5	3	3	3			1	3	3		1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cost and Management Accounting	TS Reddy and Y Hari Prasad Reddy	Margham Publications.	5 th Revised Edition 2014
2	Cost Accounting	A Murthy and S Gurusamy	Vijay Nicole Imprints Pvt Ltd	2009
3	Management Accounting	RSN Pillai & Bhagavathi	Sultan Chand & Sons Ltd	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Cost Accounting	SP Jain and KL Narang	Kalyani Publishers	2015
2	Management Accounting	Dr R Ramachandran & Dr R Srinivasan	Sriram Publications	2019
3	Cost Accounting	Dr. R Ramachandran & Dr R Srinivasan	Sriram Publications	2019

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- Quiz
- Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21503B	CORE: TAXATION	4	Theory	60	40

FIFTH SEMESTER

Core: TAXATION

Objectives: To teach about Income Tax provisions, computation of Income under Five Heads of Income and Basics of GST Law.

UNIT I - Basic Concepts and Definitions

Teaching Hours - 16

The Income Tax Act – Definition of Income – Assessment year – Previous year – Assessee – Types of Assessee – Scope of income – Charge of Tax – Residential status – Exempted incomes u/s 10.

UNIT II - Income From the head Salary

Teaching Hours - 17

Heads of Income – Income from Salary: - Salary – Definition – Characteristics – Computation of Income from Salary – Rates of tax for individuals.

UNIT III - Income From House property, Business and Profession

Teaching Hours - 14

Income from House Property: – Characteristics – Exempted Incomes from House Property – Deductions – Computation of Income from House Property. Income from Business and Profession: Meaning of Business and Profession – Expenses expressly allowed – Expenses expressly disallowed – Computation of Profits and Gains of Business and Profession of an Individual.

UNIT IV - Income from Capital gain and other Sources

Teaching Hours - 12

Income from Capital Gain: Capital Asset – Long term Capital Asset – Short term Capital Asset – Indexation – Computation of Income from Capital Gain.

Income from Other Sources: Various Sources of Income – Computation of Income from Other Sources.

UNIT V - E-Filing of Income tax Return and Basics of GST

Teaching Hours - 11

E-filing of income tax return – Provisions concerning preparation and filing of E>Returns. Introduction to Goods and Services Act – GST Levy – Features of GST – Taxes subsumed under GST – Benefits of GST Act – GST Rate Structure – Types of Supplies under GST in India – Goods and Services Tax Network – Need – Services Rendered – E-Way Bill.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students understand the basic concepts, definitions, Scope of Income, Charge of tax and the way to determine the Residential status of various persons.	K2,K5
CO2	Students learn about Definition of salary, its various components and the provisions of Income tax Act to compute Income under the Head Salary.	K3,K4,K5
CO3	Students study the provisions of Income tax Act to compute the Income from House property, Business and Profession.	K3,K4,K5
CO4	Students study about the charging provision of Capital gain Income, its classification and computation of Income from Capital Gain. Students also learn about various incomes falling under the head Income from other sources and its computation.	K3,K4,K5
CO5	Students come to understand about the E-Filing procedure of Income tax returns and the Basics of GST Act.	K1,K2

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2				2	1		1
CO2	3	3	2				3	2		2
CO3	3	3	2				3	2		2
CO4	3	3	2				3	2		2
CO5	2	2	1				2	2		1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Income Tax Law and Practice	Gaur and Narang	Kalyani Publishers	Relevant Publication for the Assessment Year.
2	Income Tax Law and Practice	Dinkar Pagare	Sultan Chand & Company Ltd	Relevant Publication for the Assessment Year.
3	GST Law and Procedures	Anandaday Mishra	Taxmann Publications Pvt Ltd, New Delhi.	Relevant Publication for the Assessment Year.
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	The Income Tax Act 1961	Bare Act	Ministry of Finance, Govt. of India.	Relevant Publication for the Assessment Year.
2.	Income Tax Law and Practice	Mehrothra	Sahitya Bhawan Publication	Relevant Publication for the Assessment Year.
3.	Students' Guide to Income Tax	Vinod Singhania	Taxmann Publications Pvt Ltd, New Delhi	Relevant Publication for the Assessment Year.

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- E-Contents
- Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21503C	CORE: INTERNET AND WEB DESIGN	4	Theory	-	100

FIFTH SEMESTER

Core: INTERNET AND WEB DESIGN

Objective: To teach the internet structure and tools to create websites.

UNIT I – Fundamentals of Internet

Teaching hours - 13

Introduction to Internet – Resources of Internet – Hardware and Software Requirements of Internet – Internet service Providers – Internet Services – Protocols – Internet clients and Internet Servers.

Threats and security: Introduction to threats – types of threats – Crime Vs Cyber Crime – types of Cyber Crime. **Cyber Law:** Legal issues on Internet – Countermeasures of internet threats.

UNIT II - HTML

Teaching hours - 15

Introduction to HTML – Functions of HTML in web publishing – Basic Structural Elements and their usage – Traditional text and formatting – style sheet formatting – using tables for organization and layout.

Creating forms with HTML – Frames and Framesets – Using Images with HTML – Merging Multimedia, controls and Plug-ins with HTML.

UNIT III – Fundamentals of Scripting

Teaching hours - 13

Client side scripting – scripting basics – meaning – scripts and programs: compiled programs – Interpreted programs. Client side scripting languages: JavaScript – Jscript – VB script. Placing scripts in your web pages: The <SCRIPT> tag – placing your script in your HTML code – Running your client-side scripts.

UNIT IV – Java Script

Teaching hours - 13

Introducing Java script: Need for Java Script – Introducing Java Script syntax – statements – Blocks – comments – data types – variables – expressions – flow control – creating simple Java Scripts – formatting scripts – Java script in securing internet and website.

UNIT V – Internet Of Things

Teaching hours - 11

Internet of Things: Introduction – Definition – Evolution – IoT architecture – IoT applications in Education, Business and Placement – Security and Privacy – Standardization and regulatory limitations – concepts of big data platform for IoT.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Gains knowledge about internet fundamentals, probable threats and security features.	K1,K2,K4
CO2	Learns additional procedures to create forms, frames, Images and multimedia with HTML	K2,K3,K5
CO3	Gains knowledge about client side scripting, scripting languages and their features	K2,K5
CO4	Learns about javascripting language, formatting scripts and its security features.	K1,K2,K3
CO5	Acquires knowledge about Internet of Things and concept of Big Data Platform in IoT.	K1,K2

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				3	3		1			1
CO2				2	3		1			1
CO3				2	3		1			1
CO4				2	3		1			1
CO5				2	3		1			1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Dynamic web publishing	Shelly Powers	Sams Publication	1997,2nd edition
2	HTML 4 Unleashed	Rick Darnell	Sams Publication	1997,2 nd Edition
3	JavaScript	Moncur.G.Michael	Sams Publication	2006, 4 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	HTML AND CSS-The Complete reference	Thomas.A.Powell	Mc Graw Hill Publication	2010 5 th Edition
2	JAVASCRIPT-The Complete reference	Thomas.A.Powell	Mc Graw Hill Publication	2004,2 nd Edition
3	The Internet Book	Douglas.E.Corner	Prentice Hall Publication	2007,5 th Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- Quiz
- Group Discussion



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 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21503U1	ELECTIVE – I: FINANCIAL MANAGEMENT	4	Theory	20	80

FIFTH SEMESTER
Elective – I: FINANCIAL MANAGEMENT

Objective: To make students gain knowledge about various aspects of Financial Management and concepts for its implication in the selection and implementation of projects. To learn the applications of MS excel in Solving Problem on Financial Management

UNIT I - Introduction to Financial Management

Teaching Hours -12

Nature of financial management – Scope - objectives – Functions – Relationship between Risk and Return – Role and functions of financial manager – Time value of money. Financial Planning and Financial Plan – meaning – Scope of financial planning.

UNIT II - Capitalization, Leverage and Capital structure

Teaching Hours -14

Capitalization – over capitalization and under capitalization (**only theory**). Financial leverage – measures – EBIT – EPS Analysis – operating leverage – financial, business and operating risks (**only theory**). Theories of capital structure: Net income approach – Net–operating income Approach. MM Hypothesis, Traditional approach (**only theory**). Determinants of capital structure – Introduction to Capital Rationing.

UNIT III - Capital Budgeting

Teaching Hours -12

Capital budgeting – Techniques – Payback period method, discounted cash flow and Accounting Rate of Return method (**problems**) – Solving problems using Ms Excel (**only for Practical purpose**).

UNIT IV - Cost of Capital

Teaching Hours -14

Cost of Capital – Meaning and importance – cost of debt, preference, equity and retained earnings – weighted average cost of capital (**problems**)

UNIT V - Dividend policy

Teaching Hours -13

Dividend Policy – meaning – Factors determining dividend policy – Theories – MM Hypothesis – Walter’s Hypothesis (**only theory**)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the Nature, objectives and functions of financial management, Risk return analysis and financial planning.	K1, K2
CO2	Students gain knowledge about leverage, over and under capitalization theories, analysis of EBIT and EPS along with the theories of capital structure	K2, K4
CO3	Students come to know about the techniques of capital budgeting, payback period, analyzing the accounting rate of return and students learn the applications of MS excel In Solving Problem on Financial Management	K3, K4
CO4	Students learn about the importance of Cost of Capital, analyzing the cost of debt, preference, equity and retained earnings	K3, K4
CO5	Students learn about outline of dividend policy, along with its factors and theories	K1, K2

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2							2
CO2	3	3	2				2	3		2
CO3	3	3	2				3	3		2
CO4	3	3	3	2			3	3		2
CO5	3						2	2		

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Management Theory and Practice	Prasanna Chandra	Tata Mcgraw Hill	2019, 10 th Edition
2	Financial Management	I.M.Pandey	Vikas Publishing House	11 th Edition , 2018
3	Financial Management	Khan & Jain	Tata Mcgraw Hill	8 th Edition, 2018
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Elements of Financial Management	Dr.S.N.Maheshwari	Sultan Chand & Co Ltd	2013, 10 th Edition
2	Financial Management	Sharma & Shashi.K.Gupta	Kalyani publishers	2017, 14 th Edition
3	Strategic Financial Management: Managing for Value Creation	Prasanna Chandra	Tata Mcgraw Hill	2014, 9 th Edition

Pedagogy: Teaching /Learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- Quiz
- Group Discussion

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CII - 78

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21503V1	ELECTIVE – II: ERP AND SAP	3	Theory	-	100

FIFTH SEMESTER

Elective – II: ERP AND SAP

Objective: To introduce ERP concepts and SAP solutions to students for successful business operations.

UNIT I - Introduction to ERP

Teaching hours - 13

Introduction to ERP – Conceptual model of ERP – Evolution of ERP – Structure of ERP – Reasons for Growth – Advantages of ERP – Enterprise: An overview. ERP and Related Technologies: Business Process Re-engineering – Management Information System – Decision Support System – Executive Information system – Data warehousing – Data Mining – OLAP – Supply Chain Management.

UNIT II - ERP in Business

Teaching hours - 13

ERP – Manufacturing Perspective – Materials Requirement Planning – Distribution Requirements Planning – JIT – CAD/CAM – Product Data Management – ERP Modules: Plant Maintenance – Quality Management – Materials Management - Benefits of ERP.

UNIT III - Hardware and Software's of ERP and SAP

Teaching hours - 13

An introduction to Operating Systems - An introduction to Database Systems – Overview of computer Networks Protocol and IP Address concepts – An introduction to Kernel Software – Overview of Software Development. Introduction to SAP – Evolution and Strategy – SAP Product Evolution.

UNIT IV - A gateway to SAP

Teaching hours - 13

A Gateway to SAP – SAP Easy Access – The Architecture of SAP R/3 – Presentation Interface – Application interface – Database interface. SAP User Interface Starting and Shutting the SAP System – Handling Tasks in SAP Reports – Background Processing: SAP System Administration Utilities – SAP R/3 Basis System.

UNIT V - ABAP Programming Language

Teaching hours – 13

Modules of SAP components – Roles in SAP application – Basic introduction to ABAP – Data Type and Tables in ABAP – The ABAP Programming Language – ABAP User Dialogs – Running ABAP Programs.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about fundamentals of ERP and Database systems.	K1, K2
CO2	Students know about computer aided design and manufacturing in ERP, ERP modules.	K1, K2, K3
CO3	Students become aware of operating systems, database systems, IP address concepts and basics of SAP.	K1, K2, K4
CO4	Students come to know about architecture of SAP system, Handling the tasks in SAP reports.	K1, K2
CO5	Students gain knowledge about ABAP Programming concepts, Executing ABAP Programs in windows platform.	K1, K2, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	3	3	2				2
CO2	2		2	2	3	2				2
CO3	2		2	3	3	1				2
CO4	1		3	2	3	1				1
CO5	1		2	3	3	1				2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Enterprise Resource Planning	Alexis Leon	Tata McGraw Hill Publishing company Ltd	2006 16 th Edition
2	Enterprise Resource Planning- theory and practice	Rahul V Altekar	Prentice hall of India Pvt Ltd	2004 1 st Edition
3	Enterprise Resource Planning- concept and practice	Vinod Kumar garg and N.K. Venkitakrishnan	Prentice hall of Indisa Pvt Ltd	2011 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	SAP R/3 Black book	Dream Tech software team	Dream Tech Press, Delhi	2006 1 st Edition
2	SAP Handbook	Fernandz Jose Antono	Tata Mc Graw Hill Publications	2005 3 rd Edition
3	Teach yourself Sap IN 24 Hrs.	Anderson George	Pearson Education	2011 4 th Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- Quiz
- Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21503K	ONLINE SWAYAM: INTRODUCTION TO CYBER SECURITY	4			

FIFTH SEMESTER

ONLINE SWAYAM: INTRODUCTION TO CYBER SECURITY

By Dr. Jeetendra Pande | Uttarakhand Open University, Haldwani

Objective: Internet has led to widespread and drastic changes in our lives. Due to its reach and coverage, more and more processes and activities in organizations large and small are shifting online. Banking and Communication sectors are just a couple of glaring examples of this development. However, the ease of use brought about by computers has brought with it a significant rise in malicious attacks on digital devices and software systems. With increased dependence on computers and Internet, organizations are constantly exposed to high levels of business, operational and strategic risks. Hence, it is a challenge for these organizations to protect their data and systems from unauthorized access. This foundation program is geared towards generating and enhancing awareness about cyber security challenges and the concepts of cyber security and cyber ethics among the stake holders to help them become responsible cyber citizens and participate safely and securely in the rapidly evolving information-age society. This course is in line with the directions of UGC to introduce an elementary course in cyber security at UG and PG level across all the Indian Universities/ Institutions. Thus, the course aims to address information gaps among people with respect to cyber security and can be used as an foundation course in cyber security across all the Indian Universities. The course content will contain recorded videos, which are based on the syllabus designed by the experts. All the participants, who are enrolled for the course, can take the course online. Also they can download the video/text material for later use. After the completion of each lecture, the students can clarify their doubts with the instructor, who is available online. At the end of the course, the students have an option to undergo an online test which is objective in nature. On successful completion of the exam, the student shall be provided

COURSE'S LINK: https://swayam.gov.in/nd2_nou20_cs02/preview

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COURSE LAYOUT

Week 1	Introduction to Cyber Space History of Internet [Dr. Jeetendra Pande, Uttarakhand Open University] Cyber Crime [Dr. Jeetendra Pande, Uttarakhand Open University] Information Security [Dr. Jeetendra Pande, Uttarakhand Open University] Computer Ethics and Security Policies [Dr. Jeetendra Pande, Uttarakhand Open University] Quiz
Week 2	Choosing the Best Browser according to the requirement and email security Guidelines to choose web browsers [Mr. Arun Kumar- CISSP] Securing web browser [Mr. Arun Kumar- CISSP] Antivirus [Mr. Arun Kumar- CISSP] Email security [Dr. Ajay Prasad, UPES, Dehradun] Quiz
Week 3	Guidelines for secure password and wi-fi security Guidelines for setting up a Secure password [Mr. Arun Kumar- CISSP] Two-steps authentication [Mr. Arun Kumar- CISSP] Password Manager [Mr. Arun Kumar- CISSP] Wi-Fi Security [Dr. Jeetendra Pande] Quiz
Week 4	Guidelines for social media and basic Windows security Guidelines for social media security [Dr. V.V. Rao, Scientist- CERT-In] Tips and best practices for safer Social Networking [Dr. V.V. Rao, Scientist- CERT-In] Basic Security for Windows [Dr. Jeetendra Pande, Uttarakhand Open University] User Account Password [Dr. Jeetendra Pande, Uttarakhand Open University] Quiz
Week 5	Smartphone security guidelines Introduction to mobile phones [Dr. Jeetendra Pande, Uttarakhand Open University] Smartphone Security [Dr. Jeetendra Pande, Uttarakhand Open University] Android Security [Dr. Jeetendra Pande, Uttarakhand Open University] IOS Security [Dr. Jeetendra Pande, Uttarakhand Open University] Quiz
Week 6	Cyber Security Initiatives in India Counter Cyber Security Initiatives in India [Mr. Ashutosh Bahuguna- Scientist- CERT-In] Cyber Security Exercise [Mr. Ashutosh Bahuguna- Scientist- CERT-In] Cyber Security Incident Handling [Mr. Ashutosh Bahuguna- Scientist- CERT-In] Cyber Security Assurance [Mr. Ashutosh Bahuguna- Scientist- CERT-In] Quiz
Week 7	Online Banking, Credit Card and UPI Security Online Banking Security [Dr. Jeetendra Pande, Uttarakhand Open University] Mobile Banking Security [Dr. Jeetendra Pande, Uttarakhand Open University] Security of Debit and Credit Card [Dr. Jeetendra Pande, Uttarakhand Open University] UPI Security [Dr. Jeetendra Pande, Uttarakhand Open University] Quiz

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Week 8	Micro ATM, e-wallet and POS Security Security of Micro ATMs [Dr. Jeetendra Pande, Uttarakhand Open University] e-wallet Security Guidelines [Dr. Jeetendra Pande, Uttarakhand Open University] Security Guidelines for Point of Sales(POS) [Dr. Jeetendra Pande, Uttarakhand Open University] Quiz
Week 9	Social Engineering Social Engineering [Dr. Jeetendra Pande, Uttarakhand Open University] Types of Social Engineering [Dr. Jeetendra Pande, Uttarakhand Open University] How Cyber Criminal Works [Er. Jayash Sharma, Anand Engineering College] How to prevent for being a victim of Cyber Crime [Er. Jayash Sharma, Anand Engineering College] Quiz
Week 10	Cyber Security Threat Landscape and Techniques Cyber Security Threat Landscape [Dr. A Murli Rao, IGNOU] Emerging Cyber Security Threats [Dr. A Murli Rao, IGNOU] Cyber Security Techniques [Ms. Tripti Misra and Ms. Shahina Anwaru, Assistant Professor- UPES, Dehradun] Firewall [Dr. Ajay Prasad, UPES, Dehradun] Quiz
Week 11	IT Security Act and Misc. Topics IT Act [Dr. Darpan Anand, Associate Professor- Chandigarh University] Hackers-Attacker-Countermeasures [Dr. A Murli Rao, Head- Computer Division, IGNOU] Web Application Security [Dr. A Murli Rao, Head- Computer Division, IGNOU] Digital Infrastructure Security [Dr. A Murli Rao, Head- Computer Division, IGNOU] Defensive Programming [Dr. A Murli Rao, Head- Computer Division, IGNOU] Quiz
Week 12	Information Destroying and Recovery Tools Recovering from Information Loss [Dr. Jeetendra Pande, Uttarakhand Open University] Destroying Sensitive Information [Dr. Jeetendra Pande, Uttarakhand Open University] CCleaner for Windows [Dr. Jeetendra Pande, Uttarakhand Open University] Quiz

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problem %	Theory %
FIFTH	21503P	SKILL BASED SUBJECT: LAB II – HTML AND JAVA SCRIPT PROGRAMS	3	Practical	-	-

FIFTH SEMESTER

Skill based subject: LAB II - HTML AND JAVASCRIPT PROGRAMS

Objective: To create websites and its applications.

1. Write a program in HTML to create resume in the webpage.
2. Write a program in HTML to create hyper link in the webpage.
3. Write a program in HTML to create forms in the web page.
4. Write a program in HTML to create frames in the web page.
5. Write a program in HTML to create text layout in the web page.
6. Write a program in HTML to create text formatting in the web page.
7. Write a program in HTML to create style sheet in the web page.
8. Write a program in HTML to create tables in the web page.

Java script

1. To print your name.
2. Forms
3. frames
4. layouts



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Gains knowledge about creating webpages using the language of the web. Acquires skills to create new websites based on client side scripting.	K1, K2, K3, K5

Note:

K1- Remembering; K2 -- Understanding; K3 – Applying; K4 – Analysing; K5 -- Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO			2	3	3		2			2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21603A	CORE: INVESTMENT MANAGEMENT	4	Theory	-	100

SIXTH SEMESTER

Core: INVESTMENT MANAGEMENT

Objective: To throw light on the various types and analysis of investment and make the students aware about the valuation of securities.

UNIT I - Introduction to Investment

Teaching hours – 13

Meaning and definition of Investment – Concepts – Nature and Scope of Investment – Relationship between Risk and Return – Types of Investments and Investors – Stages in Investment – Difference between Investment, Speculation and Gambling.

UNIT II - Security and Non-security Forms of Investments

Teaching hours - 13

Modern security form of Investment: Mutual Fund – Meaning – Definition – Importance – Classifications – Advantages and Disadvantages. **Non-security forms of Investment:** Recent Investment Saving Trends – Investment in Indian Banking Sector, Indian Insurance Industries, Pension Sector, Post Office Small Savings Schemes, Deposit with Companies and Bullion. Real Estate – Types – Determinants of value – Real Estate analysis – Merits and Demerits.

UNIT III - Security analysis

Teaching hours – 15

Security analysis – Meaning – Methods – Fundamental analysis – Economic analysis – Industry analysis – Company analysis, Technical analysis – Meaning – Assumption – Tools used – Types of charts – Dow theory, Efficient market theory – Meaning – Weak form, Semi strong form, Strong form.

UNIT IV - Security Valuation

Teaching hours – 13

Security valuation – Common stock – Present value approach, One year holding period, Multiple year holding, P/E ratio model.

UNIT V - Portfolio and Diversification

Teaching hours – 11

Portfolio management – Meaning – Definition – Factors contributing – Principles – Policies – Process – Diversification – Optimum portfolio – Markowitz model – Sharpe's model – Evaluation of portfolio.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the fundamental concepts of investments, types and stages in investments.	K1, K2, K4
CO2	Students became aware of modern security and non security forms of investments.	K2, K4
CO3	Students learn about various methods of security analysis.	K2, K3, K4
CO4	Students become aware of the various approaches in security valuation.	K2, K3, K4
CO5	Students gain knowledge on the concepts of portfolio and diversification.	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		3			1	2	1		1
CO2	3		3			2	2	1		1
CO3	3		3			1	2	1		2
CO4	3		3			1	3	2		1
CO5	2		2			2	2	1		1

Indicators: 1. Reasonable 2. Significant 3. Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Fundamentals of Investment Management	V.K Bhalla	S Chand and Company, New Delhi.	2010 Edition
2	Investment Management	Preeti Singh	Himalaya Publishing House, Mumbai.	2010 Edition
3	Security analysis and portfolio management	Dr.V.A Avadhani	Himalaya Publishing House, Mumbai.	2010 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Investment Management	Yogesh Maheshwari	Prentice hall india learning Pvt.Ltd.	2008 Edition
2	Investment analysis and portfolio Management	Prasanna Chandra	McGraw Hill Education.	2017 Edition
3	Investment Management (Security Analysis and Portfolio Management)	Dr. L Natarajan	Margham Publications, Chennai.	2012 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- Quiz
- Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21603B	CORE: INTRODUCTION TO PHP PROGRAMMING	4	Theory	-	100

SIXTH SEMESTER

Core: INTRODUCTION TO PHP PROGRAMMING

Objective: To teach the basics of PHP programming language and also to create a real time programming using PHP.

UNIT I – Introduction to PHP

Teaching hours - 13

Introducing PHP – Basic development Concepts – Creating first PHP Scripts – Using Variables and Operators – Storing Data in variable – Understanding Data types – Setting and Checking variable Data types – Using Constants – Manipulating Variables with Operators.

UNIT II - Control structures and functions

Teaching hours - 13

Controlling Program Flow: Writing Simple Conditional Statements – Writing More Complex Conditional Statements – Repeating Action with Loops – Working with String and Numeric Functions.

UNIT III - Arrays and array functions

Teaching hours - 13

Working with Arrays: Storing Data in Arrays – Processing Arrays with Loops and Iterations – Using Arrays with Forms – Working with Array Functions – Working with Dates and Times.

UNIT IV - Object oriented concepts using PHP

Teaching hours:13

Using Functions and Classes: Creating User-defined Functions – Creating and invoking functions – Using arguments and return values – Using dynamic argument lists – Understanding variable scope – Using recursive functions – Creating Classes – Introducing classes and objects – Defining and using classes – Using Advanced OOP Concepts – Using constructors and destructors – Extending classes – Adjusting visibility settings.

UNIT V - Files and Directory Operations

Teaching hours - 13

Working with Files and Directories: Reading Files – Reading local files – Reading remote files – Reading specific segments of a file – Writing Files – Processing Directories – Performing other file and directory operations.

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 EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Gains knowledge about the language of the web-PHP and its structure	K1,K2,K4
CO2	Learns about control structure and function usage in the scripting	K1,K2,K3
CO3	Learns about arrays and their usage .Knows to include time and date in web pages using functions.	K1,K2,K3
CO4	Learns additional syntaxes based on object oriented programming.	K1,K2,K3
CO5	Gains knowledge about organizing files and file operations.	K1,K2,K3

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				3	3		1			1
CO2				2	3		1			1
CO3				3	3		1			1
CO4				2	3		1			1
CO5				2	3		1			1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	PHP n -A Beginner's Guide	Vikram Vaswani,	Tata McGraw-Hill. Publication	2008,1 st edition
2	The PHP Complete Reference	Steven Holzner	Tata McGraw-Hill. Publication	2007,1 st Edition
3	Spring into PHP5.	Steven Holzner	Addison Wesley Publication	2005, 1 st Edition
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Learning PHP ,Mysql and java script with JQuery, CSS and HTML 5	Robin Nixon	O 'reilly Publication	2005 4 th Edition
2	PHP and MYSQL web development	Luke Weiling laura Thomson	Pearson Publication	2016, 5 th Edition
3	PHP 7 for beginners	Sharanam Shah and Vaishali shah	Shroff/ Xteam	2018,1 st Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- Quiz
- Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problem %	Theory %
SIXTH	21603P	CORE: LAB III - PHP PROGRAMMING	3	Practical	-	-

SIXTH SEMESTER
Core: LAB III – PHP PROGRAMMING

Objective: To learn to develop interactive web pages using PHP programming language.

1. Develop a PHP program using controls and functions
2. Develop a PHP program to check message passing mechanism between pages.
3. Develop a PHP program using String function and Arrays.
4. Develop a PHP program to display student information using MYSQL table.
5. Develop a PHP program to design a college application form using MYSQL table.
6. Develop a PHP program using parsing functions (use Tokenizing)
7. Develop a PHP program to check Regular Expression, HTML functions, Hashing functions.
8. Develop a PHP program to check File System functions, Network functions, and Date and time functions.
9. Develop a PHP program using session
10. Develop a PHP program using cookie and session



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Gain practical knowledge about scripting languages and real time programming. Enables students to create interactive web content.	K1, K2, K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO			2	3	3		2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21603U1	ELECTIVE - III: HUMAN RESOURCE MANAGEMENT	4	Theory	-	100

SIXTH SEMESTER

Elective – III: HUMAN RESOURCE MANAGEMENT

Objective: To give exposure to students about the need, importance, functions and challenges of HRM and HRD so as to enable them to work in a team in their career. This subject aims to teach the emerging horizons of HRM.

UNIT I - Introduction to HRM

Teaching hours – 10

Human Resource Management: Meaning – Nature – Significance – Scope – Functions –HRM Environment in India – Challenges of HRM – Organization of HR Department – Qualities of HR Manager – Role and status of HR Manager.

UNIT II - Acquisition of Human Resource

Teaching hours – 15

Human Resource Planning – Quantitative and Qualitative dimensions, Job analysis – Job Description – Job Specification, Recruitment – Concept and sources, Selection – Concept and Process, test and interview, Placement and induction.

UNIT III - Employee Training and Development

Teaching hours – 10

Training and Development: Concept, Need and Importance – Identifying training and Development needs – Types of Training – Methods and Techniques of Training.

UNIT IV - Performance Appraisal and Job Changes

Teaching hours - 15

Performance appraisal system - Nature and objectives – Techniques of Performance appraisal – Potential appraisal and Employee counseling – Job Changes – Transfers and Promotions.

UNIT V – Talent Management and Green HRM

Teaching hours - 15

Talent Management: Meaning – Importance – Talent management model – Strategy – Process – Benefits for organization – Benefits for employees.

Green HRM: Meaning – Definition – Features – Elements – Importance – Practices and policies of GHRM – Advantages and Disadvantages of GHRM.

M

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the Fundamentals, Nature and Functions of HRM	K1, K2, K4
CO2	Students come to know about the entire process of Acquisition of Employees such as HRP, Recruitment, Selection, Placement and Induction.	K2, K4
CO3	Students gain knowledge on the concept of Training, importance, types and methods.	K1, K2
CO4	Students become aware of the system of Performance Appraisal and its methods and also about the concept of Promotion and Transfer.	K2, K4
CO5	Students learn about the features, importance, process and benefits of Talent Management and Green HRM.	K1, K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		3			1	2	1	2	1
CO2	3		3				2	1	1	
CO3	3		3				2	1	2	2
CO4	3		3			1	3	2	2	1
CO5	2		2	2	2	2	2	1	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Organisational Behaviour and Human Resource Management.	Dr.K.K.Ramachandran	McGraw Hill Education.	ISBN - 9781307301212
2	Human Resource Management - Text and Cases	C.B.Gupta	Sultan Chand and sons, New Delhi.	2017 Edition
3	Human Resource Management - Text and Cases	S.S.Khanka	S.Chand Publishing, New Delhi.	2019 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Human Resource Management	Dr. L.M.Prasad	Sultan Chand and sons, New Delhi.	2018 Edition
2	Human Resource Management	D.K.Bhattacharya	Excel books, New Delhi.	2004 Edition
3	Human Resources Management	Dr.V.S.P.Rao	Taxmann Publications Pvt. Ltd.	2020 Edition

Pedagogy: Teaching /learning methods

Teaching/Learning methods

- Lecture
- Blackboard and Chalk
- PPT Presentation
- Assignment
- Quiz
- Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problem %	Theory %
SIXTH	21603Q	SKILL BASED SUBJECT: LAB IV - PYTHON PROGRAMMING.	3	Practical	-	-

SIXTH SEMESTER

Skill based subject: LAB IV – PYTHON PROGRAMMING

Objective: To teach students how to design and program Python applications.

1. Given a range of the first 10 numbers, iterate from the start number to the end number, and in each iteration print the sum of the current number and previous number using python programming.
2. Using python programming, given a list of numbers, return true if first and last number of a list is same.
3. Print the following pattern using python program.

```
1
2 2
3 3 3
4 4 4 4
5 5 5 5 5
```

4. Given two strings, s1, and s2 return a new string made of the first, middle, and last characters each input string.
5. Using python programming Count all lower case, upper case, digits, and special symbols from a given string.
6. Given two strings, s1, and s2 return a new string made of the first, middle, and last characters each input string using python programming.
7. Create a python program to replace each punctuation with # in the following string.
8. Write a Python script to display the various Date Time formats.



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- a) Current date and time
- b) Current year
- c) Month of year
- d) Week number of the year
- e) Weekday of the week
- f) Day of year
- g) Day of the month
- h) Day of week

9. Write a Python GUI program to create a window and set the default window size using tkinter module.
10. Create two buttons exit and hello using tkinter module.
11. Write a Python program to build flashcard using classes.
12. Write a python program to read content from one file and write it into another file.
13. Using Python program to find the largest file in a directory using Python.
14. Find the size of a given Set using python coding.
15. Write python code to implement the usage of control structures.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students learn about python tools which would help in data analysis of market. Using these tools they can build effective solutions and extract information from PDF files and excel sheets.	K1, K2, K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO				3	3	1	2	1	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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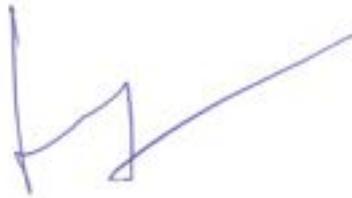
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problem %	Theory %
SIXTH	21603S	SKILL BASED SUBJECT: PROJECT ON WEB PAGE CREATION	3	Practical	-	-

SIXTH SEMESTER

Skill based subject: PROJECT ON WEB PAGE CREATION

Method of Teaching and Scheme of Assessment

1. Objective

Students of B.Com (CA) will have to do a Project in their sixth semester. "Web page creation" is the theme of project and it applies to the students from 2020-2023 batch onwards. This project is offered to students with an aim of gaining practical exposure in the field of web technology.

2. Methodology

➤ **Teaching method**

- Project guidance about web page creation.
- Monitoring Progress of the Project during II Review Stages and giving inputs.

➤ **Learning Outcome**

- Web page creation by students

3. Duration

This project is offered in the sixth semester.

4. Method of Assessment

Internal	25	-	First Review (10)
			Second Review (10)
			Project Theme (05)

External	75	-	Project Presentation (25)
			Viva-voce (50)



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students gain the exposure in Creating web pages and to develop Interactive web pages.	K1, K2, K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO			2	3	3	2	2		1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- Guidance
- Review

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BACHELOR OF COMMERCE - CAPITAL MARKETS
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

PROGRAMME OUTCOME	
PO1	B.Com Capital Market is a unique in the sense that it integrates conceptual knowledge, contemporary inputs, technology, information and skill development in the areas of commerce, management, economics and capital market as specialization.
PO2	Understand and apply finance theory to company valuation in a practical setting.
PO3	Apply critical thinking which improves cognitive skills and logical decision making as finance professional and business leaders. To develop the personality so as to become a responsible Citizen with greater awareness about the culture and value system.
PO4	Be an effective team leader to lead a group with conflicting personalities and move together towards a common goal.
PO5	The course provides exposure to students in the latest trends in relevant branches of knowledge giving them the needed competence and creativity to face global challenges.
PO6	To discovers the prospect of grooming students to face the capital market by equipping them with skills and knowledge to meet the challenges ahead. It enhance students skills in the area of Capital Market, Commodity Market, and the Mutual Fund Segmentation.
PO7	To achieve highly paid jobs as finance manager Research analysis, financial consultant, project co-ordinator, wealth manager etc. it demonstrate professional expertise in financial planning, analysis, decision support, professional ethics.
PO8	To impart certain basic Information and Communication Technology (ICT) skills and hands on training on online stock market operations. Practical exposure is given through institutional training and project works, to facilitate students to tackle situations in real life.
PO9	Provides an ability to work independently and, collaboratively to collect, process, interpret and communicate the outcomes of financial problems.
PO 10	Students are provided with good analytical skills which support to enhance their research knowledge in the field of finance.

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PROGRAMME SPECIFIC OUTCOME	
PSO1	This course is intended to provide advanced knowledge in the board fields of commerce, finance, economics, and in specific fields of share trading, derivatives, mutual funds, asset management, which in turn make the students industry ready.
PSO2	This course sharpens students analytical and decision making skills in the way of live projects in finance, capital market, mutual funds and accounting.
PSO3	Enhances the students with the leadership skills and expertise in financial sector – as finance is the life blood of business.
PSO4	Students will be able to pursue their career as Financial analyst apart from different positions in the field of accounting, taxation, banking, insurance and law.
PSO5	Builds professional competence in the students by imparting knowledge as per industry requirements.



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SCHEME OF EXAMINATIONS

Semester	Part	Course code	Course	Course Title	Credits	MARKS		Hrs/Week	Exam Duration	Category	
						CAT	TEE TOTAL				
I	I	21100T/21100H/21100F/21100M	-	Tamil I / Hindi I / French I / Malayalam I	3	25	75	100	5	3	THEORY
	II	21100E1	-	Contemporary English-I	3	25	75	100	6	3	THEORY
	III	21194A	Core	Principles of Accounting	4	25	75	100	6	3	THEORY
	III	21194B	Core	Introduction to Capital Markets	4	25	75	100	5	3	THEORY
	III	21194C	Allied	Business Communication	4	25	75	100	6	3	THEORY
	III	21194D	Allied	Business Organisation and Management	4	25	75	100	5	3	THEORY
	IV	21100G	Skill Based Subject	General Awareness	2	25	75	100	2	3	THEORY
II	I	21200T/21200H/21200F/21200M	-	Tamil II / Hindi II / French II / Malayalam II	3	25	75	100	5	3	THEORY
	II	21200E1	-	Contemporary English II	3	25	75	100	6	3	THEORY
	III	21294A	Core	Financial Accounting	4	25	75	100	6	3	THEORY
	III	21294B	Core	Financial Assets and Marketing	4	25	75	100	6	3	THEORY
	III	21294C	Allied	Business Mathematics	3	25	75	100	5	3	THEORY
	III	21294P	Skill Based Subject:	Computer Applications Practical I (MS Office)	2	40	60	100	2	3	PRACTICAL
	III	21294K	Online SWAYAM	Managerial Economics	3			ONLINE			
	IV	21294G	Environmental Studies	Environmental Awareness	2	25	75	100	2	3	THEORY

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Semester/Part	Course code	Course	Course Title	Credits	MARKS			Hrs/Week	Exam Duration	Category
					CA	TEE	TOTAL			
IV	21300A/21300B	-	Basic Tamil I / Advanced Tamil I	2	100	NA	100	3	THEORY	
	21300N	Non Major Elective -I	Personality Development and Soft Skills		40	60				
III	21394A	Core	Security Analysis and Portfolio Management	4	25	75	100	6	3	THEORY
	21394B	Core	Equity Market	4	25	75	100	6	3	THEORY
	21394C	Core	Corporate Accounting	4	25	75	100	5	3	THEORY
	21394D	Allied	Business Statistics	3	25	75	100	6	3	THEORY
	21394K	Online SWAYAM	Services Marketing	3	ONLINE					
IV	21394G1	Value Education	Indian Society People and Culture	2	25	75	100	4	3	THEORY
IV	21400A/21400B	-	Basic Tamil II / Advanced Tamil II	2	100	NA	100	2	3	THEORY
	21400N	Non Major Elective -II	Basics in Business Process Outsourcing		40	60				
III	21494D	Allied	Financial Derivatives	4	25	75	100	4	3	THEORY
III	21494A	Core	Cost and Management Accounting	5	25	75	100	5	3	THEORY
III	21494B	Core	Commodities Market	4	25	75	100	5	3	THEORY
III	21494C	Core	Taxation for Investments	4	25	75	100	6	3	THEORY
III	21494P	Skill Based Subject	Practical II - Online Trading	4	40	60	100	2	3	PRACTICAL
IV	21494K	Online SWAYAM	Soft Skills	2	ONLINE					

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Semester/Part	Course code	Course	Course Title	Credits	MARKS		Hrs/ Week	Exam Duration	Category
					CA	TE/TOTAL			
V	21594A	Core	Risk Management	4	25	75	6	3	THEORY
	21594B	Core	Debt Markets	5	25	75	6	3	THEORY
	21594C	Core	Financial Management	4	25	75	6	3	THEORY
V	21594UI	Elective-I	Business Research Methods	4	25	75	6	3	THEORY
	21594D	Skill Based Subject	Banking in Financial Systems	3	25	75	4	3	THEORY
	21594S	Skill Based Subject	Institutional Training	2	40	60	1	3	PRACTICAL
VI	21694A	Core	Corporate Governance	5	25	75	6	3	THEORY
	21694B	Core	Venture Capital	4	25	75	6	3	THEORY
	21694C	Core	Mutual Fund Management	5	25	75	6	3	THEORY
VI	21694UI	Elective-II	Foreign Exchange Markets	4	25	75	6	3	THEORY
	21694S	Skill Based Subject	Project and Viva Voce	5	25	75	2	3	PRACTICAL
			TOTAL	140					3700

NA – Not Applicable, Basic Tamil and Advanced Tamil - CA only

Extra Credits

Professional Development - 6 Credits

Business Fundamental Workshop - 4 Credits

10 Credits

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Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21494A Core: Cost and Management Accounting	2	1	2	1	2	1	2	1	1	1
21494B Core: Commodities Market	3	3	3	2	3	3	3	1	2	3
21494C Core: Taxation for Investments	2	2	3	2	3	2	3	2	2	3
21494P Skill Based Subject : Practical II - Online Trading	2	2	3	2	3	3	3	3	2	3
21494K Online Swayam : Soft Skills	1	2	3	1	1	2	3	2	2	2
21594A Core: Risk Management	3	3	3	2	3	3	2	1	1	2
21594B Core: Debt Markets	3	3	3	2	3	3	3	1	2	3
21594C Core: Financial Management	3	2	3	2	3	2	3	2	2	2
21594UI Elective - I : Business Research Methods	2	2	3	2	2	2	1	1	2	2
21594D Skill based Subject: Banking in Financial Systems	2	2	2	2	2	2	2	2	2	2
21594S Skill based Subject: Institutional Training	3	2	3	3	2	2	2	3	3	2
21694A Core: Corporate Governance	2	2	2	3	3	2	3	1	2	2
21694B Core: Venture Capital	2	2	3	3	3	2	3	2	2	3
21694C Core: Mutual Fund Management	3	3	3	3	3	3	2	2	2	2
21694UI Elective - II: Foreign Exchange Markets	3	3	3	2	3	3	2	2	2	3
21694S Skill based Subject: Project and Viva Voce	3	3	3	3	3	3	3	3	2	3

Indicators: 1. Reasonable 2. Significant 3. Strong

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ELECTIVE :

Sem.	Part	Subject Code	Subject Name
ELECTIVE I & II			
V	III	21594U1	Elective I: Business Research Methods
VI	III	21694U1	Elective II: Foreign Exchange Markets



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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	Contemporary English-I	1		2	2	1		1	1	2	1
21194A	Core: Principles of Accounting	2	2	3	2	2	2	3	1	2	3
21194B	Core: Introduction to Capital Markets	3	3	2	2	3	3	2	1	2	2
21194C	Allied: Business Communication	2	1	2	2	2	1	2	1	3	2
21194D	Allied: Business Organisation and Management	2	2	1	2	2	1	2	1	2	1
21200E1	Contemporary English-II	1		2	2	1		1	1	2	1
21294A	Core: Financial Accounting	2	1	2	2	2	1	2	1	2	3
21294B	Core: Financial Assets and Marketing	3	3	2	2	2	2	2	1	2	2
21294C	Allied: Business Mathematics	2	1	2	2	2	1	2	2	1	3
21294P	Skill Based Subject: Computer Applications Practical I (MS Office)	3	2	1	1	2	2	3	3	3	2
21294K	Online Swayam : Managerial Economics	2		3	1	1	3	2	1	1	2
21394A	Core: Security Analysis and Portfolio Management	3	3	2	3	3	3	2	2	2	2
21394B	Core: Equity Market	3	3	2	3	3	3	3	2	2	3
21394C	Core: Corporate Accounting	2	2	2	2	1	2	2	2	1	3
21394D	Allied: Business Statistics	2	1	3	2	2	1	2	1	1	3
21394K	Online SWAYAM: Service Marketing	1	2	3	1	1	2	3	2	2	2
21494D	Allied: Financial Derivatives	3	3	2	2	2	3	2	1	2	1

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E1	CONTEMPORARY ENGLISH I	3	THEORY	-	100

Objective of the Course:

- To inculcate aesthetic sensitivity and develop creativity with literary texts.
- To train the students to use error free grammatical sentences.
- To understand the concept of Business English and use it effectively

Unit-I: Grammar

[12 Hours]

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication

[12 Hours]

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

Unit-III: Spoken English

[12 Hours]

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills

[12 Hours]

Listening skills-Videos on Self-motivation and Phonetics,
Speaking skills-Phone Conversations and Conversational Fillers,
Reading skills-Newspaper Article Review and Reading Comprehension,
Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature

[12 Hours]

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.

Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2	1	1		2		2	
CO2	1		1	2	2		2		1	
CO3	2		1	2	1		1		2	
CO4	1		2	1	1		1		2	1
CO5	1		2	2	2		1		1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, 11nd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, 11nd Ed
4	Understanding and Using English Grammar	Betty Schramper Azad	Orient Backswam	2009

Pedagogy: Lecture, Interactive and Discussion methods

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21194A	CORE: PRINCIPLES OF ACCOUNTING	4	Theory	80	20

Objectives of the Course:

- To define accounting concepts, conventions and rules.
- To prepare cash book, BRS, Bills of exchange accounts.
- To obtain a solid understanding on the preparation of final accounts, account current, average due date, consignment and joint venture

Unit I

(Teaching Hours: 13)

Fundamentals of book keeping – Accounting concepts and conventions - merits and demerits of accounting – Journal and Ledger – Trial Balance- Subsidiary Books.

Unit II

(Teaching Hours: 13)

Cash Book – Preparation of different types of cash book – Bank Reconciliation Statement – meaning – uses - Errors – Classification of Errors - Rectification of errors.

Unit III

(Teaching Hours: 13)

Apportionment of capital and revenue expenditure – preparation of final statements of accounts of a sole trading business with simple adjustments.

Unit IV

(Teaching Hours: 13)

Bill of exchange – meaning - accounting entries for Bills transactions – Account Current – Meaning – Product method - Daily balance method - Average Due Date – meaning - Determination of Average Due date and calculation of interest.

Unit V

(Teaching Hours: 13)

Consignment accounts - meaning – distinguish between consignment and sale – Normal loss - Abnormal loss - Joint venture - Difference between Consignment and Joint Venture.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Ability to understand the concepts and conventions of accounting.	K1 & K2
CO2	Building efficiency to prepare cash book, bank reconciliation statements and gain knowledge on error rectifications.	K2 & K3
CO3	Gain knowledge on apportionment of capital and revenue expenditure and preparation of final accounts.	K3 & K4
CO4	Skill development in the areas of Bill of exchange, account current and average due date.	K3 & K4
CO5	Differentiate the concepts of consignment and joint venture.	K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1		1				1	2
CO2	2	2	2	3	2	1	2	1		3
CO3	2	3	2	2	1		2	1		3
CO4	1	2	2	1			2	1	1	3
CO5	1	1	1				1	1	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S.Reddy and A.Murthy	Margham Publications	Revised edition 1 st January 2012
2	Advanced accountancy	S.P.Jain and K.L.Narang	KalyaniPublishers	Revised edition 1 st January 2014
3	Principles and Practice of Accountancy	R.L. Gupta,V. K.Gupta	Sultan Chand and Sons	Revised edition 1 st January 2019
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting	R.L.Gupta & Radhaswamy Vol I & II	SultanChand&Sons	Revised edition 2018
2	Introduction to accounting	T. S. Grewal	Sultan Chand & Company Ltd	Revised edition 1 st January 2016
3	Financial Accounting	Raj k Agarwal, Rupesh Agarwal	Taxmann	2015

Pedagogy: Lecture, e-contents, Assignments.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21194B	CORE: INTRODUCTION TO CAPITAL MARKETS	4	THEORY		100

Objective:

- To develop ability to understand fundamentals of investment & risk return concepts.
- To understand the Indian financial system and analyse the financial markets.
- To know about Securities and Exchange Board of India and its functions.

Unit I

(Teaching Hours: 13)

Investment Environment - Meaning - Investment decision process - Types of Investments – Risk and Return - Types of risk - Types of return - Security Market Indices - Sources of Investment Information

Unit II

(Teaching Hours: 13)

Indian financial system- Financial markets- Classification of financial markets- Money Market- Features- Objectives- Importance- Recent initiatives- Capital market-Features-Functions-Growth of capital market in India - Financial institutions in India- Institutions at Apex level- Regulatory authority of financial institutions

Unit III

(Teaching Hours: 13)

Fixed income securities – Introduction – Characteristics – Advantages – Disadvantages – Terms associated with fixed income securities – Participants in the debt markets – Bonds – meaning – Types of bonds – yields – types – Bond valuation – Risks of investing in a bond – Bond rating – Rating tier definitions.

Unit IV

(Teaching Hours: 13)

Stock Exchange – Functions – Listing of securities – Procedure – Trading system- Steps in trading- On Line Trading – Clearing and settlement – Depository system – Dematerialization process – Benefits of depository system-National Stock Exchange of India Limited

Unit V

(Teaching Hours: 13)

Investor Protection - SEBI - Functions of SEBI - Stock exchanges in India - Role of stock exchanges in investor protection -strategies on financial education - Steps taken by SEBI to improve Stock Market and Capital Market – BSE-SENSEX-S&P CNX NIFTY – CNX NIFTY.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding Investment environment, risk and return concepts.	K1, K2
CO2	Gaining skill sets in the Indian financial markets and the regulatory authority of financial institutions.	K2, K3
CO3	In-depth knowledge in fixed income securities, bonds, bond valuation and risk of investing in bonds.	K2, K3, K4
CO4	Summarized knowledge on stock exchange, online trading procedures, dematerialization process, NSE and BSE.	K4, K5
CO5	Describes Investor protection and role of SEBI in stock market improvements.	K1, K2

Note: K1- Remembering; K2 -- Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	2	2	2	1	1	2	2
CO2	1	2	2	1	2	1	2	1	2	1
CO3	2	3	2	2	2	3	1	1	2	2
CO4	2	3	2	2	2	3	2	1	2	3
CO5	2	2	2	1		2	2		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Security Analysis and Portfolio Management	Preethi Singh	Himalaya Publication	Revised edition 1 st august 2016
2	Security Analysis and Portfolio Management	Punithavathy Pandian	Vikas publishing House	2 nd E. Revised edition 1 st January 2012
3	Investment Management: Security Analysis and Portfolio Management	Bhalla. V.K	Sultan Chand	New Delhi 19 th edition 2013
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Security Analysis and Portfolio Management	Fischer- Donald E. and Ronald J. Jordan	Prentice Hall of India	2008
2	Security Analysis and Portfolio management	Avadhani V A	Himalaya Publishing House	12 th revised edition. 2015
3	Security Analysis	Benjamin Graham, David L. Dodd	Mc Graw Hill	2015, 6th Edition

Pedagogy: Lecture, PPT Presentation, e-content, group discussions

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21194C	ALLIED: BUSINESS COMMUNICATION	4	THEORY(UNIT I-IV) / PRACTICAL (UNIT V)	-	100

Objective:

- To develop ability to communicate on matters having relevance to day – to –day business operations
- To acquire various types of communication skills.
- To develop the practical exposure on the aspects of group discussion, interview, team work, time management.

Unit I

(Teaching Hours: 13)

Definition -Types and patterns of communication - Spoken communication - Written communication - Non-verbal communication – Audio - visual communication and Multimedia communication - Objectives of communication - Horizontal communication - Upward communication - Barriers to communication.

Unit II

(Teaching Hours: 13)

Business correspondence - Functions - Various kinds of business correspondence. Business Letter- Characteristics - Organization Structure and Layout of a business letter - Letter of Enquiries and Replies - Offers and quotations - Orders and Execution - Credit and Status Enquiries – Complaints - Claims and adjustments.

Unit III

(Teaching Hours: 13)

Sales Letters – Circulars - Bank Correspondence - Life Insurance Correspondence - Collection letters – Correspondence of a Company Secretary.

Unit IV

(Teaching Hours: 13)

Report writing – Classification - Characteristics of a good report - Management Information System – meaning - Information needed for management - Curriculum Vitae.

Unit V

(Teaching Hours: 13)

Career strokes: On-line Practical modules – Communication skills – Group Discussion – Interviews – Team work – Time management – Business awareness.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Acquire various types of communication skills.	K1,K2
CO2	Gain knowledge on business correspondence	K2,K3
CO3	Development of skill sets in official correspondence viz. Sales, circulars, banks, life insurance and so on.	K2,K3
CO4	Summarized knowledge on report writing and MIS.	K3,K4,K5
CO5	Practical exposure on the aspects of group discussion, interview, team work, time management and business awareness.	K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		1	2			2		2	1
CO2	1		2	3	2		3		3	2
CO3			2	3	2		3		2	1
CO4	1		2	2			3		3	2
CO5	1		2	2	1		3		3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Communication	Dr. K.K. Ramachandran	Vikas Publication	2015
2	Essentials of Business Communication	Rajendra Pal, J.S.Korlahalli	Sultan Chand and Sons	2020
3	Business Communication	R.K.Madhukar	Vikas Publishing House	3 rd edition 2018
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Communication	R.C. Bhatia	Ane Books India	1 st december- 2009
2	Communication for Business	Shisley Taylor	Pearson	2010
3	Effective Business Communication	Asha Kaul	PHI Learning	2015

Pedagogy: PPT Presentation, e-content, Group discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21194D	ALLIED: BUSINESS ORGANISATION AND MANAGEMENT	4	THEORY		100

Objective

- To impart knowledge on various aspects of business and its organization and management
- To gain knowledge on functions of managements and decision making skills.
- To obtain the theoretical knowledge on motivational theories, leadership styles and MBO

Unit I:

(Teaching Hours: 13)

Nature and scope of business - Forms of Business Organisation: Sole trader, Partnership firms, Joint Stock Companies and Co-operative societies - Public Enterprise - Registration Procedures

Unit II:

(Teaching Hours: 13)

Location of business – factors influencing location, localisation of industries - size of firms – Sources of finance – Shares - types of shares - Debentures – types of debentures – Public deposits – Bank credit and Trade credit – Relative merits and demerits.

Unit III:

(Teaching Hours: 13)

Management - Nature and scope of Management - Functions of Management - Planning - Meaning, Nature and importance of Planning - Advantages and limitations - Steps in planning - Methods and types of Plans . Decision making - Steps in decision making

Unit IV:

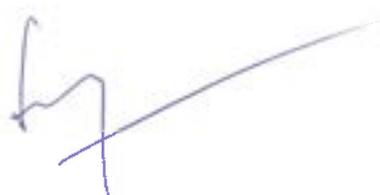
(Teaching Hours: 13)

Organisation - Meaning, nature and importance - Principles of sound organisation - Organisation structure- Span of control - Organisation chart- Key elements of organisation process viz., Departmentation, Delegation and Decentralisation - Authority relationships - Line, functional and staff.

Unit V:

(Teaching Hours: 13)

Motivation - Need - Motivational Theories in Management - Leadership styles –Management by Objectives (MBO) - Management by Exception (MBE), Control – steps - Techniques of control



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Know the nature and scope of business and forms of business organization.	K1, K2
CO2	Enumerates various sources of finance and its relative pros and cons.	K2, K3
CO3	Ability to gain knowledge on functions of managements and decision making skills.	K2, K3, K4
CO4	Describes organizational structure, delegation and authority relationships.	K2, K3, K4
CO5	Theoretical knowledge on motivational theories, leadership styles, MBO and MBE.	K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			1	2	2		2		2	2
CO2	1	2	2	2	1	2	2		2	2
CO3	2	2	2	2	2	1	2	1	2	3
CO4		1	2	2	1		2	1	2	2
CO5	1		2	2	2		2		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Organisation and Management	Bhushan Y.K	Sultan Chand &Co.Ltd,	2013
2	Modern Business Organization and Management	S. A. Sherlekar and V. S. Sherlekar	Himalaya Publishing house	1 st January 2018
3	Business organisation and management	M. C. Shukla	S chand&co.Ltd,	1 st December 2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Modern business	Chatterjee	World Press	1977
2	Business Management	Dinkarpagare	Sultan Chand & Sons	2018
3	Business Organisation and Management	P.C Tulsian, Vishal Pandey	Pearson Education	2011

Pedagogy: PPT Presentation, e-contents, Assignments

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E1	CONTEMPORARY ENGLISH II	3	THEORY	-	100

Objective of the Course:

- To inculcate aesthetic sensitivity and develop creativity with literary texts.
- To train the students to use error free grammatical sentences.
- To understand the concept of Business English and use it effectively.

Unit-I: Grammar

[12 Hours]

Phrases, Clauses, Sentence Structure, Idioms, Lexical Skills

Unit-II: Effective Communication

[12 Hours]

Social English and Cultural Awareness, Writing Paragraphs, CV (resume)/Job Interviews, Presentations- Structure and Key Phrases, Presentation-Being Lively and Persuasive, Style-Clarity and Emphasis

Unit-III: Communication Practice

[12 Hours]

Communication Exercises, Real Life Incidents, Face-to-Face training, Presentation Skills, Group Discussion and Seminars

Unit-IV: LSRW Skills

[12 Hours]

Listening skills-Interview with a CEO & Marketing Director, Nature: Changing Opinions, Extended Multiple Choice, Summary Completion

Speaking skills-Pronunciation: Word Stress, Stress Shift, Contrastive Stress, Emphasis, Compound Adjectives, Past Simple Endings

Reading skills- Information and Communication Technology, Globalization and Economic Policy

Writing skills-Feature Writing, Interviewing & Ad Writing

Unit-V: Literature

[12 Hours]

Prose-I have a Dream by Martin Luther King Jr and Words of Wisdom by Chetan Bhagat

Poetry- A Prayer for my daughter by WB Yeats and Palanquin Bearers by Sarojini Naidu

Short Stories-The Last Leaf by O'Henry and Glory at Twilight by Bhabani Bhattacharya.



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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2	1	1		2		2	
CO2	1		1	2	2		2		1	
CO3	2		1	2	1		1		2	
CO4	1		2	1	1		1		2	1
CO5	1		2	2	2		1		1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	2015, 1st Ed
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, 2nd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, 2nd Ed
4	Listening and Speaking Skills	Barry Cussack & Sam McCarter	Macmillan	2007
5	Active English	Alma S Juneja & Vaseem Qureshi	Alma S Juneja & Vaseem Qureshi	2014
6	Business English Handbook Advance	Paul Emerson	Macmillan	2007

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21294A	CORE: FINANCIAL ACCOUNTING	4	THEORY	80	20

Objectives:

- To gain basic knowledge of Depreciation accounting, Branch, Departmental accounts and Hire Purchase accounts.
- To understand the accounting treatment and Statement of affairs method and conversion method
- To know the accounting methods for Non Trading Concern and Single entry systems.

Unit I

(Teaching Hours: 15)

Depreciation – Objectives, Causes, Factors to be considered in charging depreciation -Methods – Straight line method – Written down value method – Annuity method. Reserves and provisions –Types of reserves and provisions - Difference between reserves and provisions.

Unit II

(Teaching Hours: 13)

Hire purchase System – Features – Accounting treatment – Calculation of interest (Excluding Hire Purchase Trading A/c and Default and repossession) Instalment purchase systems – Difference between hire purchase and instalment systems.

Unit III

(Teaching Hours: 12)

Branch accounts (excluding foreign and independent branches). Departmental accounting – Apportionment of common expenses–inter–departmental transfer at cost price and selling price–distinction between departments and branches.

Unit IV

(Teaching Hours: 12)

Single Entry System – Meaning - features - Difference between single entry system and double entry system – Difference between statement of affairs and balance sheet –Accounting treatment - Statement of affairs method and conversion method (Excluding final accounts).

Unit V

(Teaching Hours: 13)

Non Trading Concern Accounts - Meaning – Scope – Capital Expenditure – Revenue Expenditure – Preparation of Receipts and Payments Accounts – Income and Expenditure Accounts – Balance Sheet of Non Trading Concerns.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explains concepts and types of depreciation with the accounting treatments.	K1, K2
CO2	Gains basic knowledge on hire purchase system and installment purchase system.	K2, K3
CO3	Differentiate between single entry and double entry system.	K1, K2
CO4	To understand the elements of branch accounts and departmental accounts	K3, K4
CO5	Enumeration of differentiation between capital and revenue expenditure, receipts and payments, income and expenditure of non trading concerns.	K2, K3, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	2	2	2	2	1	2	2
CO2	2	2	2	2	1	1	1	1	2	3
CO3	1	2	2	2	2	2	2	2	2	3
CO4	2	3	2	3	2	1	2	1	2	2
CO5	3	2	2	3	3	2	3	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T.S.Reddy & A.Murthy	Margham Publications	Revised edition 1 st January 2012
2	Advanced Accounting	R.L.Gupta & Radhaswamy	Sultan Chand & Sons	Revised edition 2018
3	Advanced Accounting	Jain and Narang	Kalyani Publishers	Revised edition 1 st January 2014
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting – volume I & II	S.N.Maheswari	Vikas Publishing house	2018
2	Financial Accounting	Dr S Ganesan, S R Kalavathi	Thirumalai Publication	2018
3	Financial Accounting	Raj k Agarwal, Rupesh Agarwal	Taxmann	2015

Pedagogy: Lecture, e-content seminars, Assignments

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21294B	CORE: FINANCIAL ASSETS AND MARKETING	4	THEORY		100

Objectives:

- To study the overview of financial assets and financial instruments.
- To obtain knowledge about financial system and its functions.
- To gain the knowledge about financial markets and financial regulators.

Unit-I

(Teaching Hours: 13)

Financial Instruments - Meaning and classification of financial instruments (multiple ways of classifying financial instruments), Evaluation of financial instruments (risk return trade-off), Characteristics of financial instruments, New financial instruments

Unit-II

(Teaching Hours: 13)

Financial system – Introduction – Overview of financial system – Functions of a financial system – Evolution of financial systems (Capital market oriented) – Financial systems in India compared with those in developed nations and developing nations, constituents of the financial system and inter relationships between various components.

Unit-III

(Teaching Hours: 13)

Financial markets – Meaning – Overview – Role. Valuation of securities-Regulations-Globalization-growth of financial marketing industry in India - Recent trends in financial sector.

Unit-IV

(Teaching Hours: 13)

Money market: - Certificates of deposit- Procedure of issue- - Guidelines by RBI- money market yields.
Bond market: - meaning – characteristics – advantages and disadvantages – back ground – types – limitations.

Unit-V

(Teaching Hours: 13)

Financial Regulators:- Meaning - features of financial regulators - Role - functions of financial regulators - Kinds of financial regulators - markets regulated by each regulator - Financial Market Globalization.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basic knowledge on financial instruments and its evolution.	K1, K2
CO2	Develops skill sets in financial systems evolution, constituents and it's inter relationships.	K1, K2, K3
CO3	Enumerates the growth and recent trends in financial sectors.	K2, K3, K4
CO4	Cognition of money market, bond market and guidelines by RBI.	K3, K4
CO5	Enriched knowledge on financial regulators, its role and globalization of financial markets.	K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	3	3	1	2	1
CO2	3	3	2	3	2	2	3	2	2	1
CO3	2	3	2	3	2	3	2	2	2	2
CO4	3	3	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	2	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Financial Management	Prasanna Chandra	Tata Mc-Graw Hill Publishing Co.Ltd	8 th edition, 2011
2	Financial Management	I.M.Pandey	Vikas Publishing House Pvt.Ltd	11 th Edison, 2015
3	Financial Management	Khan & Jain	Tata Mc-Graw Hill Publishing Ltd	8 th Edison, 2011
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Elements of Financial Management	Dr. S. N. Maheshwari	Sultan Chand and Sons	2019
2	Financial Management theory and practice	ShashiK.Gupta and R.K.Sharma	Kalyani Publishers	1 st January 2014
3	Guide to Financial Management	John Tennent	Wiley Publications	2008

Pedagogy: PPT Presentation, e-contents, Group discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21294C	ALLIED : BUSINESS MATHEMATICS	3	THEORY	80	20

Objective:

- To gain knowledge about the computations of numerical aspects related to business.
- To learn about the overview of Operations Research especially in practicing the Industrial problems
- To gain knowledge in revenue function and finding total and marginal revenue function.

Unit I:

(Teaching Hours: 13)

Matrix - Basic Concepts-Addition and Multiplication of matrices-Inverse of matrix-Rank of a Matrix- determinants of a matrix -solution of Simultaneous linear equations – Cramer’s rule and matrix method.

Unit II:

(Teaching Hours: 13)

Simple and Compound Interest- Interpolations – Binomial expansion method – Newton’s method of forward differences – Newton’s method of backward differences – Lagrange’s method

Unit III:

(Teaching Hours: 13)

Operations Research- Meaning, Scope and Limitations-Linear programming problem-Formulation- Canonical & standard forms of L.P.P-solution by Graphical method-solution by Simplex method (Basic problems only).

Unit IV:

(Teaching Hours: 13)

Network Analysis-Introduction-Basic concepts-Rules of Network Construction- Critical Path Analysis(CPM) - Project Evaluation and Review Technique (PERT)- Probability Considerations in PERT- Distinction Between PERT and CPM

Unit V:

(Teaching Hours: 13)

Transportation Problem-Introduction-matrix form of T.P-The transportation Table- balanced and unbalanced - NWC, LCM, VAM (Problems in IBFS only) -The assignment problem –the assignment algorithm-unbalanced assignment problem – Hungarian Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students come to know about the applications of different financial mathematical concepts	K1, K2, K3
CO2	Students learn about the concept of Matrix and its Applications	K2, K3
CO3	Students gain knowledge in revenue function and finding marginal revenue function from total revenue function	K1,K2,K3
CO4	Students gain knowledge in revenue function and finding total revenue function from marginal revenue function	K1,K2,K3
CO5	Students learn about the overview of Operations Research especially in practicing the Industrial problems with Maximizing the profit and Minimizing the cost	K2,K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2	2		3	2	2	3
CO2	2	1	2	2	2		2	2	2	3
CO3	2	3	3	3	2		2	2	2	2
CO4	3	2	2	2	2		2		2	3
CO5	3	1	2	2	2		2	1	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Mathematics and Statistics	P.A. Navnitham	Jai Publishers, Trichy	2019 Edition
2	Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2012 Edition
3	Business Mathematics	M.Wilson	Himalaya Publishing House	2012 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Mathematics	P.R.Vittal	Margham Publications,	2005 Edition
2	Operations Research	S.Kalavathy	Vikas Publishing House	2013 Edition
3	Introduction to Operations Research	Kanti Swarup, P.K. Gupta	Sultan Chand and sons	2005 Edition

Pedagogy: Lecture, Assignments, e-content

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21294P	SKILL BASED SUBJECT : COMPUTER APPLICATIONS PRACTICAL I (MS OFFICE)	2	Practical	-	-

OBJECTIVES : To improve the skills in MS Office Package.

MS WORD

1. Type Chairman's speech/ Auditor's report / Minutes/ Agenda and perform the following operations: Bold, Underline, Font Size, style, Background colour, Text colour, Line spacing, Spell Check, Alignment, Header & Footer, Inserting pages and page numbers, Find and Replace.
2. Prepare an invitation for the college function using Text boxes and clip parts.
3. Design an invoice and Account sales by using Drawing tool bar, Clip Art, Word Art, Symbols, Borders and Shading.
4. Prepare a Class Time Table and perform the following operations: Inserting the table, Data Entry, Alignment of Rows and Columns, Inserting and Deleting the Rows and Columns and Change of Table Format.
5. Prepare a Shareholders meeting letter for 10 members using mail merge operation.
6. Prepare Bio-Data by using Wizard/ Templates.



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MS EXCEL

1. Prepare a mark list of your class (minimum of 5 subjects) and perform the following operations: Data Entry, Total, Average, Result and Ranking by using arithmetic and logical functions and sorting.
2. Prepare Final Accounts (Trading, Profit & Loss Account and Business Sheet) by using formula.
3. Draw the different type of charts (Line, Pie, Bar) to illustrate year-wise performance of sales, purchase, profit of a company by using chart wizard.
4. Prepare a statement of Bank customer's account showing simple and compound interest calculations for 10 different customers using mathematical and logical functions.
5. Prepare a Product Life Cycle which should contain the following stages: Introduction, Growth, Maturity, Saturation, Decline.

MS POWER POINT

1. Design presentation slides for a product of your choice. The slides must include name, brand name, type of product, characteristics, special features, price, special offer etc. Add voice if possible to explain the features of the product. The presentation should work in manual mode.
2. Design presentation slides for organization details for 5 levels of hierarchy of a company by using organization chart.
3. Design slides for the headlines News of a popular TV Channel. The Presentation Should contain the following transactions: Top down, Bottom up, Zoom in and Zoom out. - The presentation should work in custom mode.
4. Design presentation slides about an organization and perform frame movement by interesting clip arts to illustrate running of an image automatically.
5. Design presentation slides for the Seminar/Lecture Presentation using animation effects and perform the following operations: Creation of different slides, changing background color, font color using wordart.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To provide fundamental knowledge of the use of computers in business	K2,K3
CO2	To provide an exposure in MS office	K2,K3
CO3	To familiarize with basic MS office word, Excel, Presentation	K3,K4
CO4	To develop student for report writing and different ways of presenting the report	K3,K4,K5
CO5	To develop the ability to use MS office in work environment	K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	1	3	1	2		1	2
CO2	2	1	1	1	2	2	2		1	1
CO3	2	1		2	3	1	3		1	1
CO4	2	2	1	2	3	2	3		2	2
CO5	3	2	1	1	2	2	2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Microsoft Office PowerPoint 2007 Step by Step	Joan Lambert, Joyce Cox	Microsoft	2007
2	Practical Guide to PC and Microsoft Office 2010	Sergey K. Aityan	Createspace Independent Pub	2012
3	Microsoft Office 2016 Step by Step	Joan Lambert, Curtis Frye	MICROSOFT Press	2015

Pedagogy: PPT Presentation, Lecture, e-contents.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21294K	Online SWAYAM: Managerial Economics	3	-	-	-

Course Link: https://swayam.gov.in/nd1_noc20_mg67/preview

Objective of the Course:

1. This course will introduce the students to different concepts, theories, tools and schools of thoughts in economics and their application on business decision/research problem.
2. All functional areas of management derive their basic principles and concepts from economics. The objective of this course is to acquaint students with basic tools and concepts of micro economic analysis and their application to managerial decision making.
3. This course will enable students to analyze firm-level economic problems and to take informed and optimal decisions subject to various constraints and objectives.

COURSE LAYOUT

Week 1: Introduction to Managerial Economics

Week 2: Theory of Demand

Week 3: Theory of Consumer Behaviour

Week 4: Elasticity and Demand Forecasting

Week 5: Production Analysis

Week 6: Cost Analysis

Week 7: Theory of Market – Perfect Competition

Week 8: Theory of Market – Monopoly and Monopolistic Competition

Week 9: Theory of Market – Oligopoly

Week 10: Theory of Market – Oligopoly and Game theory

Week 11: Theory of Market – Oligopoly and Game theory

Week 12: Product Pricing and Course Summary

BOOKS AND REFERENCES

Managerial Economics by Christopher Thomas . S. Charles Maurice



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21394A	CORE : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	4	THEORY		100

Objective:

- To gain the knowledge about investment programme and its stages and process.
- To familiarize the fundamental concept of Securities and Portfolio Management
- To provide knowledge of risk and return involved in the optimal portfolio selection

UNIT I

(Teaching Hours: 13)

Features of an Investment Programme – The Investment Process – Stages in Investment – Structure of New issue market – types of issue - Book building - Secondary market – SEBI – Guidelines

UNIT II

(Teaching Hours: 13)

Security analysis meaning and methods: Fundamental analysis : Economic analysis – economic forecasting. Industry analysis – Analytical tools. Company analysis- study of financials, going beyond numbers- analysis of financial statements- Estimation of intrinsic value.

UNIT III

(Teaching Hours: 13)

Fundamental Analysis; Technical Analysis: Assumptions - Dow Theory – trends – charts – Efficient Market Theory: Weak Form – Semi- Strong Form - Strong Form of Market - Experiments and Analysis of Theory .Comparisons with Fundamental and Technical Analysis.

UNIT IV

(Teaching Hours: 13)

Portfolio construction: Traditional Vs. Portfolio Analysis - Markowitz Model - Efficient Frontier – Random walk theory- Sharpe ideal Index - construction of optimal portfolio- Capital Asset Pricing theory (CAPM) – assumptions - Security market line – Arbitrage portfolio

UNIT V

(Teaching Hours: 13)

Portfolio revision : Sharpe's performance Index - Treynor's performance Index - Jensen's performance Index. Management of portfolio: Passive management and Active management.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Familiarity of Investment process, new issue market, secondary market and SEBI guidelines.	K1, K2
CO2	Acquire knowledge on fundamental analysis of securities.	K2, K3
CO3	Comparison skills of fundamental and technical analysis of securities.	K3, K4
CO4	Broad theoretical aspects of portfolio analysis, Markowitz model, CAPM theory can be gained.	K3, K4
CO5	Basic understanding of portfolio revision strategies.	K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	3	3	3	2	3	2	3	2
CO2	3	3	3	3	2	3	3	1	2	3
CO3	3	3	3	3	3	3	2	2	3	3
CO4	2	3	3	2	3	3	3	2	3	3
CO5	3	3	2	2	2	3	3	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Portfolio Management	Preethi Singh	Himalaya Publication	Revised edition 1 st august 2016
2	Security Analysis and Portfolio Management	Punithavathy Pandian	Vikas publishing House	2 nd E. Revised edition 1 st January 2012
3	Investment Management: Security Analysis and Portfolio Management	Bhalla. V.K	Sultan Chand	New Delhi 19 th edition 2013
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Security Analysis and Portfolio Management	Fischer- Donald E. and Ronald J. Jordan	Prentice Hall of India	2008
2	Security Analysis and Portfolio management	Avadhani V A	Himalaya Publishing House	12 th revised edition. 2015
3	Security Analysis	Benjamin Graham, David L. Dodd	Mc Graw Hill	6th Edison, 2015

Pedagogy: PPT Presentation, e-contents, Group discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21394B	CORE : EQUITY MARKET	4	THEORY		100

Objective:

- To disseminate the fundamental concept of Equity capital
- To understand the share issue procedures, listing, stock exchange regulations.
- To provide knowledge of risk and return involved in the equity investments for corporate and shareholders

UNIT I

(Teaching Hours: 13)

Equity Market - Meaning, Benefits & Types - difference between the equity market and the stock market- Origin of Equity market – raising capital- types of equity -issuing and flotation of shares- private offer- market participants-issue process- flotation process

UNIT II

(Teaching Hours: 13)

Issue procedures- different approaches to selling the shares- Initial public offer IPO- meaning- mechanisms of IPO- listing of shares-continues raising of equity- secondary market dealings- stock exchange regulations- . Market participants

UNIT III

(Teaching Hours: 13)

Share pricing- determination of share price- premium issue and discount issue- Factors determining the share price- market capitalization-earnings & cash flow to the company- dividends decisions- asset value- analyst recommendations

UNIT IV

(Teaching Hours: 13)

Return on equity- value of common equity- net income-preferred dividends- deferred tax liability return on capital – value added- EBIT-EPS- buyback of equity-perpetual equity- benefits to share holders- market capitalization

UNIT V

(Teaching Hours: 13)

Stock exchange - SEBI- Listing agreements - International listings- Biggest exchanges- depository benefits - trading shares in international exchanges, GDR, ADR - impact of other exchanges in India- emerging markets.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Fundamental knowledge on equity market and types of equity.	K1, K2
CO2	Understanding share issue procedures, listing, stock exchange regulations.	K2, K3
CO3	Develops ability to analyze share pricing, dividend decisions and asset valuation.	K2, K3, K4
CO4	Comprehend concepts like return on equity, EBIT-EPS, deferred tax liability.	K4, K5
CO5	General theoretical knowledge on stock exchange, SEBI, GDR, ADR and its emerging market requirements.	K1, K2, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	3	3	3	3	2	3	2
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	FINANCIAL DERIVATIVES THEORY, CONCEPTS AND PROBLEMS	Gupta S.L	PHI, Delhi,	2 nd Edition, 2017
2	FINANCIAL DERIVATIVES	Kumar S.S.S	PHI, New Delhi	2007
3	RISK MANAGEMENT & DERIVATIVES	Stulz M. Rene	Cengage Learning, New Delhi	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Options, Futures, and Other Derivatives	Hull, JC	Pearson	10 th edition, 2018
2	Risk Management & Derivatives	Stulz, RM	CENGAGE LEARNING	INDIA EDITION, 2002
3	Common Stocks and Uncommon Profits	Philip A Fisher	Wiley	2003

Pedagogy: Lecture, PPT Presentation, e-contents



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21394C	CORE : CORPORATE ACCOUNTING	4	THEORY	80	20

Objective

- To know about shares and debentures and to prepare a statement showing underwriter and net liability
- To ascertain pre and post incorporation profits
- To prepare final accounts of a company and liquidators final statement of accounts.

Unit I:

(Teaching Hours: 13)

Shares: Issue- Calls-in-arrears and Calls-in-advance- Over subscription and under subscription- Issue of shares at premium- Issue of shares at discount- Forfeiture of shares- Re- issue of forfeited shares- Bonus issue – Rights issue

Unit II:

(Teaching Hours: 13)

Preference shares, types, provisions relating to redemption of preference shares – Redemption of preference shares – Debentures, types of debentures, Difference between shares & debentures – Issue and redemption of debentures – Underwriting of shares and debentures – partial underwriting, complete underwriting (excluding firm underwriting)

Unit III:

(Teaching Hours: 13)

Amalgamation of companies – absorption of companies – Purchase consideration – various methods of ascertaining purchase consideration – External Reconstruction

Unit IV

(Teaching Hours: 13)

Profits prior to incorporation - Ascertainment of profit or loss prior to incorporation. (As per schedule VI) – Internal Reconstruction

Unit V:

(Teaching Hours: 13)

Preparation and presentation of company final accounts (As per schedule VI) – Legal requirements – Tax adjustments – Calculation of managerial remuneration – Preparation of profit/loss accounts – balance sheet – liquidation of companies – types of liquidation - order of payment (Excluding statement of affairs) – Liquidators final statement of account



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Enabling the students to understand the features of issue of shares, forfeiture of shares, re-issue, bonus issue and rights issue.	K1, K2, K3
CO2	Develop an understanding on preference share, redemption of preference share and debentures.	K2, K3, K4
CO3	Computational ability of purchase consideration methods, external reconstruction of amalgamation of companies.	K3, K4
CO4	Gain knowledge on profits prior to incorporation and internal reconstruction.	K3, K4, K5
CO5	Analyzing and computation of company final accounts.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	2	2	2	3	2	2	3
CO2	3	3	3	3	3	3	3	2	2	3
CO3	2	2	3	3	2	2	3	2	2	2
CO4	2	2	2	3	2	2	3	2	3	3
CO5	3	3	3	3	3	3	3	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Corporate Accounting	T.S.Reddy & A.Murthy	Margham Publications	2013
2	Advanced Accounting	Jain and Narang	Kalyani Publishers	Revised edition 1 st January 2014
3	Advanced Accounting	R.L.Gupta & Radhaswamy	Sultan Chand & Sons	Revised edition 2018
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting	S.N.Maheswari	Vikas Publishing house	2018
2	Advanced Accounting - II	T.S.Agarwal,M.S Shukla	S.Chand & Sons Publication	2019
3	Corporate Accounting	V Rajesekaran, R. Lalitha	Pearson	2011

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21394D	ALLIED : BUSINESS STATISTICS	3	THEORY	80	20

Objective

- To gain the knowledge about the computations of statistical concepts related to business.
- To obtain the variations in economic variables especially in price and quantity of the particular product in a particular period.
- To gain knowledge in creating charts and graphs in an innovative manner.

Unit I:

(Teaching Hours: 13)

Meaning, Definition and scope of statistics-Sources of data-Collection of data-primary and secondary-Methods of primary data collection-Editing secondary data-Sampling and its methods-Classification and Tabulation-Presentation of data by diagrams-Bar diagram and Pie diagram-Graphic representation of frequency distribution.

Unit II:

(Teaching Hours: 15)

Averages-Mean, Median, Mode, Geometric mean and Harmonic mean-their computation-properties and uses-Measures of dispersion-Range, Quartile deviation, Mean deviation, Standard deviation, co-efficient of variation.

Unit III:

(Teaching Hours: 13)

Skewness - Karl Pearson's and Bowley's coefficient of Skewness- Index Numbers-meaning-uses-selection of base year-Simple and Weighted Index Numbers-Tests of an Index Number- Consumer Price Index.

Unit IV:

(Teaching Hours: 12)

Correlation-meaning and definition-Scatter diagram-Pearson's coefficient of correlation - Computation and interpretation-Rank correlation-Regression-Meaning and methods of forming the regression equations and lines-Properties of Regression coefficients.

Unit V:

(Teaching Hours: 12)

Time series-Meaning-components-Models-Methods of estimating trend-Graphic, semi-average, moving average and least square methods (Linear equations only)-Seasonal Variation-Simple average Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the meaning and use of statistics and gain knowledge in creating charts and graphs in an innovative manner.	K1,K2,K3
CO2	Students come to know about different types of averages, deviations and their purposes.	K1,K2,K3,K4
CO3	Students can learn to obtain the variations in economic variables especially in price and quantity of the particular product in a particular period. It would help them to understand the market scenario to take business decisions.	K1,K2,K3
CO4	Students gain knowledge in finding relationship between the variables.	K1,K2,K3,K4
CO5	Students come to learn about the collection of observations in sequentially in time and their different types of analysis to forecast the future value.	K2,K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	2		2	1	2	3
CO2	1		2	2	2		2	1	2	3
CO3	1		2	2	2		2	1	2	3
CO4	2		2	1	1		2		2	3
CO5	1		1	2	2		2		2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Statistical Methods	S.P. Gupta	Sultan Chand & Sons, New Delhi	2012 Edition
2	Business Mathematics and Statistics	P.A. Navnitham	Sultan Chand & Sons, New Delhi	2019 Edition
3	Statistics – Theory and Practices	R.S.N. Pillai and Bagavathy	Sultan Chand & Sons, New Delhi	2010 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Applied Statistics	S.C. Gupta and V.K. Kapoor	Sultan Chand & Sons, New Delhi	2014 Edition
2	Business Statistics	P.R. Vittal	Margham Publications	2001 Edition
3	Fundamentals of Statistics	S.C. Gupta	Himalaya Publishing House	2018 Edition

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21394K	Online SWAYAM: Services Marketing	3	-	-	-

Course link : https://onlinecourses.swayam2.ac.in/imb21_mg51/preview

Objective of the Course:

1. This course will introduce the students to different concepts, theories, tools and schools of thoughts in service marketing and their application on business.
2. All the fundamentals of service marketing, strategic and tactical aspects of service marketing is analysed.
3. This course will provide knowledge about brand servicing, delivering service value and service quality and excellence.

COURSE LAYOUT

Week 01: Fundamentals of Services Marketing

What are Services, its Nature and characteristics, service encounter, consumer behavior, and strategic & tactical aspects of services marketing.

Week 02: Service Product & Branding

What is a Service Product, Concept of brand and its uses.

Week 03: Price & Promotion of Services

Pricing challenges, Pricing program, Revenue Management, Promotion mix, Promotion & Advertising strategies.

Week 04: Place & Process Decisions

Place and Process Decisions

Week 05: People & Physical Evidence

People management in service organizations and importance of Physical Evidence in Services Marketing

Week 06: Service Excellence

Service Excellence, Delivering Value, Service Quality, Service Recovery.

BOOKS AND REFERENCES

Services Marketing by R. Srinivasan

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21494D	ALLIED : FINANCIAL DERIVATIVES	4	THEORY		100

Objective:

- To understand the investment process of financial derivatives
- To understand the various types of financial derivatives like futures and options
- To gain the knowledge about Commodity derivatives and delivery of commodities.

Unit I:

(Teaching Hours: 13)

Financial Derivatives - Introduction, economic benefits of derivatives - Types of financial derivatives - Features of derivatives market - Factors contributing to the growth of derivatives - functions of derivative markets - Exchange traded versus OTC derivatives -traders in derivatives markets - Derivatives market in India

Unit II:

(Teaching Hours: 13)

Futures and forwards - differences-valuation of futures, valuation of long and short forward contract. Mechanics of buying & selling futures, Margins, Hedging using futures -specification of futures - Commodity futures, Index futures, interest rate futures – arbitrage opportunities.

Unit III:

(Teaching Hours: 13)

Financial Swaps - features and uses of swaps - Mechanics of interest rate swaps – valuation of interest rate swaps – currency swaps – valuation of currency swaps

Unit IV:

(Teaching Hours: 13)

Options: Types of options, option pricing, factors affecting option pricing – call and put options on dividend and non-dividend paying stocks put-call parity - mechanics of options -stock options - options on stock index - options on futures – interest rate options.

Unit V

(Teaching Hours: 13)

Commodity derivatives: commodity futures market-exchanges for commodity futures in India, Forward Market Commissions and regulation-commodities traded – trading and settlements – physical delivery of commodities



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Good understanding on financial derivatives and derivative markets in India.	K1, K2
CO2	Acquire knowledge of how forward contracts, futures contracts work.	K2, K3, K4
CO3	Better understanding of mechanism of financial swaps.	K2, K3, K4
CO4	Development of skills in options, its types and mechanics of options trading.	K2, K3, K4
CO5	Summarized knowledge on commodity derivatives and its trading and settlements.	K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	3	3	3	3	3	3	2	2	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial derivatives theory, concepts and problems	Gupta S.L	PHI, Delhi,	2 nd Edition, 2017
2	Financial derivatives	Kumar S.S.S	PHI, New Delhi	2007
3	Risk management & derivatives	Stulz M. Rene	Cengage Learning, New Delhi	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Options, Futures, and Other Derivatives	Hull, JC	Pearson	2018
2	Risk Management & Derivatives	Stulz, RM	CENGAGE LEARNING	INDIA EDITION, 2002
3	Common Stocks and Uncommon Profits	Philip A Fisher	Wiley	2003

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21494A	CORE : COST AND MANAGEMENT ACCOUNTING	5	THEORY	60	40

Objective:

- To learn the basics of cost and management accounting.
- To understand the methods of valuing material issues and levels of inventories.
- To gain the knowledge about preparation of budget and budgetary control.

Unit I

(Teaching Hours: 14)

Cost Accounting – Definitions and meaning of cost, costing and cost accounting – scope of cost Accounting – Relationship of cost Accounting with financial accounting and Management accounting – methods of costing – cost analysis, concepts and classification – Elements of cost, preparation of cost sheet.

Unit II

(Teaching Hours: 14)

Materials - Purchasing of materials, procedure and documentation involved in purchasing - requisitioning for stores - significant of material control - Methods of Valuing material issues -Level of inventories – Maximum level, minimum level, reordering levels, danger level, average stock level and safety stock - ABC analysis – EOQ.

Unit III

(Teaching Hours: 14)

Management accounting - Meaning, objectives and scope - Relationship between Management Accounting, Cost Accounting and Financial Accounting - need and significance of management accounting - Ratio analysis - significance of ratios and long-term financial position – profitability - uses and limitation of ratios

Unit IV

(Teaching Hours: 14)

Marginal costing and break even analysis- Cost-Volume – Profit Analysis, managerial applications of marginal costing - significance and limitations of marginal costing

Unit V

(Teaching Hours: 14)

Budgeting and budgetary control - definition, importance, essentials, classifications of budget, Preparation of Different Budgets- master budget, Cash Budget, Flexible Budget, materials and Production Budget - steps in budgetary control

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Ability to gain basic understanding of cost accounting, its concepts and classifications.	K1, K2
CO2	Gain knowledge on material control, material issue and inventory levels.	K3, K4
CO3	Understanding of relationship between management accounting, cost accounting and financial accounting.	K2, K4
CO4	Analyzing and computation of marginal cost and break even analysis.	K3, K4, K5
CO5	Calculation capability of budgeting and budgetary control.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	2	1	2	1	2	3
CO2	3	2	3	2	2	1	2	1	2	3
CO3	2	1	2	2	2	1	2	1	1	1
CO4	3	2	3	2	2	1	3	2	2	3
CO5	3	3	3	3	2	1	2	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Management Accounting	Dr.K.K.Ramachandran	Vikas Publihing	2015
2	Cost and Management Accounting	Jain and Naarng	Kalayani Publication	2014
3	Cost Accounting	Jain, S.P &Narang, K.L	Kalayani Publication	2017
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Cost Accounting	T.S.Reddy&Hariprasad	Margham Publications	2018
2	Cost and Management Accounting	S.N Maheshwari	Sulthan Chand &Sons NewDelhi	2013
3	Cost and Management Accounting – An Introduction	Colin Drury	Cengage Learning	7 th edition, 2011

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21494B	CORE : COMMODITIES MARKET	4	THEORY		100

Objective:

- To understand the meaning of commodity markets
- To understand the various types of commodities like forward, futures, options and Swaps
- To develop the practical knowledge on commodity trading in commodity exchange.

Unit I:

(Teaching Hours: 13)

Introduction to derivatives market- types of derivatives- forward, future, options, swaps- types of traders in commodity market- hedgers, speculators-arbitrages- origin and evolution of commodity trading in India.

Unit II:

(Teaching Hours: 13)

Commodity trading- meaning- definition- parties involved- transactions- types- mechanism of trading- significance of commodity market- commodity prices: basics and types of commodities traded in commodity exchanges

Unit III:

(Teaching Hours: 13)

Commodity futures- introduction-commodity futures in India- commodity future contracts- trading-system- trading hours- units of trading- quality specifications- due date-portion limits- impact of other financial instruments on commodity prices

Unit IV:

(Teaching Hours: 13)

Quantity variations- delivery centers- opening of contracts- organisation and governance of future exchanges- Forward markets commission FMC- role of commodity future market- impact of commodity future trading in cash prices

Unit V

(Teaching Hours: 13)

Uses of commodity future trading- price discovery- hedging and speculation- risk involved in commodities trading- multi commodity exchanges – role and scope of NMCE-NCDEX and MCX



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basic understanding of commodity markets and its trading in India.	K1, K2
CO2	Develop knowledge on commodity traded in commodity exchanges.	K2, K3, K4
CO3	In-depth knowledge on commodity futures in India and its impact on financial markets.	K2, K3
CO4	Comprehend the concepts of Quantity variation, FMC, commodity futures market.	K2, K4
CO5	Understanding the articulation of commodity future trading and risks involved in commodity trading.	K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial derivatives theory, concepts and problems	Gupta S.L	PHI, Delhi,	2 nd Edition, 2017
2	Financial derivatives	Kumar S.S.S	PHI, New Delhi	2007
3	Risk management & derivatives	Stulz M. Rene	Cengage Learning, New Delhi	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Options, Futures, and Other Derivatives	Hull, JC	Pearson	2018
2	Risk Management & Derivatives	Stulz, RM	CENGAGE LEARNING	INDIA EDITION, 2002
3	Common Stocks and Uncommon Profits	Philip A Fisher	Wiley	2003

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21494C	CORE : TAXATION FOR INVESTMENTS	4	THEORY	60	40

Objective

- To learn the various concepts and procedures related to taxation
- To develop the practical knowledge on calculating the income tax.
- To know about the Income Tax Authorities and Central Board of Direct Taxes.

Unit I: (Teaching Hours: 13)

The Income Tax Act - Definition of Income - Assessment year - Previous year - Assessee - Types of Assesseees - Scope of income - Charge of Tax - Residential status - Incomes which do not form part of total income.

Unit II: (Teaching Hours: 13)

Heads of Income – Income from Salary: - Salary – Definition – Characteristics – Computation of Income from Salary - Rates of tax for individuals.

Unit III: (Teaching Hours: 13)

Income from House Property: – Characteristics - Exempted Incomes from House Property - Deductions - Computation of Income from House Property - Income from Business and Profession: - Meaning of Business and Profession - Expenses expressly allowed - Expenses expressly disallowed - Computation of Profits and Gains of Business and Profession of an Individual.

Unit IV: (Teaching Hours: 13)

Income from Capital Gain: – Capital Asset – Long term Capital Asset – Short term Capital Asset – Indexation - Computation of Income from Capital Gain. Income from Other Sources – Various Sources of Income - Computation of Income from Other Sources.

Unit V: (Teaching Hours: 13)

Set off and Carry forward of losses: - Income Tax Authorities: - Central Board of Direct Taxes – Organisation structure – Functions – General Powers – Procedure for Assessment – Types of Assessment - E file return.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Secure knowledge about the basic concepts of income tax act.	K1, K2
CO2	Computational skills in Income from salary.	K2, K3
CO3	Analyzing knowledge under the head Income from house property.	K2, K3
CO4	Understanding the various concepts and calculation of Income from capital gains.	K2, K3, K4
CO5	Develop an ability to process set off, carry forward of losses and E-filing of returns.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	2	2	1	2	2	2	1
CO2	2	2	2	2	2	1	3	3	3	3
CO3	3	2	2	3	2	1	3	2	2	3
CO4	3	2	3	3	3	1	3	2	3	3
CO5	3	2	3	3	3	1	3	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	The Income Tax Act 1961	Bare Act		
2	Income Tax Law and Practice	Gaur and Narang	Kalayani Publishers	2020
3	Income Tax Law and Practice	DinkarPagare	Sultan Chand& Sons	2004
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Income Tax Law and Practice	Mehrothra	Sahitya Bhawan Publications	2020
2	Direct Tax	VinothSingania	Taxman Publication	44 th edition. 2020
3	Direct taxes Law and Practices	Dr. Vinod K. Singhanian, Dr. Kapil Singhanian	Taxmann Publications	65 th edition. July 2021

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21494P	Skill Based Subject: Practical II Online Trading	4	PRACTICAL		

Objective

SUBJECT CODE:

This ONLINE TRADING will provide the students a real time access to PAN , DEMAT account information, stock quotes elaborated market research and interactive trading. Online trading means that you can join anytime you want and it doesn't take a whole long time or a whole lot of money to do so. Also, support is always out there and if you add a bit of self learning and a lot of hard work, you will be well on your way to making your fortune in a few months.

1. How to applying for a PAN card – Documents needed to apply for PAN card.
2. Creating a DEMAT Account – Procedure for Opening a DEMAT Account.
3. Opening a bank account
4. Opening a Trading Account
5. Equity market
 - a. Intraday transactions – Buying and Selling of shares in a day
 - b. Delivery
6. Commodity Market
 - a. Intraday transactions – Buying and Selling of shares in a day
 - b. Delivery
7. Future and Options
 - a. Intraday transaction – Buying and Selling (call option trading, Put Option trading)
 - b. Delivery – before Expiry

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Practical exposure gained through opening DEMAT, Trading A/c. Skill sets in implementing theoretical knowledge is acquired. Skill sets development in areas like equity, commodities, interpretation, problem solving, data analysis etc.	K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	2	3	2	3	2	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: e-content, Group discussions

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21494K	ONLINE SWAYAM : SOFT SKILLS	2	-	-	-

Course Link: https://swayam.gov.in/nd1_noc20_hs60/preview

Objective of the Course:

The course, with its interactive and need based modules, will address various challenges of communication as well as behavioural skills faced by individuals at workplace and organizations in bridging the gaps through effective skills of interviews, group discussions, meeting management, presentations and nuances of drafting various business documents for sustainability in today's global world.

COURSE LAYOUT

- Week 1:** Introduction to Soft Skills, Aspects of Soft Skills, Effective Communication Skills, Classification of Communication, Personality Development
- Week 2:** Positive Thinking, Telephonic Communication Skills, Communicating without Words, Paralanguage
- Week 3:** Proxemics, Haptics: The Language of Touch, Meta-communication, Listening Skills, Types of Listening
- Week 4:** Negotiation Skills, Culture as Communication, Organizational Communication
- Week 5:** Communication Breakdown, Advanced Writing Skills, Principles of Business Writing
- Week 6:** Business Letters, Business Letters: Format and Style, Types of Business Letter
- Week 7:** Writing Reports, Types of Report, Strategies for Report Writing, Evaluation and Organization of Data
- Week 8:** Structure of Report, Report Style, Group Communication Skills
- Week 9:** Leadership Skills, Group Discussion, Meeting Management, Adaptability & Work Ethics
- Week 10:** Advanced Speaking Skills, Oral Presentation, Speeches & Debates, Combating Nervousness, Patterns & Methods of Presentation, Oral Presentation: Planning & Preparation
- Week 11:** Making Effective Presentations, Speeches for Various Occasions, Interviews, Planning & Preparing: Effective Résumé,
- Week 12:** Facing Job Interviews, Emotional Intelligence & Critical Thinking, Applied Grammar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21594A	CORE : RISK MANAGEMENT	4	THEORY		100

Objective

- To gain knowledge and an insight into the spectrum of risks faced by market participants
- To acquire skill sets in risk associated with trading of securities market.
- To understand the techniques of risk management and its hedging techniques

Unit I

(Teaching Hours: 13)

Introduction to risk-The Concept of Risk- Risk and Uncertainty: Distinction- Classification of Risks- Dynamic Nature of Risks- Types of Risk, including- Strategic and Operational Risks- Business Risk- Financial Risk- Information Risk- Liquidity Risk

Unit II:

(Teaching Hours: 13)

Risk in trading of securities market-types of equity risk- risk in trading of commodity market: forwards trading, futures trading, swaps and foreign currency markets- risk of quality of commodities- price risk

Unit III

(Teaching Hours: 13)

Credit risk measurement and management-Understanding the component of credit risk- Evaluating credit risk- Mitigating Credit risk- Qualitative and Quantitative techniques to manage risk- Credit scoring models

Unit IV

(Teaching Hours: 13)

Risk management- Concept of Risk Management- Objective and Process of Risk Management- Importance of Risk Management- Risk Management techniques-hedging techniques

Unit V

(Teaching Hours: 13)

Risk Quantitative Analysis- Population and Sample Analysis- Bayesian analysis- Statistical inference and hypothesis testing.- EWMA and GARCH Model-Volatility-Artificial Intelligence and Business Analytics.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Demonstrate knowledge on concepts of risk and uncertainty.	K1,K2,K3
CO2	Acquire skill sets in risk associated with trading of securities market.	K2,K3
CO3	Cognition of credit risk measurement and management.	K2,K3,K4
CO4	Understanding the techniques of risk management and its hedging techniques.	K2,K3,K4
CO5	Summarization of skills in risk quantitative analysis, statistical inference and hypothesis testing, artificial intelligence and business analytics.	K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	3	3	2	1	2	2	2	1
CO2	3	3	3	3	2	3	3	3	3	3
CO3	3	3	3	2	2	3	3	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Derivatives and risk management- An Introduction to Derivatives and Risk Management	Don M. Chance, Robert Brooks and Sanjay Dhamija	Cengage	2013
2	Credit risk management	K vaidyanathan	Sage Publications	2013
3	Derivatives and risk management	Rajiv srivastava	Oxford University Press	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	A Practical Guide to Risk Management	Thomas S. Coleman	Research foundation of CFA Institute	2011
2	A Comprehensive Guide to Exchange-Traded Funds (ETFs)	Joanne M. Hill	Research foundation of CFA Institute	2015
3	The Essentials of Risk Management	Michel Crouhy, Dan Galai, Robert Mark	Mc Graw Hill	2 nd edition, 2013

Pedagogy: Lecture, PPT Presentation, Group discussion, e-contents



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21594B	CORE : DEBT MARKETS	5	THEORY		100

Objective

- To know the valuation and application of a wide variety of debt instruments like bonds and the mechanism involved.
- To understand the functions and mechanisms of bond market.
- To know about the debt market and its regulatory framework.

Unit I

(Teaching Hours: 13)

Introduction to the Debt Markets- Evolution of Debt Markets in India- Money market & Debt Market in India- Regulatory framework in the Indian debt market-Scope of Debt Market In India

Unit II

(Teaching Hours: 13)

Instruments & Players in Debt Markets- Central Government Securities: Bonds, T-Bills, State Government Bonds- Green Finance and Green Bonds- Government securities, PSU bonds & Corporate Bonds- Open market operations- Securities Trading Corporation of India- Primary dealers in Government Securities

Unit III

(Teaching Hours: 13)

Bonds-origin of bonds- Features of bonds- Types of bonds- Issuers of bonds- Bond ratings- importance & relevance and rating agencies- why bonds are issued? - usefulness of bonds- underwriting of bonds

Unit IV

(Teaching Hours: 13)

Valuation of Bonds- Determinants of the value of bonds- Primary market & secondary market- Bond Mathematics- Yield Curve Analysis- intrinsic value of bond- bonds premium and discount- price changes in bonds-zero coupon bonds

Unit V

(Teaching Hours: 13)

Mechanisms of function of bond market- going digital- interest rate and bond prices- the changing nature of markets- inflation and return of bonds- securitisation valuation.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Common understanding of debt market and money market regulatory framework.	K1,K2
CO2	Development of skills on the instruments and players in debt markets.	K2, K3
CO3	Descriptive knowledge on everything regarding bonds.	K2,K3,K4
CO4	Critical analysis skills on bond valuation methods.	K2,K3,K4,K5
CO5	Understanding the functions of bond market and pricing strategies.	K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	2
CO2	3	3	3	3	3	3	3	2	2	2
CO3	3	3	3	3	2	3	3	2	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The Future of India's Debt Market	Bhardwaj, Gautam	Tata McGraw Hill	2008
2	Debt Market	Suryanarayan	ICFAI Publication Press	2008
3	Bond Markets, Analysis, and Strategies	Frank Fabozzi	Pearson	Seventh -Eighth Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fixed Income Securities	Pietro Veronesi	Wile	2010
2	Fixed Income Securities	Dun and Bradstreet	Tata McGraw Hill	2008
3	Debt Markets and Analysis	R Stafford Johnson	Bloomberg	2013

Pedagogy: PPT Presentation, Group discussion, e-contents, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21594C	CORE : FINANCIAL MANAGEMENT	4	THEORY	40	60

Objective

- To learn the basic concepts of capital, dividends and fund management
- To know about financial management and its functions.
- To understand the techniques of preparing capital budget.

Unit I

(Teaching Hours: 13)

Nature of financial management – Scope - objectives – Functions – Relationship between Risk and Return – Role and functions of financial manager – Time value of money. Financial Planning & Financial Plan – meaning – Scope of financial planning.

Unit II

(Teaching Hours: 13)

Capitalisation – over capitalisation and under capitalisation. **(only theory)**. Financial leverage – measures – EBIT – EPS Analysis– operating leverage – financial, business and operating risks **(problems)** – Theories of capital structure – net income approach – Net operating income Approach. MM Hypothesis, Traditional approach, **(only theory)**. – Determinants of capital structure.

Unit III

(Teaching Hours: 13)

Capital budgeting – Techniques – Payback period method, discounted cash flow, Accounting Rate of Return method **(problems)**.

Unit IV

(Teaching Hours: 13)

Cost of Capital – Meaning and importance – cost of debt, preference, equity and retained earnings – weighted average cost of capital **(problems)**

Unit V

(Teaching Hours: 13)

Dividend Policy - meaning- Factors determining dividend policy- Theories – MM Hypothesis - Walter's Hypothesis **(only theory)**

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Conceptual knowledge of financial management with different sources.	K1,K2
CO2	Elicit knowledge on theories of capital structures	K2,K3,K4
CO3	Computational ability of capital budgeting techniques.	K2,K3,K4,K5
CO4	Understand and analyse the cost of capital and WACC.	K3,K4,K5
CO5	Acquire knowledge on dividend policies under MM hypothesis and Walter's hypothesis	K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	2	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Management	Prasanna Chandra	Tata Mc-Graw Hill Publishing Co.Ltd	2011
2	Financial Management	I.M.Pandey	Vikas Publishing House Pvt.Ltd	2015
3	Financial Management	Khan & Jain	Tata Mc-Graw Hill Publishing Ltd	5 th edition, 2008

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Elements of Financial Management	Dr. S. N. Maheshwari	Sultan Chand and Sons	2019
2	Financial Management theory and practice	ShashiK.Gupta and R.K.Sharma	Kalyani Publishers	2014
3	Guide to Financial Management	John Tennent	Wiley Publications	2008

Pedagogy: Lecture, PPT Presentation, e-content, Assignments



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21594U1	ELECTIVE I : BUSINESS RESEARCH METHODS	4	THEORY		100

Objective

- To learn about the basics of research and its importance for the business.
- To know the various methods of analysis of data and its applications in the business management.
- To develop the students to write the report and oral presentation.

UNIT I

(Teaching Hours: 13)

Research - meaning - scope and significance – Types of research - Research Process - Characteristics of good research - Scientific method - Problems in research - Identifying research problem – concepts, constructs and theoretical framework.

UNIT II

(Teaching Hours: 13)

Hypothesis:- meaning - sources - Types - formulation Research design - Types - Features of good design - measurement - meaning - need Errors in measurement - Tests of sound measurement Techniques of measurement - Scaling Techniques - meaning - Types of scales - scale construction techniques.

UNIT III

(Teaching Hours: 13)

Sampling design - meaning - concepts - steps in sampling - criteria for good sample design - Types of sample designs - Probability and non-probability samples. Data collection:- Types of data - sources - Tools for data collection methods of data collection - constructing questionnaire - Pilot study - Data processing:- coding - editing - and tabulation of data - Data analysis.

UNIT IV

(Teaching Hours: 13)

Test of Significance:- Assumptions about parametric and non-parametric tests. Parametric Test - T test, F Test and Z test - Non Parametric Test - U Test, Kruskal Wallis, sign test. SPSS and its applications. (only theory)

UNIT V

(Teaching Hours: 13)

Interpretation - meaning - Techniques of interpretation - Report writing:- Significance - Report writing:- Steps in report writing - Layout of report - Types of reports - Oral presentation - executive summary - mechanics of writing research report - Precautions for writing report - Index and Bibliography.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Good understanding of research, its significance, types and importance of problem identification.	K1,K2, K3
CO2	Develop skills in hypothesis and research design.	K2, K3
CO3	Summarized knowledge on sampling design, its types, data collection methods and data analysis.	K2,K3, K4, K5
CO4	Practical implementation of test of significance using T-test, F-test, Z-test, U-test.	K3,K4,K5
CO5	Familiarity in the concepts of interpretation, report writing, report layout, Index and bibliography.	K2, K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	2	3	1	3	3	3	1
CO2	2	1	2	2	2	1	3	2	3	1
CO3	1	1	2	2	2	1	2	2	2	1
CO4	2	1	2	2	2	1	2	2	2	2
CO5	3	1	2	3	3	1	3	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Research methods for management and commerce	Rao K.V	Sterling	1994
2	Business Research Methods	Zikmund	Cengage Learning	9 th edition, 2013
3	Research methodology	Kothari C.R	New Age International	Second revised edition, 2021
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Research Methods	Donald R.Cooper and Pamela S.Schindler	Tata McGraw Hill	2000
2	Research Methods for Business	Uma Sekaran	Wiley Publications	8 th edition,2019
3	Essentials of Business Research Methods	Joe F Hair, Michael Page, Niek Brunsveld	Apex CoVantage LLC	2016

Pedagogy: PPT Presentation, Lecture, e-contents, Seminars

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21594D	SKILL BASED SUBJECT : BANKING IN FINANCIAL SYSTEMS	3	THEORY		100

Objective:

- To provide a thorough coverage with specific emphasis on International banking and its related concepts.
- To gain knowledge about evolution of banking, banking regulation act and functions of modern banking.
- To provide the knowledge about internet and mobile banking and the functions of foreign branches of Indian banks.

Unit I:

(Teaching Hours: 12)

Banking Regulation Act – 1949 – Evolution of Commercial Banks – Functions of modern commercial banks. RBI and its functions. Banker Customer relationship – General relationship and Special relationship. Negotiable instruments – Characteristics – Bill of Exchange – Essentials – Promissory note – Essentials – Cheque – Essentials – Endorsement – Crossing of cheques.

Unit II:

(Teaching Hours: 15)

International Banking – History – Reasons for growth – Definitions – Different forms. Offshore financial centre – Definition – Characteristics – Types – Categories – Benefits – Major Offshore financial centre – Profitability and prospects of International Banking.

Unit III:

(Teaching Hours: 14)

Legal and Regulatory Aspects of International Banking – Need for regulation – The Bank of Credit and Commerce International (BCCI) International affair – Legal issues. International Financial Institutions – World bank group(WBG), International Bank For Reconstruction and Development(IBRD), International Development Association(IDA), International Finance Corporation(IFC), Multilateral Investment Guarantee Agency(MIGA), International Monetary Fund (IMF) and its lending services.

Unit IV:

(Teaching Hours: 14)

Correspondent Banking -- Definition – Reasons for growth – Principal functions. Merchant Banking – Services. Banking facilities available to Non Resident Indian's (NRIs) and Overseas Corporate Bodies (OCBs) in India – Bank accounts for NRIs and OCBs – Various investment opportunities available.

Unit V

(Teaching Hours: 15)

Internet banking-Mobile Banking-Electronic Fund Transfer(EFT)- National Electronic Fund Transfer (NEFT)- Real Time Gross Settlement (RTGS)- Automatic Teller Machine (ATM)- Operations of Foreign branches of Indian Banks – Present position – Factors behind Overseas Branch expansion – Objectives of Indian Banks branches abroad.

Course Outcome mapping with Knowledge level

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Course Outcome	CO Statement	Knowledge level
CO1	Gain knowledge on evolution of banking, banking regulation act, functions of modern banking and negotiable instruments.	K1, K2, K3
CO2	Exposure on international banking and offshore financial centre.	K2, K3
CO3	Cognition skills on legal and regulatory aspects of international banking.	K2, K3, K4
CO4	Understanding the concepts of correspondent banking and NRI banking.	K2, K4
CO5	Enhanced knowledge on recent trends and development in banking.	K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1	2	2	1	2	1	2	1
CO2	3	2	3	2	3	2	2	1	2	2
CO3	2	2	2	2	2	2	2	1	2	1
CO4	2	1	2	2	2	2	2	2	2	2
CO5	3	2	3	3	3	2	2	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	International Banking	Indian Institute of Banking & Finance	Macmillan Publishers India Limited, Mumbai	2018
2	Fundamentals of International Banking	Rupnarayan Bose	Macmillan Publishers India Limited	2007
3	Banking Law and Practice	B.S.Raman	United Publishers	2018
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Banking Law and practice	S.N. Maheswari	Kalyani Publishers	2014
2	Principles & Practices of Banking	Study material of Indian Institute of Banking and Finance	Mac Millan Publication	1 st January 2019
3	Banking and financial systems	Sarma V Nityananda	Cambridge University Press India Pvt Ltd	2011

Pedagogy: PPT Presentation, e-content, seminar, Quiz



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21594S	SKILL BASED SUBJECT : INSTITUTIONAL TRAINING	2	PRACTICAL		

Objective

SUBJECT CODE:

This Institutional Training is to be done during the summer break after Semester 4 and is encouraged in order to enable students to gain practical experience in the field of their study. The type of Institutional Training needs to be approved by the Director. A request letter will be given to the student when approaching an organisation for Institutional Training opportunity.

Guidelines for Students

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. Students can select only the Private/Public limited companies for their Institutional Training.
3. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
4. No two students can select the same company/department for doing Institutional Training.
5. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
6. The students are suggested to choose the nature of the company in which they have interest.
7. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
8. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
9. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
10. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Practical exposure gained through work experience in various industries and service sector. Skill sets in implementing theoretical knowledge is acquired. Skill sets development in areas like communication, team coordination, report writing, interpretation, problem solving, data analysis etc.	K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	2	3	2	3	2	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: e-content, Group discussions



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021--2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21694A	CORE : CORPORATE GOVERNANCE	5	THEORY		100

Objective

- To study the fundamental theories and practice of corporate governance.
- To know about the history of the corporation, boards of directors, the division of profit sharing and various forms of employee ownership and equity ownership
- To learn about the international corporate governance.

UNIT I

(Teaching Hours: 13)

Introduction of corporate governance- The role and purpose of the corporation- Theoretical aspects of corporate governance- Agency theory and separation of ownership and control

UNIT II

(Teaching Hours: 13)

Shareholders and Shareholder Activism- Ownership structure and firm performance- Market for corporate control-Proxy fights and takeover bids-Hedge fund activism-The role of institutional investors

UNIT III

(Teaching Hours: 13)

Boards of Directors-Director and board structure-Who are they? Role, fiduciary duties and responsibilities-Independent director-Sarbanes-Oxley Compliance

UNIT IV

(Teaching Hours: 13)

Management -Management ownership and firm performance-Theory of Financial Contracting-Executive compensation-Stock options

UNIT V

(Teaching Hours: 13)

International Corporate Governance-Cross-Country comparison-Cross-country difference vs. Firm-level difference-Cross-Border investment by foreign investors-Investor protection and home bias-Country case study: China



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Ability to gain knowledge on role and performances of corporation and its theoretical aspects of corporate governance.	K1,K2
CO2	Acquire knowledge on ownership structure and firm performances.	K2,K3,K4
CO3	Exposure on Board of Directors, Director, board structure.	K1,K2,K4
CO4	Understanding the concept of theory of financing contracting.	K2,K3,K4
CO5	Cognition skills in Internal corporate governance.	K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

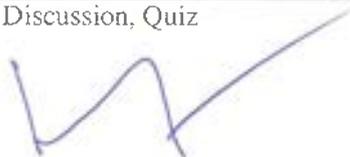
Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	2	2	1	2	2	2	1
CO2	2	2	2	2	2	1	2	2	2	2
CO3	1	1	2	2	2	1	2		2	
CO4	2	2	2	1	2	1	2	1	2	
CO5	2	1	2	2	2	1	2	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Governance	Monks, Robert A.G. and Nell Minow	New York: John Wiley & Sons	2011, 5 th EDISION
2	The Theory of Corporate Finance	Jean Tirole	Princeton University Press	2006
3	Corporate Governance	Kenneth Kim, John R. Nofsinger, Derek J Mohr	Prentice Hall	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Corporate Governance	Robert A. G. Monks and Nell Minow	Wiley	2011
2	Corporate Governance and accountability	Jill Solomon	Wiley	5 th edition, 2020
3	The Essential Book of Corporate Governance	G N Bajpai	Sage	2016

Pedagogy: PPT Presentation, e-contents, Group Discussion, Quiz



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21694B	CORE : VENTURE CAPITAL	4	THEORY		100

Objectives :

1. To teach how to maximize venture capitalists investment return in emerging technologies
Minimize financial risk.
2. To know the Maximize understanding of opportunity costs.
3. It enable to the students to ensure entrepreneur's accountability for return of venture capitalists investment.

UNIT :I

(Teaching Hours : 13 hrs)

Introduction to Venture Capital - Features of Venture Capital investments - stages of Venture Capital - process of selection of investment – Types of Venture Capital funding .

UNIT :II

(Teaching Hours : 13 hrs)

Venture Capital - Venture Capital cycle- Advantages of Venture Capital - Disadvantages of Venture Capital- growth of venture industry in India-. Venture Capitalist - Understanding Venture Capital and Venture Capitalists - Introducing venture capitalists - Role of Venture Capitalist - Mindset of Venture Capitalist .

UNIT :III

(Teaching Hours : 13 hrs)

Method of valuation in Venture Capital- Working pattern of Venture Capital Fund - Limitations in the selection process- Venture capital - Regulatory framework- Evaluate Potential Venture Opportunities- Managing Risk and Reward in the Entrepreneurial Venture

UNIT :IV

(Teaching Hours : 13 hrs)

New Venture Financing - Risk and Return in venture capital - Alternatives to venture capital - Types of businesses/industries preferred by Venture Capital – Venture capital for startups in India – Role of Incubation Centre.

UNIT :V

(Teaching Hours : 13 hrs)

Capital funds – Definition - origin - Differentiate PE funds, Venture Capital funds, and Angel investors – Due Diligence Procedures - Process of Financing - Types of Funding - Valuation Approaches - Legal Framework and Exit Routes for Venture Capital.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding the concepts of venture capital and types in venture capital.	K1,K2
CO2	Acquire knowledge on growth of venture industry in India and Role of Venture Capitalist .	K2,K4
CO3	Comprehend Evaluate Potential Venture Opportunities- Managing Risk and Reward in the Entrepreneurial Venture.	K2,K3,K4
CO4	Develop skill sets in New Venture Financing.	K2, K4
CO5	Summarized knowledge on Valuation Approaches - Legal Framework and Exit Routes for Venture Capital.	K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	2	2	2	2	1	2	2
CO2	3	3	3	3	3	3	3	3	2	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Financial services	Khan, M.Y.	Tata McGraw Hill	2010
2	Financial Institutions and Markets, structure, growth and Innovation	Bhole L.M	Tata McGraw Hill	2005
3	Financial markets and Institutions	Guruswamy .S	Tata McGraw Hill	2007
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Merchant Banking and Financial Services	Guruswamy .S	Tata McGraw Hill	2009
2	Venture Capital in India	Taneja Satish	Galgotia Publishing	2002
3	Merchant Banking	Machiraju HR	New Age International (P) Ltd	2010

Pedagogy: PPT Presentation, e-contents, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21694C	CORE : MUTUAL FUND MANAGEMENT	5	THEORY		100

Objective

- To make the students understand the basic concepts of mutual funds, the types and working of the mutual funds industry.
- To make the students aware of the pricing, selling and investment management techniques and business ethics in mutual funds.
- To learn about the legal and regulatory framework of mutual funds.

UNIT I

(Teaching Hours: 13)

Introduction to Mutual Funds - Concept, Types, Structure, Management and Operation of Mutual Funds. Historical Perspective of Mutual Funds, Mutual Fund Industry in India and Abroad

UNIT II

(Teaching Hours: 13)

Legal and Regulatory Framework-Regulators in India, Mutual Funds SEBI Guidelines 1996, Offer Documents- SID, SAI, KIM and Fact Sheets and Disclosures. SEBI versus IRDA Controversy.

UNIT III

(Teaching Hours: 13)

Pricing and Selling -Mutual Fund Accounting-Accounting for Income, Gains & Losses from Investments, Accounting for Expenses, Capital Gains Tax, Tax on Income Distributed, Dividend Payout and Growth Options within Schemes; Double Indexation; Setting Off & Carry Forward of Losses; Dividend Stripping Fund Distribution Channels, Marketing and Sales Practices of Mutual Funds.

UNIT IV

(Teaching Hours: 13)

Financial Planning & Portfolio Management in Mutual Funds-Basics of Financial Planning, Financial Planning Strategies, Concept of Portfolio Management, Portfolio Management Process & Strategies. Developing a Model Portfolio for the Investor and recommending the Right Fund.

UNIT V

(Teaching Hours: 13)

Quantitative Evaluation of Mutual Funds>Returns Calculation Methods: Percent Change in NAV Method, Simple total Return Method, Total Return with Reinvestment Method (CAGR). Risk involved in Mutual Funds-Risk-Adjusted Returns-Peer Group Analysis

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Descriptive understanding of mutual funds, its concepts, types and historical perspectives of mutual funds.	K1, K2
CO2	Develop good knowledge over legal and regulatory framework of SEBI and IRDA.	K2, K4
CO3	Analyzing capabilities on mutual fund accounting, marketing, sales practices of mutual funds.	K2, K3, K4
CO4	Summarized knowledge on financial planning and portfolio management in mutual funds.	K3, K4, K5
CO5	Ability to understand evaluation of mutual funds through methods like NAV, CAGR.	K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2	3	3	3	3	3	1
CO2	2	2	2	2	2	2	2	2	2	1
CO3	3	3	3	3	3	3	3	3	3	3
CO4	2	2	3	2	3	3	3	3	2	3
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	AMFI Mutual Fund Testing Programme - Workbook	Association of Mutual Funds in India	Association of Mutual Funds in India	1997
2	Mutual Funds: Products & Services	IIBF	Taxmann Publications	2015
3	Merchant Banking and Financial Services	Madhu Vij & Swati Dhavan	McGraw Hill Publication	2017
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Investment Management	Avadhani	Himalaya Publishing House, Mumbai	2010
2	Indian Mutual Fund Handbook	Sundar Sankaran	Vision Books	5 th edition, 2018
3	Mutual Funds: Risk and Performance Analysis for Decision making	John A Haslem	Wiley Publications	2009

Pedagogy: PPT Presentation, e-contents, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21694U1	ELECTIVE II : FOREIGN EXCHANGE MARKETS	4	THEORY		100

Objective

- To enrich students with the mechanism of the foreign exchange markets, measurement of exposure and hedging against risk.
- To know the basic knowledge on exchange rates and foreign exchange markets.
- To understand the spot market and forward market.

UNIT I

(Teaching Hours: 13)

Introduction- exchange rates—meaning -origin- quotations-bid and offer rates- origin of foreign exchange market—significance of foreign exchange markets – foreign exchange markets in India.

UNIT II

(Teaching Hours: 13)

Exchange rate quotations- meaning- direct and indirect quotations- bid and offer rates- currency futures- features of currency future contracts

UNIT III

(Teaching Hours: 13)

Spot market- meaning- spot rate-forward market- meaning-forward rate-forward premium and discount-forward rate quotations- trading mechanisms-spot sale or purchase-offsetting.

UNIT IV

(Teaching Hours: 13)

Foreign currency forwards- introduction- features- types- methods of dealing in forward exchange contracts- determination of forward prices of foreign currencies: interest rate parity theory and expectations theory- currency forwards and banks.

UNIT V

(Teaching Hours: 13)

Foreign exchange risk- meaning- types- hedging of foreign exchange- risk through currency forwards- speculation using currency forwards- options forward- techniques to overcome foreign exchange risk- identifying foreign exchange arbitrage



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basic knowledge on exchange rates and foreign exchange markets.	K1,K2
CO2	In- depth skills in exchange rate quotations, currency futures and currency futures contract.	K2,K3,K4
CO3	Develop understanding on spot market and forward market.	K2,K3,K4
CO4	Analyzing skills in foreign currency forwards and determination of forward prices.	K4,K5
CO5	Enumeration of foreign exchange risk and hedging techniques.	K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	3
CO4	3	3	2	3	3	2	2	2	2	2
CO5	3	3	3	3	3	3	3	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Derivatives and risk management- An Introduction to Derivatives and Risk Management	Don M. Chance, Robert Brooks and Sanjay Dhamija	Cengage	2013
2	Credit risk management	K vaidiyathan	Sage Publications	2013
3	Derivatives and risk management	Rajiv srivastava	Oxford University Press	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	A Practical Guide to Risk Management	Thomas S. Coleman	Research foundation of CFA Institute	2011
2	A Comprehensive Guide to Exchange-Traded Funds (ETFs)	Joanne M. Hill	Research foundation of CFA Institute	2015
3	Foreign Exchange: A Practical Guide to the FX Markets	Tim Weithers	John Wiley & Sons	2013

Pedagogy: PPT Presentation, Lecture, e-contents, Group Discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21694S	SKILL BASED SUBJECT : PROJECT AND VIVA VOCE	5	PRACTICAL		

OBJECTIVES:

The Objectives of the main project should facilitate the students,

- To apply business analytics strategies and investigations of research methodology to provide solutions to the investment problems.
- To apply best practices of derivatives and commodity trading in building asset values of individual and institutional investors.
- To understand and analyze the key performance indicators and hedging processes.

AREA OF RESEARCH:

Financial statement analysis, ratio analysis, budgeting, cash and fund flow analysis , security valuation & market capitalisation, trading in commodities markets-hedging process, arbitraging strategies of risk diversification and taxation

PERIOD:

One Month of their final Year.

INSTRUCTIONS TO THE STUDENTS:

1. Students are expected to identify a company, preferably in Coimbatore or nearby areas, since they are expected to be in contact with the company throughout the project. However, the students can do the project anywhere in India after getting approval from the guide.
2. Guide will be allocated to each student and he/she should regularly communicate to the concerned guide and has to get approval for every process.
3. Project Work should be either a Field Survey study, Comprehensive Case study on the functioning of a business organization, or Financial performance, Inter-organizational study, market study and application of optimization techniques for business decisions.
4. Choose any organization preferably a medium sized or a large enterprise and approach its HR manager / PRO for necessary permission.
5. Each Student will be interviewed by an Expert Committee to validate the project. Each Student should appear with the Company Name, chapter scheme and tool selection for approval.
6. After getting approval from the Expert Committee, the student has to submit the acceptance letter and attendance certificate received from the company and followed by that he/she will be permitted to start the process relevant to project.
7. Students will be evaluated by their performance in their reviews. Students are asked to appear for all the reviews without fail and are advised to maintain a record of such review duly signed and approved by the guide.



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8. Review presentation should be made by the students in PowerPoint. Mark will not be provided to the student if he/she is absent for the review.
9. Cover wrapper should be Grey in color. Students should submit one copy of fair draft report in the form of soft binding during the time of submission along with the CD.
10. Students are informed to stick on to the given instructions.

STRUCTURE OF PROJECT:

Structure of project work should contain the following chapters to maintain the uniformity in preparation and presentation

Chapter No: 1	-	Introduction
Chapter No: 2	-	Literature Review
Chapter No: 3	-	Research Methodology
Chapter No: 4	-	Data Analysis & Interpretation
Chapter No: 5	-	Findings, Suggestions and Conclusion

PROJECT AND VIVA VOCE:

CA	:	25		
		Review-I	:	10
		Review II	:	10
		Work Diary	:	05
		Total	:	25

TEE	:	75		
		External Examiner	:	25
		Internal Examiner	:	25
		Vivo voce Examination	:	25
		Total	:	75

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Gain practical exposure on dealing with derivatives, commodity trading and mutual funds. Evaluate methods of hedging the risk associated with share trading, commodities, derivatives and mutual funds. Ability to suggest best in class investment options for the investors. Gain thorough knowledge on capital market operations, its trends, growth perspectives.	K1, K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	2	3	3	3	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Lecture, e-contents, Group discussion



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Programme Outcome	
PO1	To develop strong understanding of core commerce and corporate secretary-ship course to meet the current and future requirements of business.
PO2	On successful completion of this course the students are able to take up challenging career in today's tech driven competitive business world.
PO3	To build a strong foundation in the areas of various laws related to business, thereby they relate their conceptual and analytical skills in their business and professional life.
PO4	To nurture the students in intellectual, personal, interpersonal and societal skills with a focus on relevant professional career to maximize professional growth.
PO5	To enable the students to acquire with the analytical, evaluative and problem solving skills commensurate with degree level higher education.
PO6	To make the students to become well trained professionals for the industries, banking, insurance and financing companies etc.
PO7	To offer a number of values based and job oriented courses which ensure that the students are trained into upto date.
PO8	To keep pace with dynamic industry change and management practices to enhance knowledge through conferences, seminars and workshops etc.
PO9	To provide the students with advance academicknowledge for enabling them to pursue higher education and advance research in field of commerce.
PO 10	To acquire knowledge in mathematical and statistical techniques to prove proficiency with the ability to participate in competitive exams.

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Programme Specific Outcome	
PSO1	Develop a critical awareness and understanding of the main functional areas of corporate like taxation, accounting, finance, economics and various laws.
PSO2	Students have choices to pursue professional courses and higher studies such as ACS, CA, CMA, ACCA and M.COM, MBA, CMA, ICWA, M COM CS, etc.
PSO3	Inculcate the students writing skills and business correspondence and to familiarize them with secretarial practice related to corporate affairs.
PSO4	Provide insight into banking principles and practices, auditing and business ethics.
PSO5	Acquire practical knowledge on the implementation of the finance, marketing, human resource and other relevant areas with the help of institutional training

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SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Course	Course Name	Credits	MARKS			Hrs./ Week	Exam. Duration (Hrs.)	Category
						CA	TEE	TOTAL			
I	I	21100T/H/F/M	LANGUAGE	TAMIL I/ HINDI I/ FRENCH I/ MALAYALAM I	3	25	75	100	5	3	THEORY
I	II	21100E1	ENGLISH	CONTEMPORARY ENGLISH-I	3	25	75	100	6	3	THEORY
I	III	21105A	CORE	FINANCIAL ACCOUNTING-I	5	25	75	100	6	3	THEORY
I	III	21105B	CORE	BUSINESS ORGANISATION AND MANAGEMENT	4	25	75	100	5	3	THEORY
I	III	21105C	CORE	CORPORATE COMMUNICATION	4	25	75	100	5	3	THEORY
I	III	21105D	ALLIED	BUSINESS ECONOMICS	4	25	75	100	5	3	THEORY
I	IV	21100G	SKILL BASED SUBJECT	GENERAL AWARENESS	2	25	75	100	1	3	THEORY
II	I	21200T/H/F/M	LANGUAGE	TAMIL II/ HINDI II/ FRENCH II/ MALAYALAM II	3	25	75	100	5	3	THEORY
II	II	21200E1	ENGLISH	CONTEMPORARY ENGLISH-II	3	25	75	100	6	3	THEORY
II	III	21205A	CORE	FINANCIAL ACCOUNTING-II	4	25	75	100	6	3	THEORY
II	III	21205B	CORE	COMPANY LAW AND SECRETARIAL PRACTICE-I	4	25	75	100	5	3	THEORY
II	III	21205C	ALLIED	MARKETING MANAGEMENT	4	25	75	100	5	3	THEORY
II	III	21205K		ONLINE SWAYAM: INTRODUCTION TO BANKING AND FINANCIAL MARKETS	3						
II	IV	21200G	ENVIRONMENTAL STUDIES	ENVIRONMENTAL AWARENESS	2	25	75	100	1	3	THEORY
III	III	21305A	CORE	FINANCIAL ACCOUNTING-III	4	25	75	100	6	3	THEORY
III	III	21305B	CORE	CORPORATE GOVERNANCE	4	25	75	100	5	3	THEORY
III	III	21305C	CORE	COMPANY LAW AND SECRETARIAL PRACTICE-II	4	25	75	100	5	3	THEORY
III	III	21305E	SKILL BASED SUBJECT	COMMERCIAL LAW	4	25	75	100	5	3	THEORY

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Sem.	Part	Course Code	Course Code	Course Name	Credits	MARKS			Hrs./ Week	Exam. Duration (Hrs.)	Category
						CA	TEE	TOTAL			
III	III	21305D	ALLIED	BUSINESS MATHEMATICS	4	25	75	100	6	3	THEORY
III	IV	21300B/ 21300A	BASIC TAMIL/ ADVANCE TAMIL	BASIC TAMIL I/ ADVANCED TAMIL I	2	100	NA	100	2	3	THEORY
				PERSONALITY DEVELOPMENT AND SOFT SKILLS		40	60				
III	IV	21300N	NON MAJOR ELECTIVE I	INDIAN SOCIETY, PEOPLE AND CULTURE	2	25	75	100	2	3	THEORY
III	IV	21300G1	VALUE EDUCATION	MINI PROJECT	1	GRADE					PRACTICAL
III	V	21305S	EXTENSION ACTIVITIES								
IV	III	21405A	CORE	CORPORATE ACCOUNTING-I	4	25	75	100	6	3	THEORY
IV	III	21405B	CORE	DIRECT TAX	5	25	75	100	6	3	THEORY
IV	III	21405D	SKILL BASED SUBJECT	INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	25	75	100	6	3	THEORY
IV	III	21405C	ALLIED	BUSINESS STATISTICS	4	25	75	100	6	3	THEORY
IV	III	21405K		ONLINE SWAYAM: ENTREPRENEURIAL DEVELOPMENT	4						
IV	IV	21400B/ 21400A	BASIC TAMIL/ ADVANCE TAMIL II	BASIC TAMIL II/ ADVANCED TAMIL II	2	100	NA	100	2	3	THEORY
				BASICS IN BUSINESS PROCESS OUTSOURCING		40	60				
IV	IV	21400N	NON MAJOR ELECTIVE II	PROFESSIONAL COMMUNICATION	2	25	75	100	3	3	THEORY
IV	IV	21400G2	SKILL BASED SUBJECT								
V	III	21505A	CORE	CORPORATE ACCOUNTING-II	4	25	75	100	6	3	THEORY
V	III	21505B	CORE	COST ACCOUNTING	4	25	75	100	6	3	THEORY
V	III	21505C	CORE	PRINCIPLES OF AUDITING	4	25	75	100	5	3	THEORY

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Sem.	Part	Course Code	Course Code	Course Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
						CA	TEE	TOTAL			
V	III	21505U1	ELECTIVE - I	CORPORATE LAW	4	25	75	100	5	3	THEORY
V	III	21505K		ONLINE SWAYAM: BUSINESS ETHICS	4						
V	III	21505S	SKILL BASED SUBJECT	INSTITUTIONAL TRAINING	2	40	60	100	2	3	PRACTICAL
VI	III	21605A	CORE	MANAGEMENT ACCOUNTING	5	25	75	100	6	3	THEORY
VI	III	21605B	CORE	CORPORATE FINANCE	4	25	75	100	6	3	THEORY
VI	III	21605U1	ELECTIVE - II	INDIRECT TAXES	4	25	75	100	5	3	THEORY
VI	III	21605V1	ELECTIVE - III	INDUSTRIAL LAW	5	25	75	100	5	3	THEORY
VI	III	21605P	SKILL BASED SUBJECT	LAB-MS OFFICE AND ACCOUNTING SOFTWARE	2	40	60	100	4	3	PRACTICAL
				Total	140			3600			

Extra Credits:

Professional Development: 6 Credits

Business Fundamental Workshop: 4 Credits

** For Basic Tamil & Advance Tamil both CA only

Sem.	Part	Course Code	Course Name
ELECTIVE I			
V	III	21505U1	ELECTIVE I: CORPORATE LAW
ELECTIVE II & III			
VI	III	21605U1	ELECTIVE II: INDIRECT TAXES
VI	III	21605V1	ELECTIVE III: INDUSTRIAL LAW

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	CONTEMPORARY ENGLISH I		1		2		2	1			1
21105A	CORE: FINANCIAL ACCOUNTING-I	3	1	1		3	2	1	2	3	
21105B	CORE: BUSINESS ORGANISATION AND MANAGEMENT	3	2		1	1	3	2	2	2	
21105C	CORE: CORPORATE COMMUNICATION	2	1		2	1	2	2		2	1
21105D	ALLIED: BUSINESS ECONOMICS	3	2	1	1	1	3	2	1	2	
21200E1	CONTEMPORARY ENGLISH II		1		2		2	1			1
21205A	CORE: FINANCIAL ACCOUNTING-II	3	1	1		3	2	1	2	3	1
21205B	CORE: COMPANY LAW AND SECRETARIAL PRACTICE-I	2	2	3		1	2	2	2	1	
21205C	ALLIED: MARKETNG MANAGEMENT	2	2		1	2	1	2	2	2	
21205K	ONLINE SWAYAM: INTRODUCTION TO BANKING AND FINANCIAL MARKETS	3	2	1		1	2	1	2	1	
21305A	CORE: FINANCIAL ACCOUNTING-III	3	1	1		2	3	1	2	3	
21305B	CORE: CORPORATE GOVERNANCE	2	1	1	1	2	2	1	2	2	
21305C	CORE: COMPANY LAW AND SECRETARIAL PRACTICE-II	2	2	3		1	2	2	2	1	
21305E	SKILL BASED SUBJECT: COMMERCIAL LAW	2	2	3	1	1	2	1	2	1	
21305D	ALLIED: BUSINESS MATHEMATICS	2	2			2	1	1	1	2	3
21405A	CORE: CORPORATE ACCOUNTING-I	2	2	1		3	2	1	2	3	1
21405B	CORE: DIRECT TAX	3	2	2		3	3	2	3	2	1
21405D	SKILL BASED SUBJECT: INTERNATIONAL FINANCIAL REPORTING STANDARDS	2	2			2	2	1	1	1	
21405C	ALLIED: BUSINESS STATISTICS	2	2			2	1	1	1	2	3
21405K	ONLINE SWAYAM: ENTREPRENEURIAL DEVELOPMENT	3	2	1	1	2	3	1	3	2	1
21505A	CORE: CORPORATE ACCOUNTING-II	3	2	1	1	3	1	1	2	2	1
21505B	CORE: COST ACCOUNTING	3	2		1	3	1	3	1	2	
21505C	CORE: PRINCIPLES OF AUDITING	2	2	1	1	1	2	1	2	1	
21505UI	ELECTIVE I: CORPORATE LAW	2	2	3		2	1	2	2	1	
21505K	ONLINE SWAYAM: BUSINESS ETHICS	2	2			2	2	1	2	1	
21505S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	1	1	1	2	2	3	1	2	2	
21605A	CORE: MANAGEMENT ACCOUNTING	2	2	1	1	3	2	1	2	3	1
21605B	CORE: CORPORATE FINANCE	2	2	1		1	2	1	2	2	
21605UI	ELECTIVE II: INDIRECT TAXES	2	2	3		2	1	2	2	2	
21605VI	ELECTIVE III: INDUSTRIAL LAW	2	2	3		1	2	1	1	1	
21605P	SKILL BASED SUBJECT: LAB-MS OFFICE AND ACCOUNTING SOFTWARE	1	2		1	2	2	2	1	2	2

Indicators: 1. Reasonable 2. Significant 3. Strong

CIV-06
2021-22

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E1	CONTEMPORARY ENGLISH-I	3	Theory	-	100

Objective: To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

(Teaching Hours: 10)

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication (Teaching Hours: 10)

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

Unit-III: Spoken English (Teaching Hours: 10)

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills (Teaching Hours: 10)

Listening skills-Videos on Self-motivation and Phonetics,
Speaking skills-Phone Conversations and Conversational Fillers,
Reading skills-Newspaper Article Review and Reading Comprehension,
Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature (Teaching Hours: 10)

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.

Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train the students to write error free grammatical sentences and improve their linguistic skills.	K1,K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2,K5
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3,K4
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K2,K3
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K1,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year &Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.-2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge University Press	Second Edition
2	Path of Glory	Ed Rangaswamy	Path Press	Path Press
3	Radiance-English for communication	Orient Blackswan	Orient Blackswan	2009
4	Understanding and Using English Grammar	Betty Schramper Azad	Pearson Longman	Pearson Longman

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21105A	CORE: FINANCIAL ACCOUNTING-I	5	Theory	80	20

Objective: To understand the basic method of preparing and maintaining books of accounts for business concern.

UNIT I: Introduction to Accounting (Teaching Hours – 14)

Fundamentals of book keeping – accounting concepts and conventions - Merits and demerits of accounting – Journal and Ledger – Trial Balance.

UNIT II: Subsidiary books and BRS (Teaching Hours – 14)

Subsidiary books – Preparation of different types of subsidiary books - Cash Book – preparation of different types of cash book – Bank Reconciliation Statement – meaning – uses - Errors – classification of errors- Rectification of Errors.

UNIT III: Final Accounts (Teaching Hours – 14)

Apportionment of capital and revenue expenditure – preparation of final statements of accounts of a sole trader business (Final accounts)

UNIT IV: Accounting for Non-trading concerns & Bills of Exchange

(Teaching Hours – 14)

Accounting for non-trading concerns – Difference between income and expenditure A/c and receipts and payments a/c – preparation of income and expenditure a/c with balance sheet - Bills of exchange – Meaning – features – types- Accounting entries for Bill transactions- accommodation bills.

UNIT V: Account current & Average due date (Teaching Hours – 14)

Account current – Meaning – Preparation of Account Current under product method and daily balance method- Average Due date – meaning- Determination of Average Due date and calculation of interest.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To acquire conceptual knowledge on the basics of accounting and identify events that needs to be recorded in the books of accounts.	K1, K2
CO2	To identify and analyze the reasons for the difference between cash book and pass book balances.	K2, K3, K4
CO3	To enrich the knowledge of accounting process and preparation of final accounts of sole trader.	K1,K2, K3
CO4	To understand the need for negotiable instruments and procedure of accounting for bills related transaction	K1, K2, K3
CO5	To learn the technique of calculating due date.	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1		1	3	2	1		2	
CO2	2		3	2	3	3				
CO3	2	2		1	3	1			1	
CO4	2	1	1	2	3	3	2	2		
CO5	2	1	2	1	3	3	2	2		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S. No.	Title	Author	Publishers	Publication Year &Edition
1	Advanced Accountancy	Gupta. R.L & V.K. Gupta	Sultan Chand &Co	2014, 3 rd Edition
2	Advanced Accountancy	Gupta. R.L &Radhasamy	Sultan Chand & Co	2014, 17 th Edition
3	Financial Accounting	S.P. Jain &K.L.Narang	KalyaniPublication	2012, 4 th Edition

Reference Books

S. No.	Title	Author	Publishers	Year of Publications
1	Financial Accounting	T.S Reddy & A. Murthy	Margham publishers	2011, 6 th Revised Edition
2	Advanced Accounts	M C Shukla &T S Grewal	S Chand& co Ltd	2018, Volume I Revised Edition
3	Advanced Accounting	R. Jayaprakash Reddy	A P H Publishing Corp. & S B Nangia	2004, 1 st Edition

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21105B	CORE: BUSINESS ORGANISATION AND MANAGEMENT	4	Theory	-	100

Objective: To gain knowledge on business organization and managerial functions in most useful and organized way.

UNIT I: Nature and Scope of Business Organization (Teaching Hours – 13)

Business Organization: Nature and scope of business – forms of business organization – sole trader, partnership firm, joint stock companies, co-operative societies and public enterprises – MSME – Features – Business Combination – causes – types and forms – effects of business combination

UNIT II: Types of Entity (Teaching Hours – 13)

Business Entity – Types of Entity – Registered Entity – Unregistered Entity – different categories of business licenses – Legal requirements and Registration procedures (Food processing industry, Textile industry, Software industry, Engineering industry)

UNIT III: Nature and Scope of Management (Teaching Hours – 13)

Definition of Management - Nature and scope of Management - Functions of Management - Planning - Meaning, Nature and importance of Planning - Advantages and limitations - Steps in planning - Methods and types of Plans

UNIT IV: Decision Making, Organisation and Directing (Teaching Hours – 13)

Decision making - Steps in decision making - Organisation - Meaning, nature, importance and process of organisation - Principles of sound organisation - Organisation structure - Departmentation, Delegation and Decentralisation –authority relationship – directing - requirements of effective directions.

UNIT V: Motivation and Theories (Teaching Hours – 13)

Motivation - Need - Maslow's theory of motivation - X, Y and Z theories - Co-ordination - Need and techniques- Control - Techniques of control –leadership – styles and qualities- Staffing – meaning, importance-authority and responsibilities

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basic concepts of business organization	K1, K2
CO2	To understand the different types of entity	K1, K2, K3
CO3	To know the nature of management, functions, planning and its meaning	K1, K2, K3
CO4	To understand the decision making and meaning, definition of the organization.	K1, K2, K3
CO5	To deal with Maslow's theory	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				2	1	1	2	1	
CO2	2	1			2			2	3	
CO3	2	1		1	2	1	1	1	2	
CO4	3	2			3	2	2	2	2	
CO5	2	2	1		1	2	1	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.N o.	Title	Author	Publishers	Publication Year & Edition
1	Business Management	Dinkar Pagare	Sultan Chand & sons	2018, 6 th Edition
2	Principles of Management	T. Ramasamy	Himalaya publication house	2014, 1 st Edition
3	Fundamentals of Business Organization and Management	Bhusany.k.	Sultan Chand & sons	2013, 19 th Edition
Reference Books				
S.N o.	Title	Author	Publishers	Year of Publications
1	Business Organization and Management	P C Tulsian and Vishal Pandey	Pearson Education	2011, 1 st Edition
2	Modern Business Organisation and Management	Sherlaker SA	Himalaya Publishing house	2019, 4 th Edition
3	Business Organization and Management	Roberto G. Medina	Rex Book Store	2008, Revised Edition

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21105C	CORE: CORPORATE COMMUNICATION	4	Theory	-	100

Objective: To learn the various aspects of business communication and concepts of drafting various corporate letters.

UNIT-I:Patterns of communication

(Teaching Hours – 13)

Definition- Types and patterns of communication-Spoken communication-Written communication- Non-verbal communication- Audio-visual communication and Multimedia communication - Communication in management.

UNIT-II: Business correspondence

(Teaching Hours – 13)

Objectives of communication- Horizontal communication-Upward communication- Barriers to communication - Business correspondence-Functions-Various kinds of business correspondence.

UNIT-III:Layout of a business letter

(Teaching Hours – 13)

Business Letter-Characteristics- Organization, Structure and Layout of a business letter. Letter of Enquiries and Replies, Offers and quotations-Credit and Status Enquiries-Complaints, Claims and adjustments - Collection letters.

UNIT-IV:Bank and Insurance Correspondence

(Teaching Hours – 13)

Sales Letters – Circulars. Bank Correspondence - Insurance Correspondence. Report writing – corporate reporting - Classification - Characteristics of a good report - Curriculum Vitae.

UNIT-V:Correspondence of a Company Secretary and Agency: (Teaching Hours – 13)

Correspondence of a Company Secretary – Letters to Directors, Shareholders, Registrar, Public, Meeting Notices, Agenda and Minutes. Agency Correspondence – Career Strokes online practical Module.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To Understandtheimportanceofeffectivebusiness Communication	K1, K2
CO2	To understand various kinds and functions of business correspondence.	K1, K2, K3
CO3	Constructtradeenquiries,orders&variousbusinessletters.	K1,K2, K3
CO4	Outlinebanking correspondence,Insurancecorrespondence.	K1, K2, K3
CO5	Applyknowledge on companysecretarialcorrespondenceand Agencycorrespondence.	K1, K2, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1		1		1	2	3	
CO2	3	2		3	1	3		2	2	
CO3	3			3	1	2	1	3	2	
CO4	2	2		3		2	2	2	1	
CO5	3		1				1	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year &Edition
1	Business Communication	Dr. K.K. Ramachandran	Macmillan Publication	2014-Revised Edition
2	Business Communication	Vainder Bhatia	Khanna Publishing Co.P.Ltd.Delhi.	2010, 8 th Edition
3	Business Communication	Dr.V.K Jain, Dr.O.PBiyani	Sultan Chand & Sons	1998, 11 th Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Effective Business Communication	Asha Kaul	Prentice Hall India Learning publishing	2015
2	Essentials of Business Communication	Rajendra Pal &J.S.Korlahalli	Sultan Chand & Sons	2014
3	Business Communication	R.K.Madhukar	Vikas Publishing	2017

Pedagogy: Lecture, PPT presentation, assignment, Group discussion, activities

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21105D	ALLIED: BUSINESS ECONOMICS	4	Theory	-	100

Objective: To learn the basic concepts in micro economics related to Demand, Supply and Market structure and to understand the concepts of inflation, deflation and business cycle.

UNIT-I:Nature and scope of business economics (Teaching Hours – 13)

Business Economics meaning, Definition, characteristics of Business Economics - nature and scope of Business Economics – Uses of Business Economics – Distinction between Business Economics and Economics – Role and Responsibilities of a Business Economist – Principles of business economics.

UNIT-II:Demand analysis and forecasting (Teaching Hours – 13)

Meaning of Demand-Determinants of Demand- Law of Demand- Demand Analysis – Demand Schedule- Elasticity of Demand-Types of Elasticity of Demand (Price, Income, Cross), -Methods of measuring Elasticity of Demand-Demand Forecasting - Methods of Demand forecasting

UNIT-III:Production and cost analysis (Teaching Hours – 13)

Factors of Production - Production function- Production functions with one variable input- Production functions with two variable inputs – all variable inputs - Law of Supply- Determinants of supply- Elasticity of Supply- Meaning of Cost-Types of cost- Cost and output relationship in the short run- Cost and output relationship in the long run – Economies and diseconomies of scale.

UNIT-IV:Market structure and pricing (Teaching Hours – 13)

Market structure –definition-Types of Market (Perfect competition, Monopoly, Monopolistic, Oligopoly, Price discrimination)-Price and Output determination under Perfect and Imperfect markets.

UNIT-V:Macroeconomic concepts (Teaching Hours – 13)

Business cycle – Meaning and different phases of business cycle -Monetary Policy of India - Objectives- instruments-Fiscal Policy of India – objectives – instruments – Inflation and its types, Deflation.

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Course Outcomemapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basic concepts of business economics	K1, K2
CO2	To understand the law of demand, demand elasticity and demand forecasting	K1, K2, K3
CO3	To know the factors of production and their technical relationship and cost concepts	K1, K2, K3
CO4	To explain the different market structure and pricing	K1, K2, K3
CO5	To deal with certain macroeconomic concepts	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				2	1	1	2	1	
CO2	2	1			2			2	3	
CO3	2	1		1	2	1	1	1	2	
CO4	3	2			3	2	2	2	2	
CO5	2	2	1		1	2	1	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Managerial Economics	S Shankaran	MarghamPublication	2014, 7 th Edition
2	Business Economics	H L Ahuja	S Chand	2016, 13 th Edition
3	Managerial Economics	Varshney&Maheswari	Sultan Chand & Sons,	2014, 22 nd Revised Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Economics	KPM Sundharam& E N Sundharam,	Sultan Chand & Sons,	2017, 8 th Edition
2	Business Economics	Sankaran S	Margham Publication	2012, 11 th edition
3	Managerial Economics	Jhingan M.L& J K Stephen	Vrinda Publications (P) Ltd	2014, 2 nd Edition

Pedagogy: Lecture, PPT presentation, Assignment, Group Discussion and Activities

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E1	CONTEMPORARY ENGLISH-II	3	Theory	-	100

Objective: To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar (Teaching hours: 10)

Phrases, clauses, sentence structures, Idioms, Lexical skills.

Unit-II: Effective Communication (Teaching hours: 12)

Social English and cultural awareness, Writing paragraphs. CV(resume)/Job Interviews, Presentations – Structure and key phrases, Presentations – Being lively and Persuasive, Style – Clarity and Emphasis.

Unit-III: Communication Practice (Teaching hours: 12)

Communication Exercise, Real Life incidents, Face – to- Face training, Presenting skills, group discussion and seminars.

Unit-IV: LSRW Skills (Teaching hours: 12)

Listening skills- Interview with CEO & Marketing director, Nature: Changing Opinions, Extended multiple choice, Summary Completion.
Speaking skills- Pronunciation: Word Stress, Stress Shift, Contrastive Stress, Emphasis, Compound Adjectives, Past Simple Endings.
Reading skills- Information and communication technology, Globalisation and economic policy.
Writing skills- Feature Writing, Interviewing & Ad-writing.

Unit-V: Literature (Teaching hours: 10)

Prose- 'I Have a Dream' by Martin Luther King Jr. and 'Words of Wisdom' by Chetan Bhagat.
Poetry- 'A Prayer For My Daughter' by W.B. Yeats and Palanquin Bearers by Sarojini Naidu.
Short Stories- 'The Last Leaf' by O. Henry and Glory at Twilight by Bhabhani Bhattacharya.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train the students to write error free grammatical sentences and improve their linguistic skills.	K1,K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2,K5
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3,K4
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K2,K3
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K1,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB &IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge University Press	Second Edition
2	Paths of Glory	Ed Rangaswamy	Path Press	Path Press
3	Radiance-English for communication	Orient Blackswan	Orient Blackswan	2009
4	Understanding and Using English Grammar	Betty Schramper Azad	Pearson Longman	Pearson Longman
5	Listening and speaking skills	Barry Cussack and Sam McCarter	Oxford	Oxford

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21205A	CORE: FINANCIAL ACCOUNTING-II	4	Theory	80	20

Objective: To know the method of preparing and maintaining books of accounts related to consignment, joint venture, branch & department and depreciation.

UNIT-I:Accounting for Consignment and Joint venture (Teaching Hours – 14)

Consignment accounts- meaning-difference between consignment and sale- cost and invoice price method – abnormal loss- Joint venture – difference between joint venture and consignment – own book method - separate set of book method.

UNIT –II:Self- Balancing ledgers&Computation of Fire Claims

(Teaching Hours – 14)

Self- Balancing ledgers-advantages-Preparation of Adjustment accounts in the general ledger, debtors ledger and creditors ledger- Fire claims- computation of claim to be lodged for loss of stock- average clause.

UNIT-III:Single Entry System of Accounting

(Teaching Hours – 14)

Single Entry system of Accounting- meaning- limitations- Preparation of Statement of Affairs- Conversion of Single entry into Double entry – Calculation of missing figures.

UNIT-IV:Accounting forBranch & Departments

(Teaching Hours – 14)

Branch Accounts - Dependent Branches- Debtors system- Stock and Debtors system- Final account system. Departmental Accounts- meaning – Advantages- Apportionment of common Expenses.

UNIT-V:Accounting for Depreciation

(Teaching Hours – 14)

Depreciation – meaning- causes –determination of depreciation – methods of providing depreciation – original cost method – written-down value method- annuity method – sinking fund method – insurance policy method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the methods of maintaining records under consignment and joint venture.	K1, K2
CO2	To compute fire claims and loss of stock.	K3, K4
CO3	To know the ascertainment of profit under single entry system.	K2, K3
CO4	To familiarize the concept of branch account and its system.	K2, K3
CO5	To prepare a depreciation schedule under different methods.	K1, K2, K3

Note: K1- Remembering; K2 - Understanding; K3 - Applying; K4 - Analysing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2	2	2	2	2			
CO2	1	1		2	1	1	2			
CO3	2		2	1	2	2	1			
CO4	2	2		1	2	2				
CO5	2	3		2	3	3	2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advanced Accountancy	Gupta. R.L & V.K. Gupta	Sultan Chand & Co.	2014, 3 rd Edition
2	Advanced Accountancy	Gupta. R.L & Radhasamy	Sultan Chand & Co.	2014, 17 th Edition
3	Financial Accounting	S.P. Jain & K.L. Narang	Kalyani Publication,	2012, 4 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Accounting	T.S Reddy & A. Murthy	Margham publishers	2011, 6 th Edition
2	Advanced Accounts	M C Shukla & T S Grewal	S Chand & Co Ltd	2018, Volume I Revised Edition
3	Advanced Accounting	R. Jayaprakash Reddy	A P H Publishing Corp. & S B Nangia	2004, 1 st Edition

Pedagogy: Lecture, PPT presentation, Assignment, Seminar

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BACHELOR OF COMMERCE (Corporate Secretaryship)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21205B	CORE: COMPANY LAW AND SECRETARIAL PRACTICE-I	4	Theory	-	100

Objectives: To enable the students to have knowledge of the present fundamental principles of the Company Law in India. To prepare the students to take professional examinations viz., CA, ICWA, ACS.

UNIT I: Overview of The Companies Act, 2013: (Teaching Hours – 13)

Introduction - Definition of Company - Characteristic - Advantages - Lifting of the Corporate veil - Kinds of Company – OPC(One Person Company) - The Companies Act, 2013(Overview)- The Company Secretaries Act, 1980(Overview) - LLP act 2008(Overview).

UNIT II: Legal position of Company secretary (Teaching Hours – 13)

Secretary - Definition - Types of Secretaries - Company Secretary - Legal Position – Qualification - Appointment of Rights, Duties and Liabilities - Dismissal of Company Secretary.

UNIT III: Incorporation of companies (Teaching Hours – 13)

Formation of Company - Incorporation - Documents to be filed with Registrar - Certificate of Incorporation - Effects of Registration - Promoter - Preliminary Contracts - Duties of Secretary at the Promotion stage.

UNIT IV: Fundamental documents: (Teaching Hours – 13)

Memorandum of Association - Articles of Association - Contents - Alteration - secretary's Duties - Prospectus - Contents.

UNIT V: Secretary's duties in connection with issue of shares (Teaching Hours – 13)

Share Capital - Meaning Kinds - Alteration of Capital - Reduction of Capital – Secretarial procedure for reduction of Capital - Guidelines for the issue of fresh capital(fresh capital) - Secretary's duties in connection with issue of shares.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To acquire the knowledge on OPC and LLP.	K1, K2
CO2	To understand the legal position of company secretary	K1, K2,
CO3	To understand the procedure for formation of a company.	K1, K2, K3
CO4	To analyze the Articles of Association and Memorandum of Association.	K1, K2, K3, K4
CO5	To acquire the expertise knowledge in share capital and for the issue of fresh shares.	K1, K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	1		1	3	1	3	
CO2	2		3	3		2				
CO3	2	2	3	3	1	2	1	1	3	
CO4	1	1	3	1	1		1			
CO5	3	1	3	1	1	2		1	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Elements of Company Law	N.D.Kapoor	Eastern Book Company	2016, 30 th edition
2	Company Law & Secretarial Practice	Avtar Singh	Eastern Book Company	2018, 7 th edition
3	Company Law & Secretarial Practice	Balachandran	Sultan Chand & Sons	2017, 7 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Company Secretarial Practice	P K Ghosh	Sultan Chand & Sons	2017
2	Company Law & Secretarial Practice	J.Santhi	Margham Publications	2017
3	Company Law & Secretarial Practice	Appannaiah, Reddy, Prabhudev	Himalaya Publishing House	2017

Pedagogy: Lecture, PPT presentation, e-content seminar, assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21205C	ALLIED: MARKETING MANAGEMENT	4	Theory	-	100

Objective: To understand the principles, concepts and techniques of marketing management and to acquire distinctive abilities and skill to apply them in real world.

UNIT I: Definition and functions of Marketing (Teaching Hours – 13)

Marketing: Definition – Concept of Modern Marketing - Definition of Market – Classification of Markets – Marketing and Selling – Marketing Functions.

UNIT II: Product Mix and Pricing (Teaching Hours – 13)

Product Mix – Definition of product – New Product Development – Product Life Cycle – Price Mix-Importance of price, Pricing objectives, kinds of pricing – Factors influencing Pricing.

UNIT III: Definition and importance of Distribution (Teaching Hours – 13)

Physical Distribution – Definition – Importance – Factors influencing distribution channel – Types and Functions of Middleman. Promotion mix – Definition - methods of promotion – Advertising – Definition - characteristics and types – Sales promotion – Definition - Types - Personal selling - Importance.

UNIT IV: Consumer behaviour and Market Segmentation (Teaching Hours – 13)

Consumer Behaviour – Definition – Need – Factors influencing consumer behaviour – cultural, social, personal and psychological factors – Buyer decision making process. Market segmentation – Methods.

UNIT V: Modern Marketing (Teaching Hours – 13)

Rural Marketing – Definition - New Insights – E-marketing – Online marketing – Retail marketing – importance and relevance.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the marketing concepts and functions	K1, K2
CO2	To understand the different Product mix and importance of pricing	K1, K2, K3
CO3	To know the nature of management, functions, planning and its meaning	K1, K2, K3
CO4	To understand the Physical distribution and the distribution channel.	K1, K2, K3
CO5	To deal different modes of marketing	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				2	1	1	2	1	
CO2	2	1			2			2	3	
CO3	2	1		1	2	1	1	1	2	
CO4	3	2			3	2	2	2	2	
CO5	2	2	1		1	2	1	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Marketing	Philip Kotler	Prentice hall of India	1991, 5 th Edition
2	Marketing	Pillai & R.S.N(r) & Mrs. Bagavathi	Sultan Chand & Co	2010, Revised Edition
3	Marketing	C B Gupta & Rajan Nair	Sultan Chand & Co.	2020, 9 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Strategic Marketing Management	Alexander Chemev	KitabMahal Distributors	2018, 19 th Edition
2	Marketing Management	Ramasamy	Tata McGraw Hill Education	2009, 5 th Edition
3	Marketing Management	M Govindarajan	Printice Hall of India Pvt Ltd	2007, 2 nd Edition

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21205K	ONLINE SWAYAM: INTRODUCTION TO BANKING AND FINANCIAL MARKETS	3	-	-	-

Objective: In this course the students will learn about

- The theory and concepts underlying Banking and financial markets.
- The products and instruments that are offered by Banks and Financial Markets to meet the financial needs of individuals, businesses and governments.
- The underlying market mechanisms and how the financial instruments are traded (i.e. bought and sold)

The students will be learning this course through online mode from SWAYAM website.

The link followed for accessing this course is

https://swayam.gov.in/nd2_imb20_mg39/preview

COURSE LAYOUT

Week 1: Overview of the Financial System

- Role of Banking and Financial Markets in any Economy
- How and Why are Banks Different From Manufacturing Companies?
- How and Why are Financial Markets Different From Product Markets?
- 'Market for Lemons' and it's Relevance for Banking and Financial Markets

Week 2: Theory and Structure of Interest Rates

- Determinants of Interest Rates
- Term Structure of Interest Rates
- Recap of Time Value of Money
- Yield, Yield-to-Maturity and Bond Pricing
- Bond Valuation

Week 3: Short Term Financial Markets

- Financial Markets: An Overview
- Call Money Market
- Treasury Bills Market
- REPO Market
- CBLO Market
- Commercial Paper Market
- Market for Certificate of Deposits
- Bankers' Acceptance
- Pricing Money Market Instruments

Week 4: Long Term Financial Markets

- Bond Market
- Equity Stock Market
- Private Equity Market

Week 5: Other Important Financial Markets

- Foreign Exchange Market
- Derivatives Market
- Mortgages Market

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21305A	CORE: FINANCIAL ACCOUNTING-III	4	Theory	80	20

Objective: To know the method of preparing accounts for Hire Purchase system, Royalty and Partnership.

UNIT I:Royalty Account

(Teaching Hours – 14)

Royalty – Meaning – Minimum rent – Short workings – Recoupment of Short workings – entries in the books of lessor & lessee (excluding sub lease)

UNIT II:Hire and instalment purchase system

(Teaching Hours – 14)

Hire Purchase System – Meaning – Features – Calculation of interest – Default and Repossession – Complete and partial Repossession (Excluding Hire Purchase Trading Account) – Instalment Purchase system.

UNIT III:Partnership account

(Teaching Hours – 14)

Partnership accounts –capital accounts- fixed and fluctuating capital - Admission of partner

UNIT IV:Retirement of a partner

(Teaching Hours – 14)

Retirement of a partner - Death of a partner – Sale to a company

UNIT V:Dissolution and insolvency of a partner

(Teaching Hours – 14)

Dissolution – Insolvency of a partner – Insolvency of all partners- gradual realization of assets and piecemeal distribution – maximum loss method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the concepts of accounting for royalty	K1, K2
CO2	To deal with accounting for hire purchase and installment purchase system	K1, K2, K3
CO3	To deal with accounting for partnership firm	K1, K2, K3
CO4	To understand the accounting methods for retirement of a partner.	K1, K2, K3
CO5	To understand accounting for the insolvency of a partner	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				2	1	1	2	1	
CO2	2	1			2			2	3	
CO3	2	1		1	2	1	1	1	2	
CO4	3	2			3	2	2	2	2	
CO5	2	2	1		1	2	1	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advanced Accountancy	Gupta. R.L & V.K. Gupta	Sultan Chand & Co	2014, 3 rd Edition
2	Advanced Accountancy	Gupta. R.L & Radhasamy	Sultan Chand & Co	2014, 17 th Edition
3	Financial Accounting	S.P. Jain & K.K. Narang	Kalyani Publication	2012, 4 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Accounting	T.S Reddy & A. Murthy	Margham publishers	2011, 6 th Revised Edition
2	Advanced Accounts	M C Shukla, T S Grewal & S C Gupta	S Chand & Co Ltd,	2018, Volume Revised Edition
3	Advanced Accounting	R. Jayaprakash Reddy	A P H Publishing Corp. & S B Nangia	2004, 1 st Edition

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21305B	CORE: CORPORATE GOVERNANCE	4	Theory	-	100

Objectives: To impart knowledge on governance which ensure ethics in corporate management and to provide an understanding on legal enforcement for management of corporate health in the interest of shareholder & public.

Unit 1: Conceptual framework of Corporate Governance (Teaching Hours – 13)

Corporate governance – meaning – objectives – need - importance – principles – corporate governance and organization success - Corporate governance in India

Unit 2: Corporate Governance and various committees (Teaching Hours – 13)

Corporate governance and role, responsibilities and powers: Corporate boards and its powers, responsibilities, disqualifications; board committees and their functions: remuneration committee, nomination committee, compliance committee, shareholders grievance committee, investors' relation committee, investment committee, risk management committee, and audit committee;

Unit 3: Corporate Governance Forums (Teaching Hours – 13)

CII code on corporate governance – features - Various Corporate Governance forums – CACG, OECD, ICGN AND NFCG.

Unit 4: Corporate Policies & Disclosures (Teaching Hours – 13)

Various policies and disclosures to be made as per regulatory requirements / voluntarily made as part of good governance. Corporate Governance and other Stakeholders: Employees, Customers, Lenders, Vendors, Government and Regulators, Society

Unit 5: Whistle-blowing and Corporate Governance (Teaching Hours – 13)

The Concept of whistle-blowing; types of whistle-blowers; whistle-blower policy - Governance/Compliance failure and their impact on business, reputation and fund raising.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the conceptual framework of corporate governance	K1, K2
CO2	To analyze the role and powers of various working committees	K1, K2, K4
CO3	To identify the code of corporate governance of various forums	K1,K2,K4,K5
CO4	To understand the corporate governance policies and disclosures and its impact on stake-holders	K1, K2,K5
CO5	To study the concept of whistle-blowing and its impact on business	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2				1	1	1	1	
CO2	1					1			1	
CO3	3	3		2	2	2	2	2	3	
CO4	2	2	1	2	1	1		2	1	
CO5	3	1	1	2	1	3	1	3	3	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year &Edition
1	Corporate Governance values and ethics	Dr. NeeruVasishth&N amita Rajput	Taxmann Publication Pvt Ltd.	2010
2	Business Ethics and Corporate Governance	Dr.S.S. Khanka	Margham Publication, Chennai	2014
3	Corporate Governance – The Indian Scenario	Joshi Vasudha	Foundation Books	2004, 1 st Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Corporate Governance and Accountability	Dan A Bawley	Quorum Books	1999, 1 st Edition
2	Corporate Governance and Accountability	Jill Solomon	John Wiley & Sons,	2007, 2 nd Edition
3	Corporate Governance	Indian Institute of Corporate Affairs	Taxmann	2015 Edition
4	Corporate Governance, Principles, Policies and Practices	A.C.Fernando, .Muralidharan&E. K.Satheesh	Pearson Education.	2012 Edition

Pedagogy: Lecture, PPT presentation, Content seminar and assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21305C	CORE: COMPANY LAW AND SECRETARIAL PRACTICE – II	4	Theory	-	100

Objectives: To enable the students to have knowledge of the present fundamental principles of the Company Law in India. To prepare the students to take professional examinations viz., CA, ICWA, ACS.

UNIT I: Borrowing Power

(Teaching Hours – 13)

Borrowing Powers: Meaning – Ultra-vires Borrowing - Mortgages and Charges - Fixed and Floating Charges - Registration of Charges – satisfaction of charges - Legal Provisions - Effects and Consequences of Non registration of Charge - Debentures - Definition - Kinds - Guidelines for the issue of debentures - Duties of a Secretary - Comparison between a Shareholder and a Debenture Holder.

UNIT II: Company Management

(Teaching Hours – 13)

Company Management : Introduction - Directors - kinds of Directors - Qualification - Disqualification – Appointment - Vacation - Removal - Specific powers of Directors - Duties of Directors - Liabilities of Directors – KMP(Key Managerial Personnel)

UNIT III: Meetings and Procedures

(Teaching Hours – 13)

Meetings and Procedures : Introduction - Kinds of Meetings - Meetings of Share Holders - Statutory Meeting - Annual General Meetings - Extra Ordinary General Meeting – Class Meetings - Board Meetings - Secretarial Work Relating to Meetings - Motions and Resolutions - Types of Resolutions – Notice - Agenda - Minutes - Voting and Poll – Postal Ballot - Proxy - Quorum - Chairman of Meeting - Duties of Secretary.

UNIT IV: Rules regarding dividend & Statutory books

(Teaching Hours – 13)

Dividend: Definition - Rules regarding Dividends - Secretarial procedure regarding payment of Dividends - Accounts - Statutory Books - Books of Accounts - Annual Accounts and Balance Sheet - Secretarial Duties.

UNIT V: Winding up of a company

(Teaching Hours – 13)

Winding Up: Meaning - Modes of Winding Up - Compulsory Winding up - Voluntary winding up - Winding up subject to supervision of court - Duties of Secretary in respect of winding up - Consequences of Winding up - Liquidators - Duties and powers of Liquidator – NCLT – Insolvency and Bankruptcy code.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To acquire knowledge about borrowing power and legal provisions of business.	K1, K2
CO2	To be aware of the legal provisions on the board of directors, their qualifications and powers.	K2, K3
CO3	To know the types of meeting and secretarial work relating to meeting.	K2, K3
CO4	To understand the dividend rule and secretarial procedure regarding payment of dividend.	K1, K2, K3
CO5	To know the mode of winding up.	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	2	3	2	1	3	
CO2	2	2	3	2	1	2	2	3	2	
CO3	2	2	3	1	2	3	3		3	
CO4	2	2	3	2	2	3	2		2	
CO5	2	2	3	2	2	1	3		2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Elements of Company Law	N.D.Kapoor	Eastern Book Company	2016, 16 th Edition
2	Company Law & Secretarial Practice	Avtar Singh	Eastern Book Company	2018, 7 th Edition
3	Company Law & Secretarial Practice	Balachandran	Sulthan Chand & Sons	2017, 6 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Company Secretarial Practice	P K Ghosh	Sultan Chand & Sons	2017
2	Company Law & Secretarial Practice	J Santhi	Margham Publication	2017
3	Company Law & Secretarial Practice	Appannai, Reddy, Prabhudev	Himalaya Publishing House	2017

Pedagogy: Lecture, PPT presentation, Assignment Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21305D	ALLIED:BUSINESS MATHEMATICS	4	Theory	80	20

Objective: To cater to the needs of Mathematical applications in Business.

To familiarize the students with the basic concepts of Mathematics.

To train the students with Mathematics for their application in business decisions.

UNIT I: Introduction to Matrix

Teaching Hours – 13

Matrix – Basic Concepts – Addition and Multiplication of matrices – Inverse of matrix – Rank of a Matrix – determinants of a matrix – solution of Simultaneous linear equations - Cramer's rule and matrix method.

UNIT II: Interest and Interpolation

Teaching Hours – 13

Simple and Compound Interest – Interpolations – Binomial Expansion method – Newton's method of forward differences – Newton's method of backward differences – Lagrange's method.

UNIT III: Introduction to Operations Research

Teaching Hours – 13

Operations Research – Meaning – Scope and limitations – Linear programming problem – Formulation – Canonical and standard forms of L.P.P – solution by Graphical method – solution by Simplex method (Basic problems only).

UNIT IV: Network Analysis

Teaching Hours – 13

Network Analysis – Introduction – Basic concepts – Rules of Network Construction – Critical Path Analysis (CPM) – Project Evaluation and Review Technique (PERT) – Probability Considerations in PERT – Distinction Between PERT and CPM.

UNIT V: Transportation and Assignment Problem

Teaching Hours – 13

Transportation Problem – Introduction – matrix form of T.P – The transportation Table – balanced and unbalanced – Initial Basic feasible solution – NWC, LCM, VAM – The assignment problem – the assignment algorithm – unbalanced assignment problem – Hungarian Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the concept of Matrix and its Applications	K2, K3
CO2	Students come to know about the rate of interest calculations and Interpolation methods of finding missing values inside the given values.	K1, K2, K3
CO3	Students learn about the overview of Operations Research especially in practicing the Industrial related problems with Maximizing the profit and Minimizing the cost	K2, K3, K4, K5
CO4	Students come to know about the Network construction by CPM and PERT, It helps them in planning and scheduling the projects effectively	K2, K3
CO5	Students learn about the completion of the program or assignment with minimum time and cost.	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			2		1					3
CO2			1		3					2
CO3			3		1					2
CO4			1		2					3
CO5			3		1					2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics and Statistics	P.A. Navnitham	Jai Publishers	2019 Edition
2	Operations Research	KantiSwarup, P.K. Gupta and Man Mohan	Sultan Chand and sons	2012 Edition
3	Operations Research	S.Kalavathy	Vikas Publishing House	2002 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Mathematics	P.R.Vittal	Margham Publications	2005 Edition
2	Introduction to Operations Research	KantiSwarup, P.K. Gupta and Man Mohan	Sultan Chand and sons	2005 Edition
3	Business Mathematics	M.Wilson	Himalaya Publishing House	2012 Edition

Pedagogy: Lecture, PPT presentation, Assignment, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21305E	SKILL BASED SUBJECT: COMMERCIAL LAW	4	Theory	-	100

Objective: To learn about the Indian contract act and special contracts and to understand the technical elements of the contract provisions.

UNIT I: Sources and Elements of Contract Act (Teaching Hours – 13)

Sources of Law – Indian Contract Act 1872 – Definition - Nature – kinds of Contract - Essentials of Valid contract – Offer and acceptance – Legal Provisions relating to Offer and Acceptance.

UNIT II: Competency to make contract (Teaching Hours – 13)

Consideration – capacity to contract - Free consent – Mistake – Misrepresentation – Fraud – Coercion and undue influence. – Agreement opposed to public policy.

UNIT III: Performance of contract and Remedies for breach of contract (Teaching Hours – 13)

Performance of contract – types of performance- valid tender – discharge of contracts – modes of discharge of contract – remedies of breach of contract – principles for awarding damages – contingent contract.

UNIT IV: Special Contracts (Teaching Hours – 13)

Special contracts – Contract of Indemnity and Guarantee – distinguish between contract of indemnity and contract of guarantee- Rights of surety – Discharge of surety - Bailment and Pledge – rights and duties of bailor and bailee - Law of Agency – Kinds of Agencies – Rights and liabilities of Principal and Agent.

UNIT V: Sale of goods Act (Teaching Hours – 13)

Sale of goods Act 1930 – Definitions - Formation of contract - conditions and Warranties - Actual and implied warranties – Principles of Caveat Emptor - Rights of unpaid seller

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To give an idea about Indian contract act and its elements	K1, K2
CO2	To understand the importance of legal aspects of contract	K1, K2, K3
CO3	to explain different modes of discharge of contract and remedies for breach of contract	K2, K3, K3
CO4	To acquire fundamental knowledge on special contracts	K2, K3
CO5	To provide legal provisions related to sale of goods act	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2				2		2	
CO2	2	1	2			2	1		3	
CO3	2	1	2		1	2	1		2	
CO4	2	2	2		2	2			1	
CO5	2	2	3		2	2			2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Mercantile Law	N D Kapoor	Sultan Chand & Sons	2012, 33rd Edition
2	Business Law	M C Kuchal & Vivek	Vikas Publishing House	2019, 7 th Edition
3	Principles of Business Law	Aswathappa K & K Ramachandra	Himalaya Publishing House	2001, 4 th edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Mercantile Law	P C Tulsian & Bharat Tulsian	Tata MC.Graw Hill Education Pvt. Ltd.	2014, 3 rd Edition
2	A Text book of Business Law	A K Singhal, Anil Kanwa & Surekha Rathi	JBC press	2011 Edition
3	Business Law	Dr. G K Varshney	Sahitya Bhawan Publications	2019, 1st Edition

Pedagogy: Lecture, PPT presentation, Assignment, Group discussion

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**BACHELOR OF COMMERCE (Corporate Secretaryship)
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21405A	CORE: CORPORATE ACCOUNTING-I	4	Theory	80	20

Objective: To acquire the knowledge of accounting for Joint Stock companies

UNIT I: Issue of Shares

(Teaching Hours – 14)

Shares – issue of shares- calls-in –arrear and calls-in-advance-over subscription and under subscription-Issue of shares at premium – issue of shares at discount- forfeiture of shares – re-issue of forfeited shares- redemption of preference shares.

UNIT II: Debentures and Redemption

(Teaching Hours – 14)

Debentures – issue of debentures–terms relating to issue price and condition of redemption of debentures – redemption of debentures- redemption out of provision – sinking fund method – insurance policy method- redemption without provision – redemption out of capital – out of profits – redemption by conversion-purchase of own debentures.

UNIT III: Profit prior to Incorporation

(Teaching Hours – 14)

Profit prior to incorporation – Computation of ratios – ascertainment of profit or loss prior to incorporation – final accounts of companies - preparation and presentation of final accounts – legal requirements- tax adjustments – calculation of managerial remuneration.

UNIT IV: Amalgamation and Absorption of Companies

(Teaching Hours – 14)

Amalgamation of companies – absorption of companies – Purchase consideration – various methods for ascertainment of purchase consideration.

UNIT V: Reconstruction, Reduction and Reorganization of Share Capital

(Teaching Hours – 14)

Reconstruction – Reduction and Re-organisation of share capital – Alteration of share capital - Internal Reconstruction – Reduction of share capital -External Reconstruction (Excluding inter-company holdings).

Note: As per revised schedule VI.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To know the shares and forfeiture of shares and redemption	K1, K2
CO2	To understand the debenture and issue of debentures relating price and condition	K1, K2, K3
CO3	To deal with profit prior incorporation and final account of companies	K1, K2, K3
CO4	To understand the amalgamation and absorption of companies	K1, K2, K3
CO5	To know the reconstruction and reorganization of share capital	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				2	1	1	2	1	
CO2	2	1			2			2	3	
CO3	2	1		1	2	1	1	1	2	
CO4	3	2			3	2	2	2	2	
CO5	2	2	1		1	2	1	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Accounting	T S Reddy & Murthy	Margham Publicatio	2020, 1 st Edition
2	Advanced Accountancy	Jain S P & K L Narang	Kalyani Publication	2016, 4 th Edition
3	Advanced Accountancy	R L Gupta & Radhaswamy	Sultan Chand & Sons	2019, 4 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accountancy	S N Maheswari	Kalyani Publication	2017
2	Corporate Accounting	Ruchi Goyal & V K Goyal	PHI Learning Pvt. Ltd	2013
3	Advanced Accountancy	Shukla, Grewal & Gupta	Sultan Chand & Sons	2016

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21405B	CORE: DIRECT TAX	5	Theory	60	40

Objective: To learn the various concepts, rules & regulations and procedures related to Income tax in India

UNIT I: Introduction to Income tax and Basis of Charge (Teaching Hours –13)

The Income Tax Act - Definition of Income - Assessment year - Previous year – Assessee - Assessee in default - Scope of income - Charge of Tax - Residential status – Exempted income U/S 10.

UNIT II: Income from Salary (Teaching Hours – 13)

Heads of Income – Income from salary - Salary – Definition – Characteristics – Computation of Income from salary - Rates of tax for individuals.

UNIT III: Income from business and profession (Teaching Hours – 13)

Income from House Property – Characteristics - Exempted Incomes from House property - Deductions - Computation of Income from house property - Income from Business and Profession: - Meaning of Business and Profession - Expenses expressly allowed - Expenses expressly disallowed - Computation of profits and gains of business and profession of an individual.

UNIT IV: Capital gains and income from other sources (Teaching Hours – 13)

Income from Capital Gain: – Capital asset – Long term capital asset – Short term capital asset – Indexation - Computation of Income from Capital Gain - Income from other sources: – Various sources of income - Computation of income from other sources.

UNIT V: Set off and carry forward, Income tax authorities and Assessment (Teaching Hours – 13)

Set off and carry forward of losses. Income Tax Authorities: - Central Board of Direct Taxes – Organisation structure – Function – General Powers – Assessment & its Procedure – Types of Assessment.

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Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basic elements of income tax act	K1, K2
CO2	To provide knowledge on computation of salary income	K1, K2, K3
CO3	To know provisions and methods to calculate business and professional income	K2, K3, K4
CO4	To inculcate the techniques for calculation of capital gains and income from other sources	K2, K3, K4
CO5	To understand the power and functions of CBDT and assessment procedures	K1, K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3		2	3	2		1	
CO2	3	2	2		2	2	1		2	
CO3	2	3	2		3	1	2		1	
CO4	1	2	3		2				2	
CO5	2	1	1		1	2	2		2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Income Tax Law and Practice	Gaur and Narang	Kalyani Publishers	Yearly Edition (Updated s per Finance Act)
2	Income Tax Law and Practice	VinodSinghania	Taxmann Publication Pvt Ltd	2019, Revised Edition
3	Students' guide to Income tax	VinodSinghania	Taxmann Publications Pvt Ltd	2019, Revised Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Income Tax Theory Law and Practice	T S Reddy & Hariprasad Reddy	Margham Publication	Revised Edition
2	Finance Act	Parliamentary act	Govt.	Respective Year Publication
3	Income tax Law and Practice	B BLalVarshini	Pearson Publication	Revised Edition

Pedagogy: Lecture, PPT presentation, E-content seminar and assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21405D	SKILL BASED SUBJECT : INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	Theory	-	100

Objective: To develop, in the public interest, a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.

UNIT-I: IASB and IFRS: (Teaching Hours: 13)

Structure of the IFRSF/IASB - Extant standards of the IASB - The framework - The status of IFRSs around the world-The use of IFRS around the world - The IASB roadmap - The annual IASB bound volume and its use- Principal differences between Indian GAAP and IFRS- Proposals for change

UNIT-II: PRESENTATION AND PROFIT: (Teaching Hours: 13)

IAS 1: Presentation of financial statements - IFRS 15: Revenue from contracts with customers - IAS 8: Accounting policies, changes in accounting estimates and errors.

UNIT-III: ACCOUNTING FOR ASSETS AND LIABILITIES: (Teaching Hours: 13)

IAS 16: Property plant and equipment - IAS 38: Intangible assets - IAS 40: Investment Property - IAS 36: Impairment of assets - IAS 23: Borrowing costs - IAS 20: Accounting for government grants and disclosure of government assistance - IAS 2: Inventories - IAS 17: Leases - IFRS 5: Non-current assets held for sale and discontinued operations-IFRS 13: Fair Value Measurement - IAS 32: Financial instruments- presentation - IFRS 9: Financial instruments- IFRS 7: Financial instruments: disclosures- IFRS 2: Share-based payment- IAS 37: Provisions, contingent liabilities and contingent assets - IAS 10: Events after the reporting period - IAS 19: Employee benefits - IAS 12: Income taxes - IAS 41: Agriculture - IFRS 6: Exploration for and evaluation of mineral resources.

UNIT-IV: GROUP ACCOUNTING: (Teaching Hours: 13)

IFRS 10: Consolidated Financial Statements- IAS 27 (revised 2011): Separate financial statements- IFRS 3: Business Combinations- IAS 28 (revised 2011): Investments in associates and joint ventures- IFRS 11: Joint arrangements- IFRS 12: Disclosure of interests in other entities- IAS 21: The effects of changes in foreign exchange rates- IAS 29: Financial reporting in hyperinflationary economies.

UNIT-V: DISCLOSURE STANDARDS: (Teaching Hours: 13)

IAS 7: Statement of cash flows- IAS 24: Related party disclosures- IAS 33: Earnings per share- IAS 34: Interim financial reporting- IFRS 4: Insurance contracts- IFRS 1: First time adoption of IFRS- IFRS 8- Operating segments.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the extant standards, regulatory framework and usage of IFRS around the world.	K1, K2
CO2	To know the standards for preparation of financial statements and to determine the accounting policies for changes in accounting estimates and errors.	K1, K2, K3,k4
CO3	To study the accounting for assets and liabilities in IFRS such as financial instruments and borrowing costs	K1,K2,k4
CO4	To know how to prepare consolidated and separate financial statements and to know the procedure of preparation of financial statements during hyperinflationary and other circumstances.	K1, K2,k4
CO5	To study the components in financial statements during preparation of cash flows and procedures during first time adaptation of IFRS.	K1, K2,k3,k5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1	2			1	1	1	2	
CO2	1	1	1		1	3			1	1
CO3	2	1		1		2	1	1	1	
CO4	1	2		1	2	2			1	
CO5	1	2		1	1	2		1	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year &Edition
1	International Financial Reporting Standards (IFRS) and Indian Accounting Practices	Jagadish R. aiyani, Gaurav Lodha	New Century Publications	2012, Revised Edition
2	IFRS for India	A L Saini	Snow White Publication Pvt Ltd	2010, 1 st Edition
3	Encyclopedia on IFRS	Rajkumar S Adukia	Snow White	2009, 1 st Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	IFRS: Observations on the Implementation of IFRS	Ernst & Young	EYGM Limited	2006, 1 st Edition
2	IFRS for Dummies	Steve Collings	Wiley inc	2012, Revised Edition
3	Illustrated Manual on Ind-AS & IFRS	C A Kamal Garg	Bharat's	2016, I&II volume of 1 st Edition

Pedagogy: Lecture, PPT presentation, E-content seminar and assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21405C	ALLIED:BUSINESS STATISTICS	4	Theory	80	20

Objective: To use Statistical Techniques in business decision making.
To develop skills in structuring and analyzing business problems statistically.
To formulate answers to common business decision problems through statistics.

UNIT I:Introduction to Statistics **Teaching Hours - 12**

Meaning, Definition and scope of statistics – Sources of data – Collection of data – primary and secondary – Methods of primary data collection – Editing secondary data – Sampling and its methods – Classification and Tabulation – Presentation of data by diagrams – Bar diagram and Pie diagram – Graphic representation of frequency distribution.

UNIT II:Measures of Central tendency and Dispersion **Teaching Hours - 15**

Averages – Mean, Median, Mode, Geometric mean and Harmonic mean – their computation – properties and uses – Measures of dispersion – Range, Quartile deviation, Mean deviation, Standard deviation, co-efficient of variation.

UNIT III:Index Numbers **Teaching Hours - 13**

Skewness - Karlpearson's and Bowley's coefficient of Skewness – Index Numbers – meaning – uses – selection of base year – Simple and Weighted Index Numbers – Tests of an Index Number – Consumer Price Index.

UNIT IV:Correlation and Regression **Teaching Hours - 13**

Correlation – meaning and definition – Scatter diagram - Pearson's coefficient of correlation – Computation and interpretation – Rank correlation – Regression – Meaning and methods of forming the regression equations and lines – Properties of Regression coefficients

UNIT V:Time Series Analysis **Teaching Hours - 12**

Time series – Meaning – components – Models – Methods of estimating trend – Graphic, semi-average, moving average and least square methods (Linear equations only) – Seasonal Variation – Simple average Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the meaning and uses of Statistics and gain knowledge in creating charts and graphs in an innovative manner	K1, K2, K3
CO2	Students come to know about different types of averages, deviations and their purposes.	K1, K2, K3, K4
CO3	Students can learn to obtain the variations in economic variables especially in price and quantity of the particular product in a particular period. It would help them to understand the market scenario to take business decisions.	K1, K2, K3
CO4	Students gain knowledge in finding relationship between the variables.	K1, K2, K3, K4
CO5	Students come to learn about the Collection of observations in sequentially in time and their different types of Analysis to forecast the future value.	K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			1		2					3
CO2			3		1					2
CO3			2		1					3
CO4			1		2					3
CO5			3		1					2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Statistical Methods	S.P. Gupta	Sultan Chand and sons	2012 Edition
2	Business Mathematics and Statistics	P.A.Navnitham	Sultan Chand and sons	2019 Edition
3	Statistics- Theory and Practice	R.S.N. Pillai and Bagavathy	Sultan Chand and sons	2010 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Applied Statistics	S.C.Gupta and V.K.Kapoor	Sultan Chand and sons	2001 Edition
2	Business Statistics	P.R.Vittal	Margham Publications	2001 Edition
3	Fundamentals of Statistics	S.C.Gupta	Himalaya Publishing House	2018 Edition

Pedagogy: Lecture, PPT presentation, Assignment, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21405K	ONLINE SWAYAM: ENTREPRENEURIAL DEVELOPMENT	4	-	-	-

Objective: The main objective of this course is develop entrepreneurial abilities by providing background information about support systems , skill sets , financial and risk covering institutions and other for building an enterprise so that future budding entrepreneurs can make right decisions for starting and running a venture

The students will be learning this course through online mode from SWAYAM website.

The link followed for accessing this course is

https://swayam.gov.in/nd2_cec20_m19/preview

COURSE LAYOUT

Week 1: Entrepreneurial Management

- Introduction to Entrepreneurship and Its Evolution
- Roles of an Entrepreneur
- Idea Generation, Screening, Selection and Managing Resources

Week 2 :Entrepreneurial Management

- Leading and Building the team in an enterprise
- Strategic Planning for Business
- Forms of Ownership (Part-1)

Week 3 : Entrepreneurial Management

- Forms of Ownership(Part-2)
- Franchising - form of Business Ownership
- Financing Entrepreneurial Ventures

Week 4: Entrepreneurial Management

- Managing growth, expansion and winding up of business
- Valuation of a new company
- Corporate entrepreneurship
- Entrepreneurship in the era of Globalization: Environment and Strategy

Week 5: Entrepreneurship, Creativity and Innovation, Centre of Innovation, Incubation and Entrepreneurship- An expert Interview

- Entrepreneurship: Role of stimulating creativity
- Creative teams and managerial responsibilities
- Innovation and entrepreneurship: types and sources of innovation Creativity and Innovations in Start Ups : A case of Altmat

Week 6: Social entrepreneurship

- Introduction to social entrepreneurship
- Innovation and entrepreneurship in social context
- Start-ups, early venture issues



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- Start-ups in India – Interviews of Founders and Supporters
- Week 7: Social entrepreneurship
- Sustainability of non-profit organizations
 - Financing and risks in social enterprises
 - Business Strategies and Scaling up
- Week 8: Family business and entrepreneurship
- Family Business: Concept, Characteristics, and Kinds of family Business
 - Conflict and Conflict resolution in Firm
 - Managing leadership & succession planning in family business
- Week 9: Family business and entrepreneurship
- Succession Planning
 - Succession and Continuity
 - Women entrepreneurship: issues, challenges
 - Women issues and encouraging change in family business: A case analysis of Wastengagepvt. Ltd.
- Week 10: Financing The Entrepreneurial Business Funding & Start Up And Entrepreneurship Councils In India
- Arrangement of funds
 - Exercise on writing of project report
 - Entrepreneurial Financing and Risk
- Week 11: Financing The Entrepreneurial Business
- Appraisal of loans by financial institutions
 - Role of Commercial Banks in financing Business Entrepreneurs
 - Venture Capital
 - Entrepreneurship Institutions in India - A Visit to EDII



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21505A	CORE: CORPORATE ACCOUNTING-II	4	Theory	80	20

Objective of the course: To gain knowledge on valuation of shares and goodwill, and to know the methods of accounting for holding companies, banking and insurance companies.

UNIT I: Valuation of goodwill and shares: (Teaching Hours – 14)

Valuation of Goodwill-Need for valuation-Factors affecting the value of goodwill-Average Capital Employed-Methods of valuing goodwill: Average profit, Super Profit, Goodwill based on Super Profit Method, Capital Profit - Valuation of Shares.

UNIT II: Liquidators final statement of Account: (Teaching Hours – 14)

Liquidation of Companies (Statement of affairs - Specimen & Theory) - Order of payment - Liquidators Remuneration - Liquidators final statement of Account (problems).

UNIT III: Holding Company Accounts: (Teaching Hours – 14)

Holding Company Accounts (Excluding Chain Holdings)-Capital and Revenue Profit, Minority Interest-Capital Reserve-Treatment of unrealized profit, Mutual obligation, Revaluation of Assets and Liabilities, Bonus shares issued by subsidiary co., Preference shares. (As per revised Schedule VI)

UNIT IV: Banking Company Accounts: (Teaching Hours – 14)

Banking Company Accounts – Legal requirements affecting final accounts-New form of Balance sheet.

UNIT V: Insurance Company Accounts: (Teaching Hours – 14)

Insurance Company Accounts – Revenue Accounts: Life Assurance Companies-Valuation Balance sheet, Statements of Distribution of profits. Insurance – Fire, Marine.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding the basic concepts of valuation of shares and goodwill	K1, K2
CO2	Interpret the Liquidator's final statements of accounts	K1, K2,
CO3	Illustrate the holding and subsidiary company accounting	K1, K2, K3
CO4	Acquire a comprehensive knowledge in preparing the accounts of banking companies	K1, K2, K3,
CO5	Prepare and analyze Final Accounts of insurance companies	K1, K2, K3

Note: K1- Remembering; K2 - Understanding; K3 - Applying; K4 - Analysing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1	2		1		3		3
CO2		3	1	2	3	1	3	2	2	3
CO3	3	2	2	2	2	2	3	2	2	3
CO4	2	2	3	1	1	2	1	2	1	3
CO5	1		1	1	1	3		1	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advanced Accountancy	Jain S.P, Narang K.L	Kalyani Publication	2015-30 th Edition
2	Corporate Accounting	T.S.Reddy & Murthy	Margam Publication	2017-Revised Edition
3	Advanced Accountancy	R.L.Gupta & Radhaswamy	Sultan Chand & Sons	2018-Revised Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accountancy	S.N.Maheswari	Kalyani Publication	2017
2	Advanced Accountancy	Shukla M C, Grewal T S & S C Gupta	Sultan Chand & Sons	2016
3	Corporate Accounting	Ruchi Goyal, V K Goyal	PHI Learning Pvt. Ltd.	2013

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21505B	CORE: COST ACCOUNTING	4	Theory	60	40

Objective: To provide broad and in-depth understanding of cost accounting concept and methods

UNIT I: Nature and Scope of cost accounting (Teaching Hours – 13)

Cost Accounting - Definition, meaning and objectives-scope - Relationship of Cost accounting with financial accounting - advantages and importance- methods of costing – cost term – concept- Elements of cost, preparation of cost sheet and tender

UNIT II: Material Control (Teaching Hours – 13)

Materials - Purchasing of materials, procedure and documentation involved in purchasing - requisitioning for stores- methods of Valuing material issues - Maximum, minimum and reordering levels - ABC analysis-EOQ - perpetual inventory - control over wastages, scrap and spoilage,

UNIT III: Labour cost and overheads (Teaching Hours – 13)

Labour - Systems of wage payment, idle time, control over idle time-labour turnover-causes of labour turnover-Overhead - Classification of overhead – Allocation and Apportionment of overhead-basis of apportionment- absorption of overhead-machine hour rate(problems relating to primary and secondary distribution).

UNIT IV: Process costing (Teaching Hours – 13)

Process costing: Features of process costing - Process losses, waste, scrap, normal process loss, abnormal process loss, and abnormal gain (excluding equivalent production) – costing of joint products & by products.

UNIT V: Reconciliation of cost and financial accounting and standard costing
(Teaching Hours – 13)

Operating costing - contract costing - Reconciliation of costs and financial accounts – Standard costing (Material Variance Only).

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand nature and scope of cost accounting	K1, K2
CO2	To provide knowledge on material control measures	K2, K3, K4
CO3	To understand the concept of wage payment system and overhead cost	K2, K3
CO4	To learn the accounting techniques for process costing	K2, K3, K4
CO5	To develop the knowledge on operating and contract costing and prepare reconciliation statement	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2			2	2	1		2	
CO2	2	2			3	1	2		1	
CO3	3	2			3	2	1		1	
CO4	2	1			2	2	1		1	
CO5	2	2			1	1	1		1	

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cost Accounting	Jain & Narang	Kalyani Publisher	2015, Reprint
2	Cost Accounting	Murthy & Reddy	Margham Publications	2016, 4 th Revised Edition (Reprint)
3	Cost Accounting	R S N Pillai & Bhagavathi V	S Chand & Co. Pvt Ltd	2014, Revised Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Cost Accounting	Pro. M L Agarwal & K L Gupta	Sahitya Bhawan Publications	2018, 44 th Edition
2	Cost Accounting	CMA M N Arora & Priyanka Katyal	Himalaya Publishing House	2019, 1 st Edition
3	Advanced Cost Accounting	Dr. Suhas Mahajan & Dr. Mahesh Kulkarni	Nirali Prakashan	2019, 1 st Edition

Pedagogy: Lecture, PPT presentation, Seminar & assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21505C	CORE: PRINCIPLES OF AUDITING	4	Theory	-	100

Objective: To understand the procedures and techniques of examination of books of accounts and to know the role of auditor.

UNIT I: Introduction to Auditing (Teaching Hours – 13)

Origin of Auditing - Definition - Difference between auditing and accountancy - objectives of auditing - Types of Errors and Fraud - Advantages and limitations of auditing - Difference between Auditing and investigation - qualification and qualities of an auditor.

UNIT II: Planning of Audit (Teaching Hours – 13)

Different classes of audit – Mode of audit - Continuous audit - Final audit - Interim Audit - Balance sheet audit - Audit procedure - Planning of audit - Audit Programme - Audit Note book - Audit working papers - Internal control - Internal check and Internal audit - Internal check on wages and sales.

UNIT III: Vouching of cash receipts & Payments (Teaching Hours – 13)

Vouching – Definition – objectives – Auditor's duties regarding vouching of cash receipts - vouching of cash payments – vouching of credit purchase - vouching of credit sales – vouching of impersonal ledger – outstanding assets and liabilities.

UNIT IV: Verification & valuation of assets & liabilities (Teaching Hours – 13)

Verification of assets and liabilities – Definition – objectives – Difference between vouching and verification - valuation of assets and liabilities - meaning – objectives – Auditor's position in respect of valuation of assets – plant and machinery – building – stock – debtors - Auditor's duties regarding verification and valuation of liabilities - capital – creditors – loans and advances.

UNIT V: Legal liability of an auditor (Teaching Hours – 13)

Company Audit - Appointment and removal of auditors – Rights, duties and Liabilities of Company auditors - Audit of share capital and share transfer.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basic concept of auditing.	K1, K2
CO2	To learn the techniques of audit planning and procedure.	K3, K4, K5
CO3	To acquire knowledge about vouching of cash receipts and payments.	K2, K3, K4
CO4	To learn knowledge about verification & valuation of assets and liabilities.	K2, K3, K4
CO5	To acquire knowledge regarding appointment of auditor, their rights, duties and liabilities.	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	1	2	2	1	2		2	
CO2	2	2	2	1	2	2	2		2	
CO3	2	2	2	1	2	2	1		1	
CO4	2	2	1	2	2	2	1		2	
CO5	2	1	2	2	1	1	2			

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Practical Auditing	Tandon, B.N,	Sultan Chand & Company ltd,	2012, 10 th Edition
2	Principles and Practice of Auditing,	Dinkar Pagare	Sultan Chand & Sons	2015, 17 th Edition
3	Auditing	Kamal Nath	Tata Mcgraw –Hill Publishing Company ltd,	2017, 8 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Auditing	R C Bhatia	Vikas Publishing House Pvt Ltd,	2012
2	Practical Auditing	Dr Radha	Prasanna Publishers	2014
3	Practical Auditing	S Vengadamani	Margham Publication	2018

Pedagogy: Lecture, PPT presentation, Assignment, Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21505U1	ELECTIVE I: CORPORATE LAW	4	Theory	-	100

Objective: To gain legal knowledge of Competition act, FEMA, IDR(ACT), Securities Contract Act, Trade Marks Act.

UNIT I: Competition Act and Anti-Competitive agreements (Teaching Hours – 13)

Competition act 2002- objectives- definition – Competition Commission of India – Anti Competitive Agreements- abuse of Dominant Position – regulation of combinations – penalties – Adjudication and appeals.

UNIT II: Industries (Development and Regulation) Act 1951 (Teaching Hours – 13)

Industries (Development and Regulation) Act 1951 - Object of the Act – Regulatory mechanisms – Exemptions from Licensing provision - Take-over of management of Industrial undertakings by central Government – Effects of the order of Central Government.

UNIT III: Foreign Exchange Management Act, 1999 (Teaching Hours – 13)

Foreign Exchange Management Act, 1999- Definition and objects – Authorized Person - FEDAI(Foreign Exchange Dealers Association of India) - Regulation and management of foreign Exchange,– Non –resident Investment – Bank accounts of Non- residents – Non – resident (external) account and foreign currency account – offences and penalties.

UNIT IV: Trade Marks Act 1999 Patents and trademark (Teaching Hours – 13)

Trade Marks Act 1999 Patents and trademark - Object of trade mark law – Registration of Trade Marks – Licensing and Assignment of Trade Marks – Rectification and Removal of Marks from the Register – Infringement and certification of trade marks.

UNIT V: Securities Contract (Regulation) Act, 1956 (Teaching Hours – 13)

Securities Contract (Regulation) Act, 1956 - Recognition of stock Exchanges by the Central Government – Membership of Stock Exchanges – Qualifications and Disqualifications – Government Regulations of dealing by members – Listing of securities – compliances under the listing agreement.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To deal with competition act, objectives, and penalties.	K1, K2
CO2	To understand industries development act 1951	K1, K2, K3
CO3	To know Foreign Exchange Management Act, 1999	K1, K2, K3
CO4	To understand the Trade Marks Act 1999 Patents and trademark	K1, K2, K3
CO5	To know Securities Contract (Regulation) Act, 1956	K1, K2

Note: K1- Remembering; K2 -- Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				2	1	1	2	1	
CO2	2	1			2			2	3	
CO3	2	1		1	2	1	1	1	2	
CO4	3	2			3	2	2	2	2	
CO5	2	2	1		1	2	1	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Mercantile Law	Dr. N.D. Kapoor	Kalyani Publishers	2012, 33 rd Edition
2	Corporate Laws	Vandana Bansal & Anjali Arora	Vikas Publication	2018, 12 th Edition
3	Corporate & Economic Law	PankajGarg	Taxmann	2020, 2 nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Corporate Law	Naveen Kumar Shelar	I K International Publishing House	2016
2	Corporate Laws	Anil Kumar	Taxmann	2019
3	A hand Book on Corporate and Allied Laws	MunishBandhandari	Westworld Publication	2019

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21505K	ONLINE SWAYAM:BUSINESS ETHICS	4	-	-	-

Objectives: Impart Knowledge of Business Ethics to the Student
 Impart Knowledge of various Business Ethics practices
 Give students, understanding of modern Business Ethics and theirresiding applications in different context

The students will be learning this course through online mode from SWAYAM website.

The link followed for accessing this course is

https://swayam.gov.in/nd2_cec20_m32/preview

COURSE LAYOUT

Week 1: Meaning and Nature of Ethics, Moral and Ethics: Importance of Ethics, Types of Ethics and Causes of Unethical Behavior

Week 2: Meaning, Nature and Importance of Business Ethics, Types of Business Ethics, Factors Influencing Business Ethics, Corporate Ethics: Ethical Behavior and Audit of Ethical Behavior

Week 3: Individual Ethics, Professional Ethics, Gandhian Philosophy of Ethical Behavior, Social Audit, Concept of Globalization and Global Business Network, Relationship among Business, Business Ethics and Business Development

Week 4: Developing Business System Ethics relating to Ethics in Global Economy, Marketing Ethics in Foreign Trade, Role of Business Ethics in Developing Civilized Society, Concept of Corporate Social Responsibility

Week 5: Relationship between CSR and Business Ethics, Justice and Economic Environment Protection, Business Ethics and Consumer Protection, Business Ethics and Social Justice

Week 6 : Arguments for and against Corporate Social Responsibility, Meaning of Functional Ethics, Types of Ethics according to Functions of Business (Marketing and HRM), Types of Ethics according to Functions of Business (Purchase, Selling and Distribution)

Week 7: Patents, Copy-rights, Intellectual Property rights, Trade Marks, and Business Ethics, Ethical Value System, Values

Week 8: Indian Values and Ethics, Business Ethics, Ethics and Corporate Excellence, Indian and Global Case Studies

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21505S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	2	PRACTICAL	-	-

GUIDELINES FOR DOING INSTITUTIONAL TRAINING

Objective

This Institutional Training is to be done during the summer break after Semester 4 and is encouraged in order to enable students to gain practical experience in the field of their study. The type of Institutional Training needs to be approved by the Director. A request letter will be given to the student when approaching an organization for Institutional Training opportunity.

Guidelines for Students

1. Every student must do the Institutional Training for a minimum period of **21 days**.
2. Students can select only the Private/Public limited companies for their Institutional Training.
3. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
4. No two students can select the same company/department for doing Institutional Training.
5. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
6. The students are suggested to choose the nature of the company in which they have interest.
7. A **Training Work Diary** is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
8. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
9. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
10. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21605A	CORE:MANAGEMENT ACCOUNTING	5	Theory	60	40

Objective: To gain knowledge on financial analysis and interpretation, working capital & Cash flow and Fund flow analysis, Budget.

UNIT I: Nature and scope of management accounting (Teaching Hours – 13)

Management accounting - Meaning, objectives, functions and scope - Relationship between Management Accounting, Cost Accounting and Financial Accounting - need and significance of management accounting.

UNIT II: Analysis and interpretation of financial statements (Teaching Hours – 13)

Analysis and interpretation of financial statements - Ratio analysis - significance and classification of ratios – Profitability ratios – Turnover ratios – Solvency ratios - Uses and limitation of ratios

UNIT III: Working capital management, cash flow and cash flow statement (Teaching Hours – 14)

Working capital - concepts, importance, and sources of working capital – Estimation of working capital requirements - fund flow and cash flow analysis

UNIT IV: Marginal Costing (Teaching Hours – 14)

Marginal Costing – Features – Assumptions - Cost-Volume profit analysis - Break even analysis - Managerial applications of marginal costing - Significance and limitations of marginal costing

UNIT V: Budget and budgetary control (Teaching Hours – 14)

Budgeting and budgetary control - definition, Objectives, importance, essentials, classification of budgets - Cash Budget, Flexible Budget, Materials, Production Budget, Master budget and Zero Based Budgeting – process and its importance - Preparation of different budgets.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the nature and scope of management accounting	K1, K2
CO2	To help the students to develop knowledge on financial statement analysis	K2, K3, K4
CO3	To learn the concept of working capital, cash flow and cash flow analysis	K2, K3, K4
CO4	To provide application knowledge on marginal costing for decision making	K3, K4, K5
CO5	To learn about budget and budgetary control	K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2			3	2	1		2	
CO2	2	2			2	2	2		1	
CO3	3	2			2	3	2		2	
CO4	3	3			3	2	1		2	
CO5	3	2			2	2	1		1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Management Accounting	R K Sharma, Sashi k Gupta & Neeti Gupta	Kalyani Publishers	2014, 13 th Revised Edition
2	Management Accounting	T S Reddy & Y Hariprasad Reddy	Margham Publications	2014, 5 th Revised Edition
3	Management Accounting	R SN Pillai & Bhagavathi	S. Chand & Sons	2010, 4 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management Accounting	Dr. K L Gupta	Sahitya Bhawan Publications	2019, Revised Edition
2	Principles of Management Accounting	S N Maheshwari	Sultan Chand & Sons	2016, 16 th Revised Edition
3	Management Accounting	M Y Khan & P K Jain	McGrawhill Publications	2017, 7 th Edition

Pedagogy: Lecture, PPT presentation, Seminar and assignment, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21605B	CORE: CORPORATE FINANCE	4	Theory	40	60

Objective: To understand the concepts of financial planning and various sources of funds.

UNIT I: Introduction to Corporate Finance (Teaching Hours – 13)

Meaning, nature and scope of corporate finance - financial organization – functions of finance. – Functions of financial management- objectives of financial management – profit maximization, wealth maximization - importance of financial management - function of financial controller and treasurer – Financial Planning – Time Value of Money.

UNIT II: Capital Structure (Teaching Hours – 13)

Capitalization – capital structures decisions – factors determining capital structures – leverages – operating, financial and composite leverage.

UNIT III: Cost of Capital (Teaching Hours – 13)

Cost of capital – Significance – cost of debt – cost of preference – cost of equity – cost of retained earnings – weighted average cost of capital

UNIT IV: Capital Budgeting (Teaching Hours – 13)

Capital budgeting – importance – techniques of capital budgeting – pay- back period – average rate of return – net present value – profitability index and internal rate of return.

UNIT V: Institutional Finance (Teaching Hours – 13)

Term loans - institutional finance -Unit Trust of India - Industrial Finance Corporation - State Finance Corporation - ICICI and IDBI

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Course outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To demonstrate basic knowledge of objectives and functions of financial management.	K1, K2
CO2	To elicit knowledge on capitalisation and capital structure.	K3, K4
CO3	To understand and analyse the cost of capital.	K2, K3, K4
CO4	To apply capital budgeting project using traditional & non-traditional methods.	K2, K3, K4
CO5	To acquire knowledge of institutional finance - SFC, ICICI, IDBI and UTI.	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1		1	2	2	1		2	
CO2	2	2	1	2	2	1	2	2	2	
CO3	2	1	2	2	3	2	1	2	2	
CO4	2	2	1	2	3	2	2	2	2	
CO5	2	2	1	2	2	2	1	1	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial management	Sharma & Shashi K Gupta	Kalyani Publisher	1996, 6 th Edition
2	Financial management	S N Maheswari	Sultan Chand & Co.	2012, 3 rd Edition
3	Financial management	I.M.Pandey,	Vikas Publishing house (p) ltd,	2015, 11 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Management	F C Sharma	SBPD Publication	2016, 1 st Edition
2	Financial Management	Khan M Y & Jain P K	Himalaya Publishing House	2018, 8 th Edition
3	Financial Management Theory and Practice	Prasanna Chandra	McGraw Hill Education	2019, 10 th Edition

Pedagogy: Lecture, PPT presentation, Assignment, Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21605U1	ELECTIVE II: INDIRECT TAXES	4	Theory	-	100

Objective: To gain knowledge on various rules and regulations related to indirect taxes in India.

UNIT I: Introduction to Indirect taxes (Teaching Hours – 13)

Indirect taxes: Introduction, Importance, Characteristics and objectives of taxation-canons of taxation-direct and indirect taxes-advalorem and specific duties-GST in India.

UNIT II:Basics of GST (Teaching Hours – 13)

Basics of goods & service tax-GST Law-GST levy-features of GST-Taxes subsumed under GST-benefits of GST-GST rate structure-GSTN-taxable event under GST-supply-composite and mixed supply-levy and collection under GST

UNIT III:Supply and valuation of Goods and Services (Teaching Hours – 13)

Place of supply of goods and services-time of supply of goods and services-valuation of goods and services

UNIT IV: Input tax credit mechanism and filing of GST returns(Teaching Hours – 13)

Input tax credit under GST-salient features-methods of input tax credit-mechanism-framework of input tax credit-input tax credit in special circumstances-documents required-registration under GST-tax invoice, credit and debit notes-filing of returns.

UNIT V:Customs Duty (Teaching Hours – 13)

Customs Law: objectives and scope of customs law-important definitions-prohibition on importation and exportation of goods-taxable event-types of customs duties-computation of customs duty (Theory)-classification of goods-valuation-miscellaneous.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basic concept of taxation and its principles	K1, K2
CO2	To acquaint the students with knowledge on GST	K1,K2
CO3	To know the basic elements of supply of goods and services and its valuation	K2, K3
CO4	To understand the input tax credit and its mechanism	K2, K3,K4
CO5	To learn about budget and budgetary control	K1,K2,K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1			1	2		2	
CO2	2	1	1			1	3		1	
CO3	3	2	2			2	2		2	
CO4	3	3	1			1	2		1	
CO5	3	2	2			2	3		2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	GST Law and Procedures	AnandadayMisshra	Taxmann	2017, 1 st Edition
2	GST Law and Procedure	CA Ashok Batra	Wolters Kluwer	2020, 4 th Updated edition
3	Indirect Taxes-GST and Customs Laws	R Parameswara& P Viswanathan	Kavin Publications	2018, 1 st Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	GST- The essentials of goods and service tax	Thomas Joshep& Jaya Jacob and Ms. Chinnu	Himalaya Publishing	2017, 1 st Edition
2	Simplified Approach to GST	S K Mishra	Educreation Publishing	2018, March Edi.
3	Circulars and Notifications	Issued by CBEC and GST Council	CBEC and GST Council	

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Semester	Course Code	Course Title	Credits	Theory/	Problems	Theory
				Practical		
SIXTH	21605V1	ELECTIVE III: INDUSTRIAL LAW	5	Theory	-	100

Objective: To understand the various laws related to industrial workers, employers.

UNIT I: Introduction to industrial law and Factories act 1948 (Teaching Hours – 13)

Introduction to Industrial Law: - Factories Act 1948 - Provisions relating to Health, Safety and Welfare - Employment of Child, Young man and Adult workers - Women workers – Dangerous Operations – Employment of workers in Dangerous Operations - Labour Law – Maternity Act – 2017, Child Labour Prohibition Act – 2017.

UNIT II: Industrial Disputes Act 1947 (Teaching Hours – 13)

Industrial Disputes Act 1947: – Definitions – The Amendment Act 1982 – State or Central Government activities – Procedure regarding Settlement, Adjudication and Arbitration - Provisions relating to Strike, Lockout and Retrenchment. Lay off - Closure - Machinery to solve the Disputes.

UNIT III: Trade Unions Act 1926 (Teaching Hours – 13)

Trade Unions Act 1926: – Definitions - Registration - Rights and Privileges - Cancellation of Registration - Political Fund - Purpose for which Funds can be spent. Payment of Wages Act 1936: - Permissible Deductions - Time and Mode of payment.

UNIT IV: The Minimum Wages Act 1948 (Teaching Hours – 13)

The Minimum Wages Act 1948: - Objectives – Scope of the Act – Norms to fix the Minimum Wage – Minimum Wage, Fair Wage and Living Wage – Contents of Minimum Wage - Workmen's Compensation Act 1923 - The Employee Compensation Act 2017 amendment – Employers' liability & Non-liability – Disability - Partial, Permanent and Total Disablement - Occupational Diseases.

UNIT V: The Payment of Bonus Act 1965 (Teaching Hours – 13)

The Payment of Bonus Act 1965: - Meaning of Gross Profit - Computation of Available and Allocable Surplus - Eligibility for Bonus - Minimum & Maximum Bonus - Exemption - Applicability of the Act - Employees State Insurance Act of 1948: - Definition - Its Constitution & Membership - Powers & duties - Standing Committee - Medical Board – Benefits - Provident Fund act 1925 – Gratuity act 1972

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand Industrial Law Factories act 1948.	K1, K2
CO2	To understand Industrial Disputes Act 1947	K1, K2, K3
CO3	To know Trade Unions Act 1926	K1, K2, K3
CO4	To understand The Minimum Wages Act 1948	K1, K2, K3
CO5	To know The Payment of Bonus Act 19, PF and Gratuity act.	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				2	1	1	2	1	
CO2	2	1			2			2	3	
CO3	2	1		1	2	1	1	1	2	
CO4	3	2			3	2	2	2	2	
CO5	2	2	1		1	2	1	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Labour and Industrial Law	P K Padhi	PHI Learning Pvt Ltd	2012, 8 th Edition
2	Industrial and Labour Law	S Thothadri & Vijayalakshmi M	Dream Tech Press	2019, 3 rd Edition
3	Industrial Relation and Labour Laws	S C Srivatsava	Vikas Publication	2020, 5 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Labour and Industrial Law	S N Mishra	Central Law Publication	2018
2	Industrial Relations and Labour Law	Piyali Ghosh and Shefali Nandan	McGraw Hill	2017
3	Industrial Law	N D Kapoor	Sultan Chand & Sons	2016

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21605P	SKILL BASED SUBJECT:LAB – MS OFFICE AND ACCOUNTING SOFTWARE	2	PRACTICAL	-	100

MS WORD

- Type a word document with at least 100 words. Give a title for the passage and format the same as per the specification given below:
 - Font size, style
 - Title should be in Bold, italics, underlined
 - Set left margin to 1.5, right margin to 1.75
 - Line spacing should be doubled
 - Apply border to the passage
 - Insert date and time
- Using mail merge prepare an interview call letter.
- Prepare a timetable using Table Auto format in MS Word.
- Prepare a bio-data using MS word using wizard.
- Using borders & shading options prepare an invitation for your college day or for your department function.
- Design value added web pages in MS word that convey information about your curriculum-Hyperlink

MS EXCEL

- Enter your semester's marks & calculate total, average using auto sum & save the file in "MARKS".
- Prepare an excel sheet under the main heads of assets & liabilities & do the following:
 - Select column & change the number format to Rs & Paise (00.00) format.
 - Change the particular range for cells font as bold.
 - Select a cell and change the line style.
- With a given data prepare a payroll.
 - Basic – Rs. 6500, D.A – 40%, HRA – 12%, TA – 10%, MA – 5%, CCA – 10%, PF – 12%, Deductions – 10%.
- With a given data draw various graphs & diagrams

	<u>Growth of viruses</u>			
During the year	1960	1970	1980	1990
Place				
City A	1000	2500	2900	3700
City B	1750	2750	4500	5000
City C	2000	2500	4000	3000

- Design a Purchase Order for a company using Quantity, Description, Unit Price and Amount and include GST calculation.

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12. Create a Sales Invoice using MS Excel (Quantity, Value, Discount and Tax to be apportioned using Formulas)
13. Create a Datasheet for Yearly Sales and Calculate Summary Statistical Measures such as Mean, Standard Deviation, coefficient of Variation and Trend Analysis using Formulas and Charts.
14. Create a database for Monthly Income and cost of living and compare the data using Correlation.

MS POWER POINT

15. Prepare a PowerPoint presentation for department inaugural function.
16. Design an advertisement.
17. Draw an organization chart.

MS ACCESS

18. With a given fields create a table (using design view, wizard view) in Ms-Access.
Register Number (Primary key), Name, Class, Mark1, Mark2, and Mark3
19. With given fields create a table in Ms Access.
Employee Number (Primary Key), Employee Name, Department, Designation.
20. Create an item table with the following structure:
EMP_NO, EMP_NAME, DESIGNATION, SALARY, PF_NO
And apply the SQL Commands to prepare employee list.

ACCOUNTING SOFTWARE

21. Create a Company using Tally.
22. Single Ledger - Create Assets, Liabilities, Income and Expenditure account.
23. Create accounting groups.
24. Enter some test transactions, say numbering 100 in the form of Cash Receipts, cash Payments, Bank receipts, Bank payments, Purchase Bills, Sales Invoices, Debit Note, Credit note and General Journal Vouchers.
25. Voucher Entries - Print the primary books for the same.
26. Create an opening Trial Balance and print the same.
27. Profit and Loss and Balance sheet.
28. Financial Ratio Analysis.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To make students understand the fundamental formatting of documents and assist them in preparing basic word processing operations	K1, K2, K3
CO2	To make students to perform workbook specific exercises and to effectively use in-built functions.	K1, K2, K3, K4, K5
CO3	To prepare presentations on various activities and designing an organizational chart.	K1, K2, K5
CO4	To make students prepare a table and applying SQL commands to manipulate the data from the table.	K1, K2, K3, K4, K5
CO5	To create a company accounts and to prepare fundamental accounting operations using software	K1, K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2		1	1	3	2			1
CO2	1	3	1	1	2	3	1		1	2
CO3	2	1		2		3	1			
CO4	1	1			2	3	2	1		2
CO5	2	1	1	2	1	3	2	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	MS Office	Dr. S. S. Shrivastava	Firewall Media.	2008
2	Office 2010 All-in-one for Dummies	Peter Weverka	Wiley Publishing Inc	2010
3	Tally 9	Namrata Agrawal	Dreamtech Press	2009

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Office 2007for Dummies	Wallace Wang	Wiley Publishing Inc	2007
2	Working in Microsoft Office	Ron Mansfield	Tata McGraw-Hill	2008
3	Tally 9	Dinesh Maidasani	Firewall Media	2007

Pedagogy: Lecture, PPT presentation, Seminar, Assignment

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PROGRAMME OUTCOME	
PO1	The Students will have thorough knowledge of fundamentals of accounting principles and practices and also acquire the procedure for adopting globally accepted financial Standards. The students will get a wide knowledge of Business English with different concepts of various branches of commerce.
PO2	The Students who underlying the course will know the application of ethical principles to Business, understand their responsibility in the society as a businessman and also various aspects of marketing and Digital -marketing techniques
PO3	The Students are offered knowledge on organization and management of Industrial, commercial Enterprises and to study the requisites for equipping modern business to manage its affairs effectively and to gain knowledge about managerial functions in most useful and organized way.
PO4	The students are enlighten with the knowledge on basic applications of Cyber Law in Ecommerce and to know about the Indian contract Act and to understand the technical elements of contract.
PO5	To know the various concepts and procedures related to Taxation purpose. To implement the concepts of Cost and its issues.
PO6	To obtain the knowledge in the field of Ecommerce, its business models and its security provided by cyber crime for the information provided during transactions, E-Governance by our Indian Government, programming areas to improve computer skills and applications.
PO7	To know the various applications of computers in banking sector and to know the internet structure and tools to create websites.
PO8	To familiarize the students to cater the knowledge in solving Business oriented problems with mathematical concepts and to take the business decisions by various statistical measures.
PO9	To understand the concepts of Financial Management and its applications for managerial decision making and to develop cognizance of the importance of financial management in corporate valuation. To impact the knowledge and skill required for Audit work.
PO 10	To help the students to understand the past, present Economic conditions of the country and they will also be able to forecast the future course of changes and development through their knowledge of policies and programs set by the Government and other development agencies. To understand the role and importance of Entrepreneurship for Economic Development.

PROGRAMME SPECIFIC OUTCOME	
PSO1	To get knowledge in technical skills, analytical . managerial and practical applications during the end of B.com(E.Com) Course.
PSO2	To grasp job opportunities in various fields like commerce, computer industries and Business Applications.
PSO3	To go for Higher education in the field of Master of Commerce, Computer Applications and Masters in Business Administration.
PSO4	To become an Entrepreneur, Manager, Programmer ,Team leader in the various fields of IT & Ecommerce Industries.
PSO5	To become web page designer for various concerns.

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Semester	Part	Course code	Core/Allied/Elective/ Skill based Subject	Course Title	Credits	MARKS			Hrs./ Week	Exam Durat ion (Hrs.)	Category
						CA	TEE	TOTAL			
I	I	21100T,21100H, 21100F,21100M	Language	Tamil I/ Hindi I /French I /Malayalam I	3	25	75	100	5	3	THEORY
	II	21100E1	English	Contemporary English I	3	25	75	100	6	3	THEORY
	III	21104A	Core	E-Business	4	25	75	100	6	3	THEORY
	III	21104B	Core	Business Organization and Office Management	4	25	75	100	6	3	THEORY
	III	21104C	Core	Principles of Accounting	4	25	75	100	6	3	THEORY
	III	21104P	Skill Based Subject	Lab I - Multimedia	2	40	60	100	5	3	PRACTICAL
	IV	21100G	Skill Based Subject	General Awareness	2	25	75	100	2	3	THEORY
	I	21200T,21200H, 21200F,21200M	Language	Tamil II/ Hindi II /French II /Malayalam II	3	25	75	100	5	3	THEORY
	II	21200E1	English	Contemporary English II	3	25	75	100	6	3	THEORY
	III	21204A	Core	Business Information Systems	4	25	75	100	5	3	THEORY
II	III	21204K	Online Course SWAYAM	Basics of Digital Marketing	4						
	III	21204B	Core	Principles of Management	4	25	75	100	5	3	THEORY
	III	21204C	Allied	Business Economics	4	25	75	100	6	3	THEORY
	IV	21200G	Environmental Studies	Environmental Awareness	2	25	75	100	1	3	THEORY

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Semester Part	Course code	Core/Allied/Elective/ Skill based Subject	Course Title	Credits	MARKS			Hrs/Week	Exam Duration (Hrs.)	Category
					CA	TEE	TOT			
IV	21300B/21300A	Basic Tamil / Advanced Tamil	Basic Tamil I / Advanced Tamil I	2	100	NA	100	2	3	THEORY
	21300N	Non-Major Elective - I	Personality Development and Soft Skills		40	60	100		3	THEORY
III	21304A	Core	Artificial Intelligence	4	25	75	100	6	3	THEORY
III	21304B	Core	Financial Accounting	4	25	75	100	5	3	THEORY
III	21304C	Core	Entrepreneurship and Opportunity Analysis	4	25	75	100	5	3	THEORY
III	21304E	Skill Based Subject	Programming in C	4	25	75	100	5	3	THEORY
III	21304D	Allied	Business Statistics	4	25	75	100	5	3	THEORY
III	21304P	Skill Based Subject	Lab II - Programming in C	4	40	60	100	3	3	PRACTICAL
V	21304 S	Extension Activities	Mini Project	1	GRADE			2		PRACTICAL
IV	21400B/21400A	Basic Tamil / Advanced Tamil	Basic Tamil II / Advanced Tamil II	2	100	NA	100	2	3	THEORY
	21400N	Non-Major Elective - II	Basics in Business Process Outsourcing		40	60	100		3	THEORY
III	21404A	Core	Computer Applications in Banking	4	25	75	100	6	3	THEORY
III	21404B	Core	International Financial Reporting Standards	4	25	75	100	6	3	THEORY
III	21404C	Core	Business Law	4	25	75	100	6	3	THEORY
III	21404D	Allied	Business Mathematics	5	25	75	100	6	3	THEORY
IV	21400G1	Value Education:	Indian Society, People and Culture	2	25	75	100	6	3	THEORY
III	21404K	Online Course SWAYAM	Developing Soft skills and Personality	2						

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Part	Course code	Core/Allied/Elective/ Skill based Subject	Course Title	Credits	MARKS			Hrs./ Week	Exam Durat ion (Hrs.)	Category
					CA	TEE	TOT			
V	21504K	Online Course SWAYAM	Android Application using Kotlin Software	2						
	21504A	Core	Financial Management	4	25	75	100	6	3	THEORY
	21504B	Core	Income Tax	4	25	75	100	6	3	THEORY
	21504C	Core	Business Ethics and Corporate Social Responsibility	4	25	75	100	6	3	THEORY
	21504D	Core	Cyber Law	4	25	75	100	6	3	THEORY
V	21504P	Skill based Subject	Lab III - Excel in Business	3	40	60	100	3	3	PRACTICAL
	21504S	Skill based Subject	Institutional Training	3	40	60	100	3	3	PRACTICAL
VI	21604A	Core	Cost and Management Accounting	4	25	75	100	6	3	THEORY
	21604B	Core	Auditing	4	25	75	100	6	3	THEORY
	21604U1	Elective I	Internet and Web Design	5	25	75	100	6	3	THEORY
	21604V1	Elective II	Software Project Management	5	25	75	100	6	3	THEORY
	21604P	Skill Based Subject:	Lab IV - HTML and JAVA Script	2	40	60	100	6	3	PRACTICAL
			TOTAL	140			3700			

Part	Subject Code	Subject Name
III	21604U1	ELECTIVE I: Internet and Web Design
III	21604V1	ELECTIVE II: Software Project Management

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022
MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	Contemporary English -I	3		2		1		1			1
21104A	Core: E-Business		3	2	1		3	3	3		
21104B	Core: Business Organization and Office Management			3			2	3	2	1	1
21104C	Core :Principles of Accounting	3	3	2						2	1
21104P	Skill Based Subject : Lab I: Multimedia		3	2	1		3	3	2	1	
21200E1	Contemporary English -II	3		2		1		1			1
21204A	Core: Business Information Systems		3	2							
21204K	Online Course Swayam :Basics of Digital Marketing		3	2			3	1		2	1
21204B	Core :Principles of Management	1	1	3			1			3	2
21204C	Allied: Business Economics	1	1	1	2			3	3	3	3
21304A	Core :Artificial Intelligence		3	3	3		2	2	1	1	1
21304B	Core :Financial Accounting	3		2							
21304C	Core: Entrepreneurship and Opportunity Analysis				3		2	3	2	1	1
21304E	Skill Based Subject :Programming in C			2			1	3		1	
21304D	Allied: Business Statistics		3				3	2	3	3	3
21304P	Skill Based Subject: Lab II :Programming in C			2			1	3	2		
21404A	Core: Computer Applications in Banking	3	3	2	3	1		3	3	2	1
21404B	Core: International Financial Reporting Standards	3		2	1			1	1		
21404C	Core: Business Law		2	2	3		3	2	2	2	2
21404D	Allied: Business Mathematics		2	2			2	2	3	2	2
21404K	Online Course Swayam : Developing Soft Skills and Personality	3		2		2			1		1
21504K	Online Course Swayam : Android Application using Kotlin software		3			3		1		1	
21504A	Core: Financial Management	2	1	1	1	1	3	2	3	2	1
21504B	Core: Income Tax	1	1	1		3	2			2	2
21504C	Core :Business Ethics and Corporate Social Responsibility		3	2							
21504D	Core : Cyber Law		1		3		3		2		2
21504P	Skill Based Subject :Lab III - Excel in Business		3						3	3	3
21504S	Skill based Subject : Institutional training		1		3			2		3	
21604A	Core: Cost and Management Accounting	2	1			3	2		2	3	2
21604B	Core :Auditing	2	1	2	2	2	1	1	3	2	1

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E1	Contemporary English I	3	Theory	-	100

Objective of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

(Teaching Hours: 12)

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication

(Teaching Hours: 12)

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

Unit-III: Spoken English

(Teaching Hours: 12)

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills

(Teaching Hours: 12)

Listening skills-Videos on Self-motivation and Phonetics,
Speaking skills-Phone Conversations and Conversational Fillers,
Reading skills-Newspaper Article Review and Reading Comprehension,
Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature

(Teaching Hours: 12)

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.

Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan

Short Stories-The Last Leaf by O'Henry and Glory at Twilight by Bhabani Bhattacharya.

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behavior.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				1	2		1	1	
CO2			1	2	2	3		3	3	
CO3	2		3	3	2	3	3	3	3	
CO4	2		3	3	3	3	3	3	3	
CO5								1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, 11nd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, 11nd Ed
4	Understanding and Using English Grammar	Betty Schramper Azad	Orient Backswam	2009

Pedagogy: Lecture, Interactive and Discussion methods.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21104A	Core: E-BUSINESS	4	Theory	-	100

Objective: To enable the students to acquire basic knowledge in the Information Technology and its relevance in the various areas of business.

UNIT I

(Teaching Hours: 13)

Introduction to e-business: Electronic Business, Electronic Commerce, Electronic Commerce Models, Types of Electronic Commerce, Value Chains in Electronic Commerce, E-Commerce in India. Internet, World Wide Web, Internet Architectures, Internet Applications, Web Based Tools for Electronic Commerce.

UNIT II

(Teaching Hours: 12)

Intranet, Composition of Intranet, Business Applications on Intranet, Extranets Electronic Data Interchange, Components of Electronic Data Interchange, Electronic Data Interchange Communication Process.

UNIT III

(Teaching Hours: 13)

Security Threats to e-business, Security Overview, Electronic Commerce Threats, Encryption, Cryptography, Public Key and Private Key Cryptography, Digital Signatures, Digital Certificates, Firewall as Security Control, Public Key Infrastructure (PKI) for Security, Prominent Cryptographic Applications.

UNIT IV

(Teaching Hours: 12)

Electronic Payment System, Concept of Money, Electronic Payment System, Types of Electronic Payment Systems, Smart Cards and Electronic Payment Systems, Infrastructure Issues in EPS, Electronic Fund Transfer.

UNIT V

(Teaching Hours: 15)

E E-Marketing, E-Advertising and CRM. e-Governance, Digital Commerce, Mobile Commerce, Strategies for Business over Web, Internet based Business Models, E – Marketing Strategies.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	It talks about E Commerce and how it is used in E Business	K1
CO2	It talks about internet, intranet and how it is used in electronic data interchange.	K1 and k2
CO3	It talks about security issues and how it is used in cryptography.	K3
CO4	It talks about electronic payment system and electronic fund transfer.	K3 and k4
CO5	It talks about E- Business. and E Marketing Strategies	K4 and k5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2	1			3	2			
CO2		2				2	2			
CO3		3	1			3		1	1	
CO4		2	1			2	1	2		
CO5		2				3	1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	E-Commerce Strategy, Technologies and Applications	Whitley & David	Tata McGrawHill	2000
2	Electronic Commerce.	Schneider Gary P. and Perry, James.T	Thomson Learning	2000
3	Frontiers of electronic commerce	Ravikalakota & Whinston	Pearson Education Asia	2000
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	E-commerce - A managers guide to e-business	Parag Diwan	Excel books, Newdelhi	2000
2	E-commerce - The cutting edge of Business	Kamalesh.k, Bajaj & Debjani Nag	TataMc-Graw Hill Publishing, New Delhi	2000
3	Introduction to Information Systems,	Alexis Leon, Mathews Leon and Vijay Nicole	imprints private Limited, Chennai.	2004

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21104B	Core: BUSINESS ORGANIZATION AND OFFICE MANAGEMENT	4	Theory	-	100

Objective: To offer knowledge of Organisation and Management of Industrial, Commercial enterprises and to study the requisites for equipping modern business to manage its affairs effectively.

UNIT – I **(Teaching Hours: 15)**

Nature and Scope of Business - Forms of Business Organisation: Sole Trader, Partnership Firms, Joint Stock Companies and Co-operative Societies - Public Enterprise.

UNIT – II **(Teaching Hours: 15)**

Location of Business – Factors Influencing Location, Localization of Industries - Size of firms, Sources of Finance – Shares, Debentures, Public Deposits, Bank Credit and Trade Credit.

UNIT - III **(Teaching Hours: 15)**

Stock Exchange – Functions – Procedure of Trading –DEMAT of shares- Trade Association- Chamber of Commerce.

UNIT – IV **(Teaching Hours: 10)**

Office – its Functions and Significance – Office Layout and Office Accommodation – Filing and Indexing. Office Machines and Equipments – Data Processing Systems EDP – Uses and Limitations– Office Furniture.

UNIT – V **(Teaching Hours: 10)**

Registration Procedures - Requirement of Various Documents - Bank Account, Service Tax Number, Tax Identification Number (TIN), Permanent Account Number (PAN) and GST Registration Procedure



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Course Outcome mapping with Knowledge level

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

Course Outcome	CO Statement	Knowledge level
CO1	Remember about the different forms of organization.	K1
CO2	Understand the concepts of business, factors influencing location and about sources of finance.	K2
CO3	Apply the stock exchange procedure in opening the DEMAT account.	K3
CO4	Remember the office setup and analyse the methods of filing and indexing.	K1&K4
CO5	Apply the registration procedure to open a bank account , STN,TIN etc.	K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2	3							
CO2		1	3							
CO3		1	3			2	1	1		
CO4		2	3			2			2	2
CO5	2	3	3	2	1	1	2	1	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Business organization and management	Bhushan Y.K	Sultan Chand & co. Ltd.	2005
2.	Business organization and management	Shukla	Sultan Chand & co. Ltd.	2003
3.	Business organization and management	P.C Tulsian & Vishal Pandey	Pearson	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Office Organization and Management	S P Arora	Vikas Publishing House Pvt Ltd;	Second edition (2018)
2.	Business organization and management	Hardern, Geoff	P.Allan	1978
3.	Office management	R.S.N Pillai Bagavathi	S Chand & co.	2008

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21104C	Core: PRINCIPLES OF ACCOUNTING	4	Theory	80	20

Objective: To learn the fundamentals of Accounting concepts

UNIT I

(Teaching Hours: 15)

Fundamentals of book keeping – Accounting Concepts and Conventions – Journal and Ledger – Trial Balance- Subsidiary Books – Uses – Preparation of Subsidiary Books.

UNIT II

(Teaching Hours: 12)

Cash Book – Preparation of various types of Cash book – Bank Reconciliation Statement – Meaning – purpose- Preparation of Bank reconciliation statement – Errors – Types of Errors – Rectification of Errors.

UNIT III

(Teaching Hours: 12)

Apportionment of capital and revenue expenditure – preparation of final statements of accounts of a sole trading business.

UNIT IV

(Teaching Hours: 14)

Bills of exchange – meaning and definition – features – types- Accounting entries for Bills transactions-accommodation bills – Account current – Meaning – Procedure – product method-daily balance method -Average Due date – meaning- Determination of Due date.

UNIT V

(Teaching Hours: 12)

Accounts of non-trading concerns – receipts and payments account – income and expenditure account and balance sheet.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the fundamentals of accounting concepts and how to journalize the transaction.	K1, K2 and K3
CO2	To understand and prepare the types of cash book and bank reconciliation statement, rectify the errors.	K2 & K3
CO3	To differentiate between capital and revenue items and to prepare final account statements	K1, K2, K3 & K5
CO4	To know the accounting entries for bills of exchange transactions.	K2 & K3
CO5	To adopt accounting procedure and preparation for non-trading concern	K2, K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1							
CO2	3		1							
CO3	3		1							
CO4	3		1							
CO5	3		1							

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles Of Accountancy	Vinayakam, N. P Mani & K L Nagarajan	Sulthan Chand & Company Pvt Ltd	2009 Edition
2	Financial Accounting	T S Reddy & Murthy	Margham Publications	2012 Edition
3	Introduction to Accountancy	T S Grewal , S C Gupta	Sulthan Chand & Company Pvt Ltd	2016 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles and Practice of Accountancy	R L Gupta & V. K. Gupta	Sulthan Chand & Sons	2019 Edition
2	Principles of Accountancy	S.P. Jain and K L Naran	Kalyani Publishers	2013 Edition
3	Financial Accounting	Vinayakam N , Charumathi B	Sulthan Chand & Company Pvt Ltd	2004 Edition

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, \Group discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21104P	Skill based Subject : LAB I: MULTIMEDIA	2	Practical	-	-

1. M.S. Office – 3 Exercise
2. Photoshop – 3 Exercise
3. Flash – 3 Exercise
4. Corel Draw – 3 Exercise
5. Desk Top Publishing – 3 Exercise



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Provides knowledge about ms office, how to write an algorithm and draw flowcharts.	K1 &K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1		2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	MS Office	Dr. S Shrivastava	Firewall Media	2007
2	Working In Microsoft Office	Ron Mansfield	Osborne Mcgraw-hill	1996
3	Microsoft Office 97	Gini Courter	Sybex	1997
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Microsoft word 2019	Joan Lambert	Microsoft press	2019
2	Excel basics in 30 minutes	Ianlamont	i30 media corporation	2015
3	Excel 2013 for scientists	Dr. Gerard verschuuren	Holy macro books	2014

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E1	Contemporary English II	3	Theory	-	100

Objective of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

(Teaching Hours: 12)

Phrases, Clauses, Sentence Structure, Idioms, Lexical Skills

Unit-II: Effective Communication

(Teaching Hours: 12)

Social English and Cultural Awareness, Writing Paragraphs, CV (resume)/Job Interviews, Presentations-Structure and Key Phrases, Presentation-Being Lively and Persuasive, Style-Clarity and Emphasis

Unit-III: Communication Practice

(Teaching Hours: 12)

Communication Exercises, Real Life Incidents, Face-to-Face training, Presentation Skills, Group Discussion and Seminars

Unit-IV: LSRW Skills

(Teaching Hours: 12)

Listening skills-Interview with a CEO & Marketing Director, Nature: Changing Opinions,

Extended Multiple Choice, Summary Completion

Speaking skills-Pronunciation: Word Stress, Stress Shift, Contrastive Stress, Emphasis, Compound Adjectives, Past Simple Endings

Reading skills- Information and Communication Technology, Globalization and Economic Policy

Writing skills-Feature Writing, Interviewing & Ad Writing

Unit-V: Literature

(Teaching Hours: 12)

Prose-I have a Dream by Martin Luther King Jr and Words of Wisdom by Chetan Bhagat

Poetry- A Prayer for my daughter by WB Yeats and Palanquin Bearers by Sarojini Naidu

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				1	2		1	1	
CO2			1	2	2	3		3	3	
CO3	2		3	3	2	3	3	3	3	
CO4	2		3	3	3	3	3	3	3	
CO5								1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	2015, 1st Ed
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, 2nd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, 2nd Ed
4	Listening and Speaking Skills	Barry Cussack & Sam McCarter	Macmillan	2007
5	Active English	Alma S Juneja & Vaseem Qureshi	Alma S Juneja & Vaseem Qureshi	2014
6	Business English Handbook Advance	Paul Emerson	Macmillan	2007

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21204A	Core: BUSINESS INFORMATION SYSTEMS	4	Theory	-	100

Objective: To enable the students to acquire basic knowledge in the Information Technology and its relevance in the various areas of business.

Unit I : **(Teaching Hrs: 12)**

Information Technology in Business : Business Pressures - Global Competition - Real-time Operations - Work force Customer Behaviour - Technological Innovation and Obsolescence - Organizational responses – Strategic Alliances - Office Automation Technologies - Overview of Information systems - IT Support at different organizational levels - Managing Information systems in Organizations.

Unit II : **(Teaching Hrs: 13)**

Data, Information and Knowledge : Definition of information - History of Information - Quality of Information –Information processing -Management decision making - IT support for management decision making – Data transformation and management - Decision Support Systems (DSS) - Characteristics and capabilities of DSS -Components and structures of DSS - Data and information analysis.

Unit III: **(Teaching Hrs: 15)**

Information Systems for Enterprise : Information and enterprises - Information systems to support business functions – Functional information systems - Management information systems - Transaction processing information systems - Integrated information systems - Enterprise Resource Planning (ERP) - Advantages of ERP - Benefits of an ERP system - Inter-Organizational information systems – Global information systems - Information as a competitive weapon.

Unit IV: **(Teaching Hrs: 13)**

Data Base Management Systems : DBMS - Definition - Necessity of a database - Characteristics of database – Types of DBMS - Logical data models - Hierarchical model - Network model - Relational model - Object-oriented model – Object relational model - Deductive/inference model - Comparison between various database models.

Unit V: **(Teaching Hrs: 12)**

Computer Software : Definition - Hardware/Software interaction - Software categories - Retail software – Public domain software - Shareware - Freeware - Cripple ware –Classification of software – Utilities Compilers and interpreters - Word processor - Spreadsheets Presentation software – Image processors - Enterprise software.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	It provides knowledge about Electronics and how it can be applied in Business.	K1
CO2	It provides information about data and how it can be useful for decision support systems.	K2 and K3
CO3	It provides information about management information system and how it can be used Enterprise Resource Planning.	K3
CO4	It explains about different data base model and how the data base model used for common people.	K3 AND K4
CO5	It explains about hard ware, soft ware and its uses.	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	3			3		1		
CO2		3	2			2		1		
CO3		2	1	1		3		2		
CO4		3	1			2	1	1		
CO5		3	3			2		1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Introduction to Information Systems,	Alexis Leon, Mathews Leon and Vijay Nicole	imprints private Limited, Chennai.	2004
2	Management Information Systems	Uma G Gupta	Galgotia Publications Pvt Ltd, New Delhi	1998
3	Software Project Management,	Bob Hughes and Mike Cotterell,	Tata McGraw- Hill Publishing Company Limited, New Delhi,	Third Edition, 2004
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Information Technology for Management	Henry C.Lucas	Tata McGrawHill	2002
2	E-Commerce Strategy, Technologies and Applications	Whitley & David	Tata McGrawHill	2000
3	Electronic Commerce.	Schneider Gary P. and Perry, James.T	Thomson Learning	2000

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21204K	Online Course Swayam: BASICS OF DIGITAL MARKETING	4	-	-	-

Objective:

- Identify impact of digital space and digital marketing in reaching out to customers.
- Find out the opportunities for marketers on digital platform.
- Use digital media for the creation of products and services.
- Differentiate factors that influence the consumer
- How and What are the different elements that make the consumer so unique?

Lecture Topics – Week 1

Introduction to Marketing
Consumer Behavior
Introduction to Digital Marketing

Lecture Topics – Week 2

Search Engine Optimization 1
Search Engine Optimization 2
Search Engine Optimization 3

Lecture Topics – Week 3

Search_Engine_Marketing : Part 1
Search_Engine_Marketing : Part 2
Display Advertising

Lecture Topics – Week 4

Social Media Marketing
Social Media Marketing (Word of Mouth)
Social Media Platforms Part 1
Social Media Platforms Part 2

Lecture Topics – Week 5

Online Reputation Management
Mobile Marketing Part 1
Mobile Marketing Part 2
Website Planning & Creation

Lecture Topics – Week 6

Email Marketing Part 1
Email Marketing Part 2
Introduction to E Commerce Part 1
Introduction to E Commerce Part 2

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Lecture Topics – Week 7

E-COMMERCE Strategy 1
E-COMMERCE Strategy 2
Content Marketing
Content Creation Process
Influencer Marketing

Lecture Topics – Week 8

Digital Marketing Strategy Part 1
Digital Marketing Strategy Part 2a
Digital Marketing Strategy Part 2b
Digital Marketing Strategy Part 3a
Digital Marketing Strategy Part 3b

Lecture Topics – Week 9

Digital Analytics & Measurement Part - 1a
Digital Analytics & Measurement Part - 1b
Digital Analytics & Measurement Part - 2a
Digital Analytics & Measurement Part - 2b

Lecture Topics – Week 10

Digital Analytics & Measurement Part - 3a
Digital Analytics & Measurement Part - 3b
Measuring Campaign Effectiveness : ROI - Return on Investment
Measuring Campaign Effectiveness : CLV - Customer Lifetime Value
Attribution Models

Lecture Topics – Week 11

Digital Marketing Plan
Case Study 1 : Email Marketing
Case study 2 : Golf Tripz
Case Study 3 : Golkonda Hotels
Case Study 4 : Bhalaje Photography

Lecture Topics – Week 12

New Technologies & Advancement in Digital Marketing Part 1
New Technologies & Advancement in Digital Marketing Part 2
Review of Digital Marketing Course Part 1
Review of Digital Marketing Course Part 2



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21204B	Core: PRINCIPLES OF MANAGEMENT	4	Theory	-	100

Objective: To gain knowledge about managerial functions in most useful and in organized way.

UNIT I

(Teaching Hours: 10)

Definition of Management - Nature and scope of Management - Functions of Management - contribution of F.W.Taylor, Henry Fayol, Mary Parker Follet, Mc Gregor and Peter F.Drucker. Management as an Art, Science and Profession - Universality of Management

UNIT II

(Teaching Hours: 15)

Planning - Meaning, Nature and importance of Planning - Advantages and limitations - Steps in planning - Planning premises, - Methods and types of Plans . Decision making –Types of Decisions - Steps in decision making.

UNIT III

(Teaching Hours: 15)

Organisation - Meaning, nature and importance - Process of organisation - Principles of sound organisation - Organisation structure- Span of control - Organisation chart- Key elements of organisation process viz., Departmentation, Delegation and Decentralisation - Authority relationships - Line, functional and staff.

UNIT IV

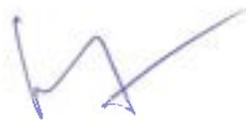
(Teaching Hours: 15)

Motivation - Need - determinants of behaviour - Maslow's theory of motivation. Motivational Theories in Management - X, Y and Z Theories – Leadership- styles –Management by Objectives (MBO) - Management by Exception (MBE).

UNIT V

(Teaching Hours: 10)

Communication in management – Types of Communication - Barriers to Communications. Co-ordination - Need and techniques- Control - Techniques of control. Direction – Nature and Purpose – Principles and Techniques of Direction.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Remember about functions of management and contributions of various specialists like F.W Taylor and so on.	K1
CO2	Understand the steps in planning and decision making.	K2
CO3	Analyze the organization activities and apply them in delegation and authority.	K3 & K4
CO4	Analyze the motivation theories and its implementation.	K4
CO5	Evaluate the barriers of communication.	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3			2				1
CO2		2	3			1		1	1	1
CO3		2	3	1	1	1	1	1	2	2
CO4		2	3							
CO5		2	3							1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Principles of Management	Dinkar Pagare	Sultan Chand & Sons	2008, Seventh
2	Principles & Practice of Management	L M Prasad	Sultan Chand & Sons	2007, Sixth
3	Principles of Management	T Ramasamy	Himalaya	2006, Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles & Practice of Management	T N Chhabra & S K Grover	Dhanpat Rai & CO	2010, Eighth
2	Principles of Management	P C Tripathy & P N Reddy	Tata McGraw Hill	1998, Eleventh
3	Essentials of Management	Herald Koontz & Heinz Wehrich	Tata McGraw Hill	2003, Twentieth

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21204C	Allied - BUSINESS ECONOMICS	4	Theory	-	100

Objective: To understand the basic concepts of Micro and Macroeconomic Policies

UNIT-I

(Teaching Hours: 10)

Definition and Scope of Economics – Methodology of Economics → Objectives of business firms
Social Responsibilities.

UNIT-II

(Teaching Hours: 15)

Meaning of Demand-Determinants of Demand- Law of Demand- Demand Analysis – Demand
Schedule- Elasticity of Demand-Types of Elasticity of Demand (Price, Income, Cross, Advertisement)-Methods
of Measuring Elasticity of Demand-Demand Forecasting- objectives - Methods of Demand forecasting

UNIT-III

(Teaching Hours: 15)

Production function-Factors of Production- Production functions with one variable input- Production
functions with two variable input- Production functions with all variable input pricing policies and methods-
Law of Supply- Determinants of supply- Meaning of Cost-Types of cost- Cost and output relationship in the
short run- Cost and output relationship in the long run- Economies of scale- Diseconomies of scale

UNIT-IV

(Teaching Hours: 10)

Market definition-Types of Market (Perfect competition, Monopoly, Monopolistic, Oligopoly, Price
discrimination) - Price and Output determination in Perfect and Imperfect markets – profit – meaning- theories
and policies.

UNIT-V

(Teaching Hours: 15)

Monetary Policy of India - objectives – Instruments of Monetary Policy – Fiscal policy of
India - objectives - Instruments of Fiscal policy - Recent Budget analysis – Business cycle Meaning –
different phases of business cycle.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the basic concepts of Economics.	K1 & K2
CO2	Analyze various types of Demand and its Forecasting Methods.	K2 & K4
CO3	Identify the Production Function methods with Pricing Policies.	K2, K3 & K4
CO4	Demonstrate the various types of markets and illustrate different theories and policies.	K2 & K4
CO5	Analyze different phases of Business Cycle, Monetary Policy and Fiscal Policy of India.	K2 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		1		1	1				
CO2	2	2		1	1	2	1	2	1	1
CO3	2	1		1	2			1	1	1
CO4	2	3	2	2	1	1	1	2	1	1
CO5	2	2	2	1	1	1	1	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books					
S.No.	Title	Author	Publishers	Publication Year & Edition	Year
1	Business Economics	Sankaran S	Margham Publications	2007, Fifth	
2	Principles of Economics	M.L.Jhingan	Virnda Publications	2012, Seventh	
3	Principles of Economics	Seth.M.L	Lakshmi Narain Agarwal	2014, Fifth	
Reference Books					
S.No.	Title	Author	Publishers	Year of Publications	
1	A Text Book of Economic Theory	Stonier and Hague	Pearson Education	2003	
2	Macro Economics	M.L.Jhingan	Virnda Publications	2012	

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21304A	Core: ARTIFICIAL INTELLIGENCE	4	Theory	-	100

Objectives: To learn the knowledge of development of machines that can do things as well as humans can or possibly even better.

UNIT I : **(Teaching Hours: 13)**

Concepts of Artificial Intelligence: What is Intelligence?-Artificial Intelligence-Meaning-Brief History of AI-Turing Test-Approaches of AI-Characteristics of AI-AI Problems –Problem representation in AI-Knowledge-AI Techniques-Major components of AI-Applications of AI. Case study: Google Duplex.

UNIT II : **(Teaching Hours: 13)**

Problems and search programs: Definition-characteristics-issues-Knowledge Representation. AI and Game Playing: Major components of a game playing program-playing strategies-problems in computer games-playing programs. Planning- Components of planning systems. Case Study: Scheduling, medical Diagnosis.

UNIT III: **(Teaching Hours: 13)**

Image Processing -Introduction to computer vision- Image Segmentation. Natural Language Understanding Introduction-Natural Language Interaction: Speech recognition-chat-bots-Natural Language generation-Speech Synthesis.

UNIT IV: **(Teaching Hours: 13)**

Introduction to Expert systems: Definition-Characteristics of an expert systems-Architecture and description of modules-Expert system life cycle-Difficulties in knowledge acquisition-strategies-expert system tools-advantages & Limitations of ES-Major Application Areas.
Applications of AI:Business: Fraud Detection-Marketing Analysis-Signature Verification-Inventory Control-credit rating and risk assessment. **Security:** Face recognition-Speech verification-Fingerprint Analysis.
Medicine: General Diagnosis-Detect of heart Defects.

UNIT V: **(Teaching Hours: 13)**

Robotics: Introduction to Robotics-Definition of Robot-Components of Robot-Manipulator-Cartesian-cylindrical, spherical, Articulated Robots, Control Units of the Robot-Intelligent Robots-Robot hardware-Sensor-Effectors-Robotic Perception-Planning to move-Application domains.
Programming languages for Developing AI- LISP, PROLOG. LISP: Preliminaries of LISP-Functions-User defined Functions-Control Structures-Garbage Collection.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To know basics of artificial intelligence.	K1
CO2	To Know about the search methods and its uses.	K1 and k2
CO3	To learn about expert systems	K3
CO4	To learn about applications of artificial intelligence	K4 and k5
CO5	To know more about robotics	K4 and k5

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1		2	
CO2	3	2			1	2				
CO3			2	3	2			1	1	
CO4			3	2			1	2		
CO5		2	3	2			1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Foundations of Artificial Intelligence and Expert systems	Janakiraman,Sarukesi, Gopalakrishnan	Mc graw hill	2000
2	Artificial Intelligence- A new Synthesis	Nils J.Nilsson	Mc graw hill	2000
3	Artificial Intelligence	Elaine Rich & Kevin Knight	Mc graw hill	Second Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Artificial Intelligence	Elaine Kevin Shivashankar B Nair	Mc graw hill	2000
2	A first course on Artificial Intelligence	Deepak Khemani	Mc graw hill	2017

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21304B	Core: FINANCIAL ACCOUNTING	4	Theory	80	20

Objectives: To impart the knowledge about the principles and practices of financial accounting

Unit: I

(Teaching Hours: 15)

Depreciation – meaning - causes for depreciation – methods of depreciation – straight line method, written down value method, annuity method (excluding change in method) – provisions and reserves.

Unit: II

(Teaching Hours: 12)

Self- Balancing ledger – meaning & advantages – preparation of debtors ledger, creditors ledger and general ledger – Fire insurance claims – computation of claims to be lodged for loss of stock – average clause.

Unit: III

(Teaching Hours: 12)

Single entry system – meaning & features – statement of affairs method & conversion method.

Unit: IV

(Teaching Hours: 14)

Dependent Branch, Debtors system, Stock and Debtors system, Wholesale branch system, Final Accounts system. Departmental accounts – meaning & advantages- transfer at cost or selling price – branch accounts (excluding independent & foreign branches).

Unit: V

(Teaching Hours: 12)

Hire purchase system – meaning & features – calculation of interest and cash price – default and repossession of asset (excluding Hire purchase trading account) – Installment purchase system.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This unit will expose the students to understand the concept of depreciation and application of methods of depreciation	K1, K2, K3 & K5
CO2	To acquire knowledge how to prepare self balancing ledgers and computation of claims under fire insurance.	K1, K2, & K3
CO3	The students have good exposure in understanding and preparing single entry system	K1, K2, & K3
CO4	The students will gain practical knowledge to prepare and maintain accounts under departmental and branch system	K2 & K5
CO5	To provide accounting treatment under hire purchase and installment purchase system.	K2 & K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1							
CO2	3		1							
CO3	3		1							
CO4	3		1							
CO5	3		1							

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting	T S Reddy & A Murthy	Margham Publications	2012 Edition
2	Advanced Accounting	S P Jain and K L Narang	Vikas Publishing house	2008 Edition
3	Advanced Accounting	S N Maheswari	Vikas Publishing House	2005 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting	R L Gupta & Radhaswamy	Sulthan Chand & Sons	2008 Edition
2	Advanced Accounting	V K Gupta & R L Gupta	Sultan Chand & Sons	2006 Edition

Pedagogy: Teaching /learning methods

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Lecture, PPT Presentation, Assignment, Quiz, Group discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21304C	Core: ENTREPRENEURSHIP AND OPPORTUNITY ANALYSIS	4	Theory	-	100

Objective:

To enable the students to understand the concept of Entrepreneurship and to learn the professional behavior about entrepreneurship. To provide conceptual exposure on converting idea to an entrepreneurial.

Unit I:

(Teaching hours: 13)

Entrepreneurship: Entrepreneur: Meaning of Entrepreneurship- Types of Entrepreneurs- Traits of entrepreneur- Intrapreneur – Factors promoting entrepreneurship, Barriers to entrepreneurship. The entrepreneurial Culture; Stages in entrepreneurial process- International Entrepreneurship Opportunities: The nature of international entrepreneurship

Unit II:

(Teaching hours: 12)

Developing successful Business ideas: Recognizing opportunities - trend analysis - generating ideas - Brainstorming, Focus Groups, Survey, Customer advisory boards, Day in the life research- Encouraging focal point for ideas and creativity at the firm level. Protecting ideas from being lost or stolen

Unit III:

(Teaching hours: 15)

Opportunity Identification and Evaluation: Opportunity identification and selecting the product / service - Generation and screening the project ideas— Market analysis, Technical analysis, cost benefit analysis and net work analysis. Project formulation - Assessment of project feasibility. Dealing with basic and initial problems of setting up of Enterprises

Unit IV:

(Teaching hours: 13)

Business Planning Process: Meaning of business plan, Business plan process, Advantages of business planning, preparing a model project report for starting a new venture

Unit V:

(Teaching hours: 12)

Funding: Sources of Finance, Venture capital, nature, venture capital process, Business Angels, Commercial banks, Government Grants

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the basic concept in the area of Entrepreneurship.	K1 & K2
CO2	Developing successful business ideas, personal creativity and Entrepreneurial Initiative.	K1 , K2 & K4
CO3	Adopting opportunity identification to develop business ideas.	K2 & K4
CO4	Analyze the concept of Business planning process in the Entrepreneurship.	K2 & K4
CO5	Understanding the stages of the Entrepreneurial process and the resources needed for the successful development of Entrepreneurial Ventures.	K2 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	1			1			1	3
CO2	3	2	2			2		1		3
CO3	1	2	3	2	2	2	1	1	2	3
CO4	1	3	3	2		1	1	1	1	3
CO5	1	2	3			1			1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year &Edition
1	Entrepreneurial Development	Khanka S S	Sultan Chand & Co Ltd	2010,Fourth
2	Entrepreneurship	Barringer Bruce R	Pearson education	2015,Fifth
3	Entrepreneurship	David Holt	New Venture Creation	2000,First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Entrepreneurship and Small Business Management	Gupta.C.B & Khanka S.S	Sultan Chand &Co Ltd	2010
2	Entrepreneurial Development	Gupta.C.B, Srinivasan N.P	Sultan Chand & CoLtd	2013

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21304E	Skill Based subject: PROGRAMMING IN C	4	Theory	-	100

Objective: To obtain the knowledge in programming areas to improve computer skills and its applications

Unit I: **(Teaching hours: 15)**

Problem Solving Methods: Problem definition, analysis. ALGORITHM: Definition, notations, characteristics of algorithm, examples on algorithm. FLOWCHARTS: Definition, features of flowcharts, symbols, examples, coding, running, debugging-types of errors (syntax, Logical, runtime errors.)

Unit II: **(Teaching hours: 13)**

Introduction to c: History, features of c language, Character set, Identifiers: variables, constants, symbolic constants, keywords. Data types, Operators: Arithmetic, relational, logical, assignment, bitwise, increment/decrement and special operators. Structure of program, Input and Output Functions.

Unit III: **(Teaching hours: 12)**

Control Structures: Conditional statements: if, if-else nested if-else, switch statement. Loops: while, for, do..While loop, Unconditional statements: Break, continue, exit, goto statements.

Unit IV: **(Teaching hours: 12)**

Arrays: Meaning and definition, Declaration, Initialization and types of arrays (single and multidimensional arrays).

Unit V: **(Teaching hours: 13)**

Strings: Meaning and definition, Declaration, Initialization String functions strlen(), strrev(), strlwr(),strupr(),strcat(),strcmp ()strcpy(). Handling of character array.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Provides knowledge about problem solving methods, how to write an algorithm and draw flowcharts.	K1 & K2
CO2	Provides knowledge about history, features character set of C and also about the datatypes and operators available in C.	K3 & K5
CO3	Provides knowledge about control structures (ie) about conditional and unconditional statements.	K2, K3 & K5
CO4	Gains knowledge about arrays, declaration and types of arrays.	K2, K4 & K5
CO5	Provides knowledge about strings, its meaning, declaration and usage of string functions.	K2, K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			1	2		2	1			
CO2							2			
CO3							3			
CO4						1	3			
CO5							2			

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The C Programming Language	Brain W.Kernighan, Dennis M Ritchie	Prentice Hall	1988 & II Edition
2	Let us C	Yashwant Kanetkar	BPB publishers	2007 & 15 th Edition
3	C in Depth	S K Srivastava, Deepali Srivastava	BPB Publishers	2009 & IIIrd Revised and updated Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Complete Reference C	Herbert Schildt	MC Graw Hill	1987
2	Programming in ANSI C	E Balagurusamy	MC Graw Hill	8 th Edition
3	C Pocket reference	Peter Prinz	O'Reilly	2002

Pedagogy: Teaching /learning methods:

Lecture, PPT presentation, E-content seminar, Assignment, Quiz

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21304D	Allied : BUSINESS STATISTICS	4	Theory	80	20

Objective : To gain the knowledge about the computations of statistical concepts related to business.

Unit I:

(Teaching Hours: 12)

Meaning, Definition and scope of statistics-Sources of data-Collection of data-primary and secondary-Methods of primary data collection-Editing secondary data-Sampling and its methods-Classification and Tabulation-Presentation of data by diagrams-Bar diagram and Pie diagram-Graphic representation of frequency distribution.

Unit II:

(Teaching Hours: 17)

Averages-Mean, Median, Mode, Geometric mean and Harmonic mean-their computation-properties and uses-Measures of dispersion-Range, Quartile deviation, Mean deviation, Standard deviation, coefficient of variation.

Unit III:

(Teaching Hours: 13)

Skewness - Karl Pearson's and Bowley's coefficient of Skewness- -Index Numbers-meaning-uses-selection of base year-Simple and Weighted Index Numbers-Tests of an Index Number-Consumer Price Index.

Unit IV:

(Teaching Hours: 13)

Correlation-meaning and definition-Scatter diagram-Pearson's coefficient of correlation - Computation and interpretation-Rank correlation-Regression-Meaning and methods of forming the regression equations and lines-Properties of Regression coefficients.

Unit V:

(Teaching Hours: 12)

Time series-Meaning-components-Models-Methods of estimating trend-Graphic, semi-average, moving average and least square methods (Linear equations only)-Seasonal Variation-Simple average Method.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students learn about the meaning and uses of Statistics and gain knowledge in creating charts and graphs in an innovative manner	K1, K2, K3
CO2	Students come to know about different types of averages, deviations and their purposes.	K1, K2, K3, K4
CO3	Students can learn to obtain the variations in economic variables especially in price and quantity of the particular product in a particular period. It would help them to understand the market scenario to take business decisions.	K1, K2, K3,
CO4	Students gain knowledge in finding relationship between the variables.	K1, K2, K3, K4
CO5	Students come to learn about the Collection of observations in sequentially in time and their different types of Analysis to forecast the future value.	K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			2					3		3
CO2								3		1
CO3		2	3					3		3
CO4			3					3		3
CO5		2	3					3		3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Statistical Methods	S.P. Gupta	Sultan Chand and sons, New Delhi.	2012 Edition
2	Business Mathematics and Statistics	P.A.Navnitham	Jai Publications, Trichy.	2019 Edition
3	Statistics- Theory and Practices	R.S.N. Pillai and Bagavathy	Sultan Chand and sons, New Delhi.	2010 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Applied Statistics	S.C.Gupta and V.K.Kapoor	Sultan Chand and sons, New Delhi.	2001 Edition
2	Business Statistics	P.R.Vittal	Margham Publications, Chennai	2001 Edition
3	Fundamentals of Statistics	S.C.Gupta	Himalaya Publishing House	2018 Edition

Pedagogy: Teaching /learning methods
 Lecture, PPT Presentation, Assignment, Quiz.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Practical %
THIRD	21304P	Skill Based Subject: Lab II :Programming in C	4	Practical	-	-

Objective:

To obtain the knowledge in programming areas to improve computer skills and its applications.

THIRD SEMESTER

Skill based subject: LAB II – PROGRAMMING IN C

1. Arithmetic Operations – 2 Exercise
2. Condition Programs – 2 Exercise
3. For Loops – 2 Exercise
4. File and Menus – 2 Exercise
5. Strings – 2 Exercise
6. Built in Functions – 2 Exercise



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Provides knowledge about problem solving methods, how to write an algorithm and draw flowcharts.	K1 & K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3		1			1	1	2		3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The C Programming Language	Brain W.Kernighan, Dennis M Ritchie	Prentice Hall	1988 & II Edition
2	Let us C	Yashwant Kanetkar	BPB publishers	2007 & 15 th Edition
3	C in Depth	SK.Srivastava, Deepali Srivastava	BPB Publishers	2009 & IIIrd Revised and updated Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
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2	Programming in ANSI C	E Balagurusamy	MC Graw Hill	8 th Edition
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Pedagogy: Teaching /learning methods

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21404A	Core: COMPUTER APPLICATIONS IN BANKING	4	Theory	-	100

Objective: To know the various applications of computers in banking sector.

UNIT I:

(Teaching hours: 12)

Introduction: Computers and Commercial world - Principles of Computer science with reference to banking operations - Different approaches to mechanizations - Security information systems - Audit of computerized banking systems.

UNIT II:

(Teaching hours: 15)

Banking Reconciliation: approaches to bank computerization - Computer in banks and Indian experiment - Process for withdrawing cash Teller machines at Bank counters - ATMS in India - Electronic Commerce: The emerging trends - Internet as a Network Infrastructure - Business of internet commercialization - Electronic Commerce and WWW- Consumer Oriented Electronic commerce - Electronic Payment Systems - Advertising and Marketing on the internet, Software agents - Working of Credit Cards and Debit Cards in India.

UNIT III:

(Teaching hours: 13)

Home Banking - Telephone banking - Computerized corporate banking - Electronic funds transfer, importance of cheques clearing - RTGS - NEFT - Optical Mark Recognition (OMR) - Computer output to Microphone (COM) - Facsimile transformation.

UNIT IV:

(Teaching hours: 13)

Inter Branch Reconciliation: Uses in foreign exchanges, Documentation handling systems - Cheque sorting and balancing systems (MICR and OCR, etc.) - Document storage and retrieval systems (Micro films, etc.) - Documentation transmission systems (Fax etc.)

UNIT V:

(Teaching hours: 12)

Cash management systems in banks: A cash management services-Indian perspective, A framework to provide effective cash management services, Evolving Role of Cash Management-Investment Management Systems.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Gives knowledge about principles of computer science with banking operations and also about security information system in computerized banking sector.	K1,K2
CO2	Provides knowledge about banking Reconciliation (ie) about ATMs in India, E-commerce, E-payment etc.	K2,K3,K5
CO3	Provides Knowledge about Home Banking ,Telephone banking ,E-Transfer, RTGS, OMR,NEFT and so on.	K2,K3,K4
CO4	Provides knowledge about Inter Branch Reconciliation (ie) about cheque Sorting, balancing, Document storage, Retrieval system.	K1,K2
CO5	Provides knowledge about cash management system in banks especially about role of cash management and investment management.	K1,K2

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				1		1	2			
CO2			3	1		3	3			
CO3			3				2			
CO4			2			2	3			
CO5			2	2			3			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	E-banking in India :Challenges and Opportunities	R K Uppal and Rimpi Jatana	New Century publications	2007
2	E-banking and-Ecommerce-Emerging Issues in India	N.Subramani & M.Murugesan	Abhijeet Publications	2008
3	Banking System, Frauds and Legal Control	R.P.Nainta	Deep and Deep Publications	2005 & 1st Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Electronic Banking :The Ultimate Guide to Business and Technology of Online Banking	SCN Education	Vieweg , Teubner verlag	2001
2	Online Banking Security Measures and Data Protection	Shadi A . Aljaraleh	IGI Global	2017
3	Digital Banking	Indian Institute of Banking and Finance	Taxmann	2019

Pedagogy:

Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion .

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21404B	Core: INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	Theory	-	100

Objective: To develop, in the public interest, a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.

UNIT-I: IASB and IFRS

(Teaching Hours: 13)

Structure of the IFRS/IASB - Extant standards of the IASB - The framework - The status of IFRSs around the world - The use of IFRS around the world - The IASB roadmap - The annual IASB bound volume and its use- **Principal differences between Indian GAAP and IFRS- Proposals for change**

UNIT-II: PRESENTATION AND PROFIT:

(Teaching Hours: 13)

IAS 1: Presentation of financial statements - IFRS 15: Revenue from contracts with customers - IAS 8: Accounting policies, changes in accounting estimates and errors.

UNIT-III ACCOUNTING FOR ASSETS AND LIABILITIES:

(Teaching Hours: 13)

IAS 16: Property plant and equipment - IAS 38: Intangible assets - IAS 40: Investment Property - IAS 36: Impairment of assets - IAS 23: Borrowing costs - IAS 20: Accounting for government grants and disclosure of government assistance - IAS 2: Inventories - IAS 17: Leases - IFRS 5: Non-current assets held for sale and discontinued operations-IFRS 13: Fair Value Measurement - IFRS 32: Financial instruments- presentation - IFRS 9: Financial instruments- IFRS 7: Financial instruments: disclosures- IFRS 2: Share-based payment- IAS 37: Provisions, contingent liabilities and contingent assets - IAS 10: Events after the reporting period - IAS 19: Employee benefits - IAS 12: Income taxes - IAS 41: Agriculture - IFRS 6: Exploration for and evaluation of mineral resources.

UNIT-IV: GROUP ACCOUNTING:

(Teaching Hours: 13)

IFRS 10: Consolidated Financial Statements- IAS 27 (revised 2011): Separate financial statements- IFRS 3: Business Combinations- IAS 28 (revised 2011): Investments in associates and joint ventures- IFRS 11: Joint arrangements- IFRS 12: Disclosure of interests in other entities- IAS 21: The effects of changes in foreign exchange rates- IAS 29: Financial reporting in hyperinflationary economies.

UNIT-V: DISCLOSURE STANDARDS:

(Teaching Hours: 13)

IAS 7: Statement of cash flows- IAS 24: Related party disclosures- IAS 33: Earnings per share- IAS 34: Interim financial reporting- IFRS 4: Insurance contracts- IFRS 1: First time adoption of IFRS- IFRS 8- Operating segments.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the structure, framework and benefits of IFRS and differences between IFRS & GAAP	K2
CO2	The students acquire how to prepare and present the Financial statements	K2 & K3
CO3	The students gain knowledge about the objectives, accounting treatment, measurement, recognition and disclosure of various Assets and Liabilities	K1, K2 & K3
CO4	The students gain knowledge on the procedure and disclosure to be adopted for Group Accounting.	K2 & K3
CO5	To prescribe disclosure standards for related parties, EPS, Insurance Contract and First time adoption of IFRS	K2 & K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

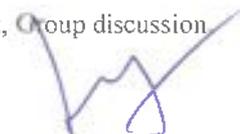
Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1							
CO2	3		1							
CO3	3		1							
CO4	3		1							
CO5	3			2						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Financial Reporting Standards (IFRS) & Indian Accounting Practices	Jagadish R. Raiyani	New Century Publications	2012 Edition
2	International Financial Reporting Standards: A Practical Guide	Henie Van Greuning	World Bank Publications	2009 Edition
3	Global Financial Reporting and Analysis	David Alexander, Britton, Jorissen	Cengage Learning India Pvt Ltd	2009 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Accounting Standards	M P Vijay Kumar	Snow White Publications Pvt Ltd	2017 Edition
2	Accounting Theory and Standards	P. Mohana Rao	Deep & Deep Publications Pvt. Ltd	2006 Edition

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21404C	Core : BUSINESS LAW	4	Theory	-	100

Objective: To know about the Indian contract act and to understand the technical elements of the contract.

Unit – I

(Teaching Hours: 15)

Law – Meaning – Law of Contract – Essential Elements of Valid Contract – Types of Contracts - Offer – Legal Rules relating to Offer – Acceptance – Essentials of Valid Acceptance – Revocation of Offer and Acceptance.

Unit – II

(Teaching Hours: 13)

Consideration – Essentials of Valid Consideration – Capacity to Contract – Law relating to 204Minor, Unsound Mind – Persons Disqualified by Law.

Unit – III

(Teaching Hours: 12)

Performance of Contract – Modes of Performance – Quasi-Contract – Discharge of Contract – Modes of Discharge - Remedies for Breach of Contract.

Unit – IV

(Teaching Hours: 13)

Contract of Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety - Bailment and Pledge.

Unit – V

(Teaching Hours: 12)

Sale of Goods Act – Sale and Agreement to Sell – Conditions and Warranties - Law of Carriage of Goods



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Remember about contract, offer and acceptance.	K1
CO2	Understanding about consideration and law relating to unsound mind.	K2
CO3	Remember and understand performance of contract, quasi contract and remedies for breach of contract.	K1 & K2
CO4	Analyze the rights and liabilities of indemnity holder as well as bailment and pledge	K4
CO5	Apply the knowledge in preparing agreement to sell and remember about conditions and warranties.	K1 & K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1	3		2				
CO2		2	1	3		1				
CO3			1	3						
CO4				3		2				
CO5		1	1	3		1				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books					
S.No.	Title	Author	Publishers	Publication & Edition	Year
1.	Business Law	R.S.N. Pillai & Bagavathi	S. Chand	2005	
2.	Business Law	N.D Kapoor	Sultan chand	2005	
3.	Commercial law	Arun Kumar Sen	The world press Pvt Ltd		
Reference Books					
S.No.	Title	Author	Publishers	Year of Publications	
1.	Commercial law	Arun Kumar Sen, Jitendra Kumar, Mitra	The world Press pvt ltd.		
2.	Business law and the legal environment	Jeffery F. Beatty and Susan S.Samuelson	Saylor foundation	2018, eighth	
3.	Business law and the legal environment	Beatty, Samuelson	Cengage learning	2016, second	

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21404D	Allied : BUSINESS MATHEMATICS	5	Theory	80	20

Objective: To Cater to the needs of Mathematical applications in Business.
To Familiarize the students with the basic concepts of Mathematics.
To Train the students with Mathematics for their application in business decisions.

UNIT I **(Teaching Hours – 13)**

Matrix – Basic Concepts – Addition and Multiplication of matrices – Inverse of matrix – Rank of a Matrix – determinants of a matrix – solution of Simultaneous linear equations - Cramer's rule and matrix method.

UNIT II **(Teaching Hours – 13)**

Simple and Compound Interest – Interpolations – Binomial Expansion method – Newton's method of forward differences – Newton's method of backward differences – Lagrange's method.

UNIT III **(Teaching Hours – 13)**

Operations Research – Meaning – Scope and limitations – Linear programming problem – Formulation – Canonical and standard forms of L.P.P – solution by Graphical method – solution by Simplex method (Basic problems only).

UNIT IV **(Teaching Hours – 13)**

Network Analysis – Introduction – Basic concepts – Rules of Network Construction – Critical Path Analysis (CPM) – Project Evaluation and Review Technique (PERT) – Probability Considerations in PERT – Distinction Between PERT and CPM.

UNIT V **(Teaching Hours – 13)**

Transportation Problem – Introduction – matrix form of T.P – The transportation Table – balanced and unbalanced – Initial Basic feasible solution – NWC, LCM, VAM – The assignment problem – the assignment algorithm – unbalanced assignment problem – Hungarian Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Description about Unit 1: Students learn about the concept of Matrix and its Applications	K2, K3
CO2	Description about Unit 2: – Students come to know about the rate of interest calculations and Interpolation methods of finding missing values inside the given values.	K1, K2, K3
CO3	Description about Unit 3: – Students learn about the overview of Operations Research especially in practicing the Industrial related problems with Maximizing the profit and Minimizing the cost	K2, K3, K4, K5
CO4	Description about Unit 4: – Students come to know about the Network construction by CPM and PERT, It helps them in planning and scheduling the projects effectively	K2, K3
CO5	Description about Unit 5: Students learn about the completion of the program or assignment with minimum time and cost.	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1								3		
CO2	1				1			3		
CO3		3	3					3		
CO4			3					3		
CO5			3					3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics and Statistics	P.A. Navnitham	Jai Publishers, Trichy	2019 Edition
2	Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2012 Edition
3	Operations Research	S.Kalavathy	Vikas Publishing House, New Delhi.	2002 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Mathematics	P.R. Vittal	Margham Publications, Chennai	2005 Edition
2	Introduction to Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2005 Edition
3	Business Mathematics	M.Wilson	Himalaya Publishing House	2012 Edition

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21404K	Online Course Swayam – Developing Soft skills and Personality	2	-	-	-

OBJECTIVE : The course aims to cause a basic awareness about the significance of soft skills in professional and inter-personal communications and facilitate an all-round development of personality.

Week 1:

- Lecture 1: Introduction: A New Approach To Learning
- Lecture 2: Planning And Goal-Setting
- Lecture 3: Human Perceptions: Understanding People
- Lecture 4: Types Of Soft Skills: Self-Management Skills
- Lecture 5: Aiming For Excellence: Developing Potential And Self-Actualisation
- Lecture 6: Need Achievement And Spiritual Intelligence

Week 2: Lecture 7: Conflict Resolution Skills: Seeking Win-Win Solution

- Lecture 8: Inter-Personal Conflicts: Two Examples
- Lecture 9: Inter-Personal Conflicts: Two Solutions
- Lecture 10: Types Of Conflicts: Becoming A Conflict Resolution Expert
- Lecture 11: Types Of Stress: Self-Awareness About Stress
- Lecture 12: Regulating Stress: Making The Best Out Of Stress

Week 3: Lecture 13: Habits: Guiding Principles

- Lecture 14: Habits: Identifying Good And Bad Habits
- Lecture 15: Habits: Habit Cycle
- Lecture 16: Breaking Bad Habits
- Lecture 17: Using The Zeigarnik Effect For Productivity And Personal Growth
- Lecture 18: Forming Habits Of Success

Week 4: Lecture 19: Communication: Significance Of Listening

- Lecture 20: Communication: Active Listening
- Lecture 21: Communication: Barriers To Active Listening
- Lecture 22: Telephone Communication: Basic Telephone Skills
- Lecture 23: Telephone Communication: Advanced Telephone Skills
- Lecture 24: Telephone Communication: Essential Telephone Skills

Week 5: Lecture 25: Technology And Communication: Technological Personality

- Lecture 26: Technology And Communication: Mobile Personality?
- Lecture 27: Topic: Technology And Communication: E-Mail Principles
- Lecture 28: Technology And Communication: How Not To Send E-Mails!
- Lecture 29: Technology And Communication: Netiquette
- Lecture 30: Technology And Communication: E-Mail Etiquette

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- Week 6:** Lecture 31: Communication Skills: Effective Communication
Lecture 32: Barriers To Communication: Arising Out Of Sender/Receiver's Personality
Lecture 33: Barriers To Communication: Interpersonal Transactions
Lecture 34: Barriers To Communication: Miscommunication
Lecture 35: Non-Verbal Communication: Pre-Thinking Assessment-1
Lecture 36: Non-Verbal Communication: Pre-Thinking Assessment-2
- Week 7:** Lecture 37: Nonverbal Communication: Introduction And Importance
Lecture 38: Non-Verbal Communication: Issues And Types
Lecture 39: Non-Verbal Communication: Basics And Universals
Lecture 40: Non-Verbal Communication: Interpreting Non-Verbal Cues
Lecture 41: Body Language: For Interviews
Lecture 42: Body Language: For Group Discussions
- Week 8:** Lecture 43: Presentation Skills: Overcoming Fear
Lecture 44: Presentation Skills: Becoming A Professional
Lecture 45: Presentation Skills: The Role Of Body Language
Lecture 46: Presentation Skills: Using Visuals
Lecture 47: Reading Skills: Effective Reading
Lecture 48: Human Relations: Developing Trust And Integrity



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21504K	Online Course Swayam :Android Application using Kotlin Software	2	-	-	-

OBJECTIVE : To create an Android app using Kotlin software with ease.

STEP 1-

First of all install Android Studio by following the steps given in this sheet.

<https://spoken-tutorial.org/Android-app-using-Kotlin-Installation-Sheet-English.pdf>

This sheet gives the steps to install the Android Studio on Linux and Windows OS.

Open the sheet, read the instructions for your OS and install Android Studio on your machine.

Cross-verify (as mentioned in the sheet) to confirm successful installation.

For Windows OS, please ensure Notepad ++ is also installed on the machine.

STEP2-

Next, read this sheet. <https://spoken-tutorial.org/Android-app-using-Kotlin-Instruction-Sheet-English.pdf>

This sheet explains how to learn from spoken tutorials.

This sheet also mentions some important information about the text editors while coding, how to use the command prompt (in Windows OS), how to use the Code Files, how to do the Assignments, etc.

Read this sheet carefully and make a note of all the information, before you begin.

STEP 3-

Follow the side-by-side learning methodology while learning from spoken tutorials - watch the video, listen to the instructions, pause the video, try out the command on your system.

You should get the exact same results as shown in the video. If successful, proceed with the video. Else, rewind and watch the video again and replicate the commands shown.

1. Your laptop configuration should have the specifications as given under system requirements in the link <https://developer.android.com/studio>.

2. Make sure Java is installed on your system.

3. There should not be drop in Internet connection while installing and building the First project.

4. Follow the steps as shown in the tutorial "Getting started with Hello World app" carefully. It explains how to do the setup in the Android phone.



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21504A	Core: FINANCIAL MANAGEMENT	4	Theory	20	80

Objective: To study the broad perspective scope, objectives and organization of Financial Management.

UNIT I

(Teaching Hours: 15)

Nature of financial management – Scope - objectives – Functions – Relationship between Risk and Return financial, business & operating risk – Role and functions of financial manager – Time value of money. Financial Planning & Financial Plan – meaning – Scope of financial planning

UNIT II

(Teaching Hours: 15)

Capitalization-over capitalization and under capitalization.(only theory). Financial leverage – measures – EBIT – EPS Analysis– operating leverage – and composite leverage (theory & problems) – Theories of capital structure – net income approach – Net – operating income Approach. MM Hypothesis, Traditional approach,(theory & problems). – Determinants of capital structure.

UNIT III

(Teaching Hours: 10)

Capital budgeting – Techniques –Payback period method, discounted cash flow - Accounting Rate of Return method (theory and problems).

UNIT IV

(Teaching Hours: 15)

Cost of Capital – Meaning and importance – cost of debt, preference, equity and retained earnings – weighted average cost of capital (theory & problems)

UNIT V

(Teaching Hours: 10)

Dividend Policy - meaning- Factors determining dividend policy- Theories – MM Hypothesis - Walter's Hypothesis (only theory)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Define and Identify the concepts of Financial Management.	K1 & K2
CO2	Interpret Financial Statements under capital structure for Strategic decision making.	K2 & K3
CO3	Apply the Techniques and Methods for using financial concepts under Capital Budgeting.	K2, K3 & K4
CO4	Analyze the various types of Cost of Capital in the Financial Management.	K2, K3 & K4
CO5	Practice the Theories and Policies to enable Financial Planning.	K1, K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	2		1			2	3	1
CO2	2	1	2		2			2	3	1
CO3	2	1	2		2			2	3	2
CO4	2	1	2		2			2	3	1
CO5	2	1	2		2			2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Financial Management	Prasanna Chandra	Tata Mc-Graw Hill Publishing Co Ltd	2017,Fourth
2	Financial Management	I.M.Pandey	Vikas Publishing House Pvt Ltd	2013,Fourth
3	Elements of Financial Management	Dr.S.N.Maheswari	Sultan Chand and Sons	2014,forteen
Reference Books				
S.No	Title	Author	Publishers	Year of Publications
1	Financial Management	Khan & Jain	Tata Mc-Graw Hill Publishing Co Ltd	2017,Sixth
2	Financial Management theory and practice	Shashi K.Gupta and R.K.Sharma	Kalyani Publishers	2014,Seventh

Pedagogy:

Lecture, PPT Presentation, Assignment, Quiz.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21504B	Core : INCOME TAX	4	Theory	60	40

Objective: To learn the various concepts and procedures related to taxation purpose.

UNIT I

(Teaching Hours: 10)

The Income Tax Act - Definition of Income - Assessment year - Previous year - Assessee - Assessee in default - Scope of income - Charge of Tax - Residential status - Incomes which do not form part of total income.

UNIT II

(Teaching Hours: 15)

Heads of Income - Income from salary - Salary - Definition - Characteristics - Computation of Income from salary - Rates of tax for individuals.

UNIT III

(Teaching Hours: 15)

Income from House Property - Characteristics - Exempted Incomes from House property - Deductions - Computation of Income from house property.
Income from Business and Profession: - Meaning of Business and Profession - Expenses expressly allowed - Expenses expressly disallowed - Computation of profits and gains of business and profession of an individual.

UNIT IV

(Teaching Hours: 15)

Income from Capital Gain: - Capital asset - Long term capital asset - Short term capital asset - Indexation - Computation of Income from Capital Gain.
Income from other sources - Various sources of income - Computation of income from other sources.

UNIT V

(Teaching Hours: 10)

Set off and carry forward of losses. Income Tax Authorities: - Central Board of Direct Taxes - Organisation structure - e-filing- Procedures.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Remember about the previous year, assessment year and about computing the residential status of the individual, AOP, HUF .	K1
CO2	Apply the knowledge when computing salaries	K3
CO3	Remember the exemptions, deductions and apply them in computation of house property and profits & gains of business or profession.	K1 & K3
CO4	Analyze the concepts of capital gains and also be able to compute the income from other sources.	K3&K4
CO5	Understand about setoff and carry forward losses.	K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1		3					
CO2					3					
CO3			1		3				1	
CO4			1		3				1	
CO5		1	1		3				1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1.	Income tax law and practice	V.P Gaur and D.B Narang	Kalyani	2016, 39 th
2.	Income tax law and practice	T.S Reddy & Y. Hari Prasad Reddy	Margham	2018, first
3.	Income tax law and practice	Dinkar Pagare	Taxman	
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Income tax law and practice	Dr. H.C Mehrothra	Sahitya Bhawan	2019
2.	Income tax law & Accounts	Dr. R. K. Jain	Sbpd	2017
3.	Students' Guide to income tax	Dr. Vinod K Sinhania/ Dr. Monica Sinhania	Taxman	2016

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21504C	Core : BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	4	Theory	-	100

Objective: The main objective of this paper is to familiarize the students with the factors underlying ethics of business and the responsibility of corporate in the society.

Unit – I

(Teaching Hours : 13)

Business Ethics- Meaning- Definition – Religion and Ethics – Morals and Ethics- Ethics in Management- Management in Indian Companies- Nature and Objectives of Ethics – Need for Business Ethics- Factors influencing Business ethics- Importance of ethics in Business- Ethical Problems faced by Managers. Ethics in Accounting- Misappropriation of cash transactions- misappropriation of goods- Fraudulent manipulation of accounts- Role of Auditing.

Unit – II

(Teaching Hours : 13)

Ethics in HRM- performance appraisal- Discrimination – employment issues- privacy issues – Wage Empowerment- Employee Loyalty. Ethical Investments- Ethics in Finance & Accounting – Investment Decisions- Ethics in Public issue of Shares – Unethical Investment and practices – Ethical Issues in Mergers and Acquisitions.

Unit – III

(Teaching Hours : 13)

Ethical Decision making- Decision process in Competitive pressures- Ethical decision making- Obedience to authority- Ethical decision dilemmas- Technology revolution and Ethics – Conflicts resolution - Ethics in Marketing – Marketing Strategies and Ethics - Unethical practices in Marketing- Establishing standards- Product related issues – Competitions related Ethics- pricing – product liabilities- Ethics in Advertising.

Unit – IV

(Teaching Hours : 13)

Theories in Ethics – Traditional, Teleological, Deontological. Ends and Means of Machiavelli – Might Equals Right of Marx – Utilitarian Ethics of Stuart Mill – Stake holder Theory – Ethical Issues in Business- Business Ethics and Society – Society expectations from Business - Values for Manager – Cultural Contradictions - Spirituality and Leadership – Internal policies.

Unit – V

(Teaching Hours : 13)

Corporate Social Responsibility (CSR) - Origin – meaning- Generations of CSR - Role of CSR – Limitation to CSR – Drivers of CSR – Measuring the impact of CSR - Theories of CSR- Political, Social Contract theory ,Stakeholder Theory - CSR : A Global View

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the concept of Business Ethics and the factors influencing Business ethics	K2
CO2	To provide the knowledge about the concept of ethics in HRM and ethical and unethical investments.	K2
CO3	To know the process of ethical decision making and understanding the ethical and unethical practices adopted in marketing activities.	K2
CO4	To know how the various concept of theories in ethics and societal expectations from business.	K2
CO5	To be taught the concept of Corporate Social Responsibility	K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3									
CO2	3		1							
CO3	3		2							
CO4	3		1							
CO5	3		2							

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Ethics	R V Badi & N V Badi	Vrinda Publications (p) Ltd	2009 edition
2	Business Ethics and Corporate Social Responsibility (PB)	Mr. Raj Karan Dr. Vijeta Banwari	JSR Publishing house LLP	2019
3	Corporate Social Responsibility	Sanjay K Agarwal	SAGE publications	2008 edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Ethics – An Indian Perspective	Ronald D Francis Mukti Mishra	TATA Mc Graw Hill Education	
2	Corporate Social Responsibility – Concepts and Cases	C V Baxi and Ajit Prasad	Excel Books	2006

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21504D	Core : CYBER LAW	4	Theory	-	100

Objectives: To enlighten the students' knowledge on the basic application of Cyber Law in e-Commerce in India.

Unit I

(Teaching Hours: 10)

Cyber Law: Introduction - Concept of Cyberspace - E-Commerce in India - Privacy factors in E-Commerce - cyber law in E-Commerce-Contract Aspects.

Unit II

(Teaching Hours: 15)

Security Aspects: Introduction - Technical aspects of Encryption - Digital Signature - Data Security. Intellectual Property Aspects: WIPO-GII-ECMS - Indian Copy rights act on soft propriety works -Indian Patents act on soft propriety works.

Unit III

(Teaching Hours: 15)

Evidence Aspects: Evidence as part of the law of procedures – Applicability of the law of Evidence on Electronic Records - Criminal aspect: Computer Crime-Factors influencing Computer Crime - Strategy for prevention of computer crime - Amendments to Indian Penal code 1860.

Unit IV

(Teaching Hours: 10)

Global Trends - Legal frame work for Electronic Data Interchange: EDI Mechanism - Electronic Data Interchange Scenario in India

Unit V

(Teaching Hours: 15)

The Indian Evidence Act1872 - The Information Technology Act 2000 – Definitions - Authentication of Electronic Records -Electronic Governance.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Remember about cyberspace, challenges in cyber space and protection of e- users.	K1
CO2	Understand the security and intellectual property aspects in cyber law	K2
CO3	Understand the evidence and criminal aspects in cyber law.	K2
CO4	Apply the global trends in EDI especially in contract aspect and security aspect.	K3
CO5	Understand about IT ACT 2000 and its application in Digital signature, E – governance Etc.	K3 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1	3		2				1
CO2		1	1	3		3	1			
CO3		1	1	3		3	1			
CO4		2	1	3		2				1
CO5		1	1	3		2				1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Cyber law	Dr.Rizwan Ahmed	Margham publication	2016
2.	Cyber Law and Information Technology	Dr. Jyothi rattan	Bharat Law house	2014
3.	The Indian Cyber Law	Suresh T. V iswanathan	Bharat Law house	2015, Second edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Information security and cyber law	Saurabh Sharma	Vikas Publication	2014
2.	Cyber law – The Law of Internet	Jonathan Rosenoer	Springer Publication	1997
3.	Information technology Act 2000			

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21504P	Skill Based Subject: LAB III - EXCEL IN BUSINESS	3	Practical	-	-

Objective: To enable the students to have a practical application of excel in Business.

1. Create a Sales Invoice using MS Excel (Quantity, Value, Discount and Tax to be apportioned using Formulas)
2. Create a Datasheet for Yearly Sales.
3. Calculate Summary Statistical Measures such as
 - ✓ Mean,
 - ✓ Standard Deviation,
 - ✓ coefficient of Variation
 - ✓ Trend Analysis using Formulas and Charts.
4. Create a Data Sheet for Monthly Income and cost of living and compare the data using Correlation.
5. create employee payroll using ms excel it should contain :
serial no.name of the employee basic pay, DA, LIC, PF, TA,HRA, GROSS PAY and NET PAY
6. Draw a pie chart to show the national income level using MS-Excel.
7. Draw the population growth rate using MS-Excel.
8. Prepare a Balance Sheet using ms Excel.
9. Prepare a profit and loss account using ms Excel.
10. Create a chi-square test using MS EXCEL.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Creating a New Workbook, Working With Workbooks	K1,K2&K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1		1			1	2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Microsoft Excel Data Analysis and Business Modeling	Wayne L Winston	Microsoft Press	2004
2	Microsoft Excel Version 2002 Step by Step	Curtis Frye	Microsoft Press	2001
3	Data Analysis Using Microsoft Excel	Ash Narayan Sah	Excel Books	2009
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Microsoft Excel Fundamentals	Rudy LeCorps	RGL Publishing	2008
2	Microsoft Excel	John Slavio	Abhishek kumar via publishdrive	2017
3	Microsoft excel 2019 VBA and Macros	Bill Jelen , Tracy Syrstad	Pearson Education	2018

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21504S	Skill Based Subject: INSTITUTIONAL TRAINING	3	Practical	-	-

GUIDELINES FOR DOING INSTITUTIONAL TRAINING

OBJECTIVE

This Institutional Training is to be done during the summer break after Semester 4 and is encouraged in order to enable students to gain practical experience in the field of their study. The type of Institutional Training needs to be approved by the Director. A request letter will be given to the student when approaching an organisation for Institutional Training opportunity.

GUIDELINES FOR STUDENTS

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. Students can select only the Private/Public limited companies for their Institutional Training.
3. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
4. No two students can select the same company/department for doing Institutional Training.
5. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
6. The students are suggested to choose the nature of the company in which they have interest.
7. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
8. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
9. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
10. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21604A	Core: COST AND MANAGEMENT ACCOUNTING	4	Theory	60	40

Objective: To give students a good understanding about the concepts and techniques of Cost and Management Accounting.

UNIT I

(Teaching Hours – 13)

Cost Accounting – Definitions and meaning of cost, costing and cost accounting – scope of cost Accounting – Relationship of cost Accounting with financial accounting and Management accounting – methods of costing – cost analysis, concepts and classification – Elements of cost, preparation of cost sheet.

UNIT II

(Teaching Hours – 13)

Materials - Purchasing of materials, procedure and documentation involved in purchasing - requisitioning for stores - significant of material control - Methods of Valuing material issues – FIFO, LIFO, Simple Average Method, Weighted Average Method - Levels of inventories – Maximum level, Minimum level, Reordering levels, Danger level, Average stock level - ABC analysis – EOQ.

UNIT III

(Teaching Hours – 13)

Management accounting - Meaning, objectives and scope - need and significance of management accounting - Ratio analysis - significance of ratios – uses and limitation of ratios – Classification of ratios - profitability ratio – turnover ratio – solvency / financial ratio.

UNIT IV

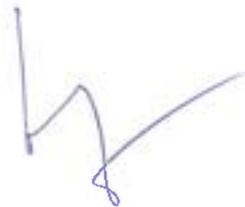
(Teaching Hours – 13)

Marginal costing and break even analysis- Cost-Volume – Profit Analysis, managerial applications of marginal costing - significance and limitations of marginal costing

UNIT V

(Teaching Hours – 13)

Budgeting and budgetary control - definition, importance, essentials, steps in budgetary control - classifications of budget, Preparation of Different Budgets- Sales budget, Master budget, Cash Budget, Flexible Budget, materials and Production and production cost Budget – zero based budgeting – Process & its importance



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Remember about the concepts of costing and apply them in preparation of cost sheet.	K1 & K3
CO2	Understand about material control and apply them in valuing material issues like LIFO, FIFO etc.	K2&K3
CO3	Understand about marginal costing and break even analyses	K2
CO4	Analyze about management accounting and apply them in ratio analysis.	K3 & K4
CO5	Analyze about budgeting and apply the concept in preparation of different budgets.	K3 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1	2		3		1		1	1
CO2	1		1		3				1	
CO3			1		3					
CO4	1	2	2		3	1			1	
CO5	1	1	1		3	1	1		1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Cost and management Accounting	Jain & Narang	Kalyani Publications	
2.	Cost and management Accounting	T.S. Reddy & Y. Hari Prasad Reddy	Margham	
3.	Cost and management Accounting	S.N. Maheswari	S Chand	2012
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Cost and management Accounting	R.S.N Pillai and Baghavathi	Sultan Chand & co.	2010
2.	Cost Accounting	Jain & Narang	Kalyani Publications	2018
3.	Management Accounting	Dr. K.K. Ramachandran	Sriram publication	2019, 17 th

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21604B	Core: AUDITING	4	Theory	-	100

Objective: To Understand the Types of Auditing, Audit Procedures, Auditors Rights and Duties - Auditing in EDP Environment.

UNIT I

(Teaching Hours: 10)

Origin of Auditing - Definition - Difference between auditing and accountancy - objectives of auditing - Types of Errors and Fraud - Advantages and limitations of auditing - Difference between Auditing and investigation - qualification and qualities of an auditor.

UNIT II

(Teaching Hours: 15)

Different classes of audit – Mode of audit - Continuous audit - Final audit - Interim Audit - Balance sheet audit - Audit procedure - Planning of audit - Audit Programme - Audit Note book - Audit working papers - Internal control - Internal check and internal audit - Internal check as regards, wages, sales.

UNIT III

(Teaching Hours: 10)

Vouching – Definition – objectives – Auditors duties regarding vouching of cash receipts vouching of cash payments – vouching of credit purchase - vouching of credit sales – vouching of impersonal ledger – outstanding assets and liabilities.

UNIT IV

(Teaching Hours: 15)

Verification of assets and liabilities – Definition – objectives – Difference between vouching and verification - valuation of assets and liabilities - meaning – objectives - Auditors position in respect of valuation of assets – plant and machinery – building – stock – debtors - Auditors duties regarding verification and valuation of liabilities - capital – creditors – loans and advances.

UNIT V

(Teaching Hours: 15)

Company Audit - Appointment and removal of auditors – Rights, duties and Liabilities of Company auditors – Auditing in an EDP environment – Problems in an EDP environment – control in an EDP Environment – Application controls – control over input – control over processing – control over output – computer assisted auditing techniques – computer audit programme.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the Concepts of Auditing, Procedures and Qualification.	K1 & K2
CO2	Impact the knowledge of different classes of Audit working progress.	K1 & K2
CO3	In depth Knowledge about Vouching Transactions.	K1 & K2
CO4	In depth Knowledge about Verification and Valuation of Assets and Liabilities.	K1 & K2
CO5	Examine and Interpret audit reports through EDP Environment.	K1 , K2 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	1	1	1	1	1	2	1
CO2	3	2	3	1	1	2	2	2	3	1
CO3	2	2	2	3	2	1	2	2	3	1
CO4	2	2	3	2	1	1	2	2	3	1
CO5	2	2	3	2	2	3	2	3	3	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles and Practice of Auditing	Dinkar Pagare	Sultan Chand & Sons	2007, Eleventh
2	Practical Auditing	Dr.Radha	Prasanna Publishers	2010,Tenth
3	Practical Auditing	Tandon B.N	Sultan Chand & Co Ltd	2009, Sixth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Auditing	R C Bhatia	Vikas Publishing Co Ltd	2000
2	Auditing	Kamal Nath	Tata Mcgraw Hill Publishing Co Ltd	2000

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21604U1	Elective I: INTERNET AND WEB DESIGN	5	Theory	-	100

Objective: To know the internet structure and tools to create websites.

UNIT I:

Teaching Hours :10

Introduction to Internet- Resources of Internet- Hardware and Software Requirements of Internet- Internet Service Providers- Internet Services-Protocols-Internet client and Servers.

UNIT II:

Teaching Hours :15

Introduction to HTML - Functions of HTML in WEB Publishing-Basic Structural Elements & their usage-Traditional Text & Formatting-Style sheet Formatting- Using tables for Organizational Layout.

UNIT III:

Teaching Hours :15

Creating Forms with HTML - Frames & Framesets – Using images with HTML - Merging Multimedia, Controls & Plug Ins with HTML.

UNIT IV:

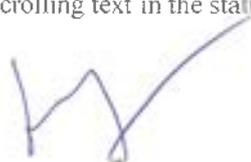
Teaching Hours :15

Client side Scripting-Scripting basics-What is Client side Scripting-A Scripts & Programs – Compiled programs-Interpreted programs-Client side Scripting languages :JavaScript-Jscript-vbscript- placing scripts in your web pages : The <Script>Tag-placing your script in HTML code-Running Client side Scripts.

UNIT V:

Teaching Hours :10

Introducing JavaScript: What is JavaScript? Why JavaScript? –Introducing JavaScript syntax-statements-Blocks-Comments-Datatypes-Variables-Expressions-Flow control-Creating Simple java scripts-formatting scripts – Objects: Using the navigator object- Linking scripts to windows events-alert boxes & confirmations –altering the status bar scrolling text in the status bar.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Provides knowledge about Internet ,Internet resources,ISP and finally about Intern Client and Servers.	K1,K2
CO2	Provides information about HTML,its functions, web publishing and stylesheet formatting.	K2
CO3	Provides knowledge about creating forms in HTML and also merging multimedia, control plugins with HTML.	K2&K4
CO4	Provides knowledge about scripting basics, clientside scripting language and placing a script in HTML code.	K2&K3
CO5	Provides knowledge about javascript syntax ,blocks, expressions, objects and linking scripts to windows Events, alert boxes etc.	K2,K3,K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1						3	3			
CO2						2	2			
CO3						1	1			
CO4						1	2			
CO5						1	2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	HTML for the World Wide Web	Elizabeth Castro	Peachpit Press	2000,4 th Edition
2	HTML 5	Frank Salim	Computer Press	2011 & 5 th Edition
3	HTML5 for Web Designers	Jeremy Keith	Paperback	2010 & 7 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Beginning web Programming with HTML,XHTML and CSS	Jon Duckett	John Wiley & Sons	2004
2	Mastering the internet and HTML	Ibrahim Zeid	Prentice Hall	2004
3	The Internet-illustrated Introductory	James Perry,Gary Schneider	Computer network Resources	2000 & 4 th Edition

Pedagogy: Lecture, PPT Presentation, Assignment, Quiz, Group discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21604V1	Elective -II: SOFTWARE PROJECT MANAGEMENT	5	Theory	-	100

Objective: To know the internet structure and tools to create websites.

UNIT I :

Teaching Hours :15

Introduction to software project management: Introduction – why is software project management important? – What is a project? – Software project versus other types of project – Activities covered by software project management - Problems with software projects – Stakeholders – Requirement Specification – Management control – Stepwise: An overview of project planning.

UNIT II :

Teaching Hours :15

Project Management and Project Evaluation: Introduction – Evaluation of individual projects – Technical assessment – cost-benefit analysis – cash-flow forecasting – cost-benefit evaluation techniques. Selection of an appropriate project approach: Introduction – choosing technologies – Technical plan content list – choice of process models – waterfall model – v-process model – spiral model software prototyping – incremental delivery.

UNIT III :

Teaching Hours :10

Software Effort Estimation: Introduction – where are estimates done? Problems with over and under estimates – the basis for software estimating – software effort estimation techniques – Expert judgment – COCOMO: a parametric model. Risk management: Introduction – categories of risk – evaluating risks to the schedule.

UNIT IV :

Teaching Hours :15

Resource Allocation: Introduction the nature of resources – identifying resource requirements – scheduling resources – creating critical paths – counting the cost. Monitoring and control: Introduction – creating the framework – collecting the data – visualizing progress.

UNIT V :

Teaching Hours :10

Software Testing and its implementation. Managing people and organizing teams: Introduction – understanding behavior – selecting the right person for the job – instruction in the best methods – motivation – becoming a team – decision making – leadership – organizational structures. Software quality – some problems with student projects – PRINCE 2. - Project closure, Role and Performance of Closure analysis.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	It provides knowledge about software project, problems with software projects and other projects	K1
CO2	It provides knowledge about project management, project evaluation and technical plan content list	K2 and K3
CO3	It provides knowledge about software effort estimation and expert judgement.	K3 and k4
CO4	It provides knowledge about resource allocation, critical paths, and monitoring and control.	K3 and k4
CO5	It provides knowledge about managing controls, selecting the right person for the right job.	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1		2	
CO2	3	2			1	2				
CO3			2	3	2			1	1	
CO4			3	2			1	2		
CO5		2	3	2			1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Software Management Project	Bob Hughes and Mike Cottrell	Tata Mc Graw Hill Publishing Company Ltd	4 th Edition
2	Software Management Project	Walker Royce	Pearson Education	4 th Edition
3	Software Management In Practice	Jalote, Pankaj	Pearson Education	2000
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Software Project Management	Kelkar S A	PRENTICE HALL OF INDIA	2000
2	Effective Software Project Management	Wysocki Robert K, Wiley	Dreamtech India (p) Ltd	2000
3	Software Project Management for AU	Vandana Gupta	Technical Publication	2017

Pedagogy: PPT Presentation, Assignment, Quiz, Group discussion.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Practical %
SIXTH	21604P	Skill Based Subject : LAB IV - HTML AND JAVA SCRIPT	2	Practical	-	-

Objective: To know about how to create Web pages using HTML language and its Scripting concept in designing the Websites.

HTML

1. Write a program in HTML to create resume in the webpage.
2. Write a program in HTML to create hyper link in the webpage.
3. Write a program in HTML to create forms in the web page.
4. Write a program in HTML to create frames in the web page.
5. Write a program in HTML to create text layout in the web page.
6. Write a program in HTML to create text formatting in the web page.
7. Write a program in HTML to create style sheet in the web page.
8. Write a program in HTML to create tables in the web page.

JAVA SCRIPT

1. To print your name.
2. Forms.
3. Frames
4. Layouts



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Provides knowledge about creating a resume and create Hyperlink in Webpage.	K1,K2 &K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3		3			2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	HTML for the World Wide Web	Elizabeth Castro	Peachpit Press	2000, 4 th Edition
2	HTML 5	Frank Salim	Computer Press	2011 & 5 th Edition
3	HTML5 for Web Designers	Jeremy Keith	Paperback	2010 & 7 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Beginning web programming with HTML, XHTML and CSS	Jon Duckett	John Wiley & Sons	2004
2	Mastering the internet and HTML	Ibrahim Zeid	Prentice Hall	2004
3	The Internet-illustrated Introductory	James T Perry, Gary Schneider	Computer network Resources	2000 & 4 th Edition

Pedagogy: Lecture, PPT presentation, e-content seminar.

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(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Programme Outcome	
PO1	Gain analytical skills in the field of International Business and procedures involved in International trade.
PO2	Apply the knowledge of Management, Finance, Accounting, Banking, Legal aspects, Direct & Indirect tax and Research Methodology to the scientific issues and problems being faced in the society/industry.
PO3	Demonstrate the knowledge of contemporary issues in International Business and apply the principles of the same to the needs of the enterprises and society
PO4	Develop Multi-faceted career opportunities in EXIM, Customs, Customs Agency, FOREX, Accounting, Trading, Banking, Logistics, Marketing, Insurance and Warehouse Distribution.
PO5	Engage in Continuous Professional Growth
PO6	Demonstrate Managerial, inter personal and entrepreneurial skills.
PO7	Apply skills which support to enhance their knowledge in Institutional training and research project in the field of International Business.
PO8	Develop computer knowledge and learn about the basic concepts of business mathematics, statistics and their applications in business for better decision making
PO9	Demonstrate the professional ethics, community living and nation building initiatives and gain knowledge to solve contemporary issues pertaining to International Logistics and Freight Forwarding.
PO 10	Develop exposure on various seminars, conferences, In bound and out bound experiential learning programs which helps to function on Multi-Culture Environment as a team member/leader and create user friendly environment.

Programme Specific Outcome	
PSO1	Identify and describe current domestic and international business trends.
PSO2	Develop students with critical & analytical skills and knowledge to work in an international level
PSO3	Evaluate and classify different cultures and to refine skills needed for successful International Communication.
PSO4	Describe and explain Business Ethics & Etiquettes to turn into a Professional in the field of International Business.
PSO5	Create leaders who are open-minded and receptive, capable of communicating and being creative.



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SCHEME OF EXAMINATIONS

Semester	Part	Course code	Course Title	Credits	MARKS		Hrs/ Week	Exam Duration	Category
					CA	TEE TOTAL			
I	I	21100T, 21100H, 21100F, 21100M	Tamil I/ Hindi I /French I /Malayalam I	3	25	75	5	3	THEORY
	II	21100E1	Contemporary English - I	3	25	75	6	3	THEORY
	III	21117A	Global Business Environment	4	25	75	5	3	THEORY
	III	21117B	Business Communication	4	25	75	5	3	THEORY
	III	21117C	Principles of Accounting	4	25	75	6	3	THEORY
	III	21117D	Business Organisation	4	25	75	5	3	THEORY
	IV	21100G	General awareness	2	25	75	1	3	THEORY
	II	I	21200T, 21200H, 21200F, 21200M	Tamil II/ Hindi II /French II /Malayalam II	3	25	75	5	3
II		21200E1	Contemporary English - II	3	25	75	5	3	THEORY
III		21217A	Financial Accounting	4	25	75	6	3	THEORY
III		21217B	Principles of Management	4	25	75	5	3	THEORY
III		21217C	Fundamentals of Foreign Trade and Documentation	3	25	75	6	3	THEORY
III		21217K	Managerial Economics	4					
IV		21200G	Environmental Awareness	2	25	75	2	3	THEORY

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Semester	Part	Course code	Course Title	Credits	MARKS		Hrs/Week	Exam Duration	Category	
					CA	TEE TOTAL				
IV	IV	21300B/21300A	Basic Tamil I / Advanced Tamil I	2	100	NA	2	3	THEORY	
		21300N	Personality Development and Soft Skills		40	60		3	THEORY	
III	III	21317A	Principles of International Marketing Management	4	25	75	5	3	THEORY	
	III	21317B	Corporate Accounting	4	25	75	6	3	THEORY	
	III	21317C	Goods and Service Tax (GST)	4	25	75	6	3	THEORY	
	III	21317D	Business Mathematics	5	25	75	6	3	THEORY	
	III	21317E	International Banking and Financial Services	2	25	75	6	3	THEORY	
	IV	IV	21300G1	Indian Society, People and Culture	2	25	75	2	3	THEORY
	V	V	21317S	Mini Project	1	GRADE		2		PRACTICAL
IV	IV	21400B1/21400A	Basic Tamil II / Advanced Tamil II	2	100	NA	2	3	THEORY	
		21400N	Basics in Business Process Outsourcing		40	60		3	THEORY	
	III	21417A	International Financial Reporting Standards	5	25	75	6	3	THEORY	
	III	21417B	Foreign Exchange Management	4	25	75	6	3	THEORY	
	III	21417C	Business Statistics	5	25	75	6	3	THEORY	
	III	21417D	Organisational Behaviour and Human Resource Management	4	25	75	5	3	THEORY	
	IV	IV	21400G2	Professional Communication	2	25	75	3	3	THEORY
III	III	21417K	Business Ethics	4						

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Semester	Part	Course code	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
					CA	TEE	TOTAL			
V	III	21517A	International Business Strategy	4	25	75	100	6	3	THEORY
	III	21517B	Cost and Management Accounting	4	25	75	100	6	3	THEORY
	III	21517C	Business Research Methods	3	25	75	100	5	3	THEORY
	III	21517U1	Financial Management	4	25	75	100	6	3	THEORY
	III	21517V1	Direct Tax	4	25	75	100	6	3	THEORY
			21517K	Basics of Digital Marketing	4					
VI	III	21517S	Institutional Training	2	40	60	100	1	3	PRACTICAL
	III	21617A	Legal Aspects of Business	3	25	75	100	5	3	THEORY
	III	21617B	Logistics and Supply Chain Management	4	25	75	100	6	3	THEORY
	III	21617U1	Entrepreneurial Development	4	25	75	100	6	3	THEORY
	III	21617S	Project and Viva Voce	5	25	75	100	5	3	PRACTICAL
	III	21617P	Lab - Business Accounting Software	2	40	60	100	2	3	PRACTICAL
			TOTAL	140		3700				

Semester	Part	Subject Code	Subject Name
ELECTIVE I & II			
V	III	21517U1	ELECTIVE I: FINANCIAL MANAGEMENT
V	III	21517V1	ELECTIVE II: DIRECT TAX
ELECTIVE III			
VI	III	21617U1	ELECTIVE III: ENTREPRENEURIAL DEVELOPMENT

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	CONTEMPORARY ENGLISH - I	3	3	2	1	3	2	3	2	1	3
21117A	CORE: GLOBAL BUSINESS ENVIRONMENT	3	3	3	3	2	3	2	1	3	2
21117B	CORE: BUSINESS COMMUNICATION	3	1	3	1	2	3	1	1	3	1
21117C	CORE: PRINCIPLES OF ACCOUNTING	2	3	3	3	2	1	1	2	3	1
21117D	ALLIED: BUSINESS ORGANISATION	3	3	3	3	3	2	2	1	3	2
21100G	SKILL BASED SUBJECT: GENERAL AWARENESS	3	1	3	3	3	2	1	3	3	3
21200E1	CONTEMPORARY ENGLISH - II	3	2	1	3	3	2	2	3	2	2
21217A	CORE: FINANCIAL ACCOUNTING	1	3	2	2	3	1	1	1	2	1
21217B	ALLIED: PRINCIPLES OF MANAGEMENT	2	2	3	3	2	3	3	1	3	3
21217C	SKILL BASED SUBJECT: FUNDAMENTALS OF FOREIGN TRADE AND DOCUMENTATION	3	3	3	3	2	3	3	1	3	1
21217K	ONLINE SWAYAM: MANAGERIAL ECONOMICS										
21200G	ENVIRONMENTAL STUDIES: ENVIRONMENTAL AWARENESS	3	3	2	2	3	3	3	3	3	3
21317A	CORE: PRINCIPLES OF INTERNATIONAL MARKETING MANAGEMENT	3	3	3	2	3	2	3	1	2	3
21317B	CORE: CORPORATE ACCOUNTING	2	2	3	2	3	3	2	1	2	2
21317C	CORE: GOODS AND SERVICE TAX (GST)	2	3	3	3	2	2	2	1	3	3
21317D	ALLIED: BUSINESS MATHEMATICS	1	1	2	3	3	1	2	3	1	2
21317E	SKILL BASED SUBJECT: INTERNATIONAL BANKING AND FINANCIAL SERVICES	3	3	3	2	3	3	3	1	3	3
21300G1	VALUE EDUCATION: INDIAN SOCIETY, PEOPLE AND CULTURE	3	3	3	3	2	1	1	2	1	2
21317S	EXTENSION ACTIVITIES: MINI PROJECT	2	3	2	2	2	2	3	1	3	3
21417A	CORE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	3	3	3	2	3	2	3	1	3	3
21417B	CORE: FOREIGN EXCHANGE MANAGEMENT	3	3	3	3	3	3	2	1	2	3
21417C	ALLIED: BUSINESS STATISTICS	2	3	3	3	3	2	3	3	2	3

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21417D	SKILL BASED SUBJECT: ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT	3	3	3	3	2	2	3	1	3	3
21400G2	SKILL BASED SUBJECT: PROFESSIONAL COMMUNICATION	3	3	3	3	3	3	3	1	3	3
21417K	ONLINE SWAYAM: BUSINESS ETHICS										
21517A	CORE: INTERNATIONAL BUSINESS STRATEGY	3	3	3	3	3	2	3	1	2	3
21517B	CORE: COST AND MANAGEMENT ACCOUNTING	2	3	3	3	3	2	3	1	2	3
21517C	CORE: BUSINESS RESEARCH METHODS	3	3	3	3	3	3	3	3	3	3
21517U1	ELECTIVE I: FINANCIAL MANAGEMENT	2	3	3	2	3	3	3	2	3	3
21517V1	ELECTIVE II: DIRECT TAX	2	3	1	3	3	3	1	1	1	3
21517K	ONLINE SWAYAM: BASICS OF DIGITAL MARKETING										
21517S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	3	3	3	3	3	3	3	3	3	3
21617A	CORE: LEGAL ASPECTS OF BUSINESS	3	3	3	3	3	2	2	1	2	3
21617B	CORE: LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	3	3	3	3	2	3	1	3	3
21617U1	ELECTIVE III: ENTREPRENEURIAL DEVELOPMENT	3	3	3	2	3	3	3	1	3	3
21617S	CORE: PROJECT AND VIVA VOCE	3	3	3	3	3	2	3	3	3	3
21617P	SKILL BASED SUBJECT: LAB - BUSINESS ACCOUNTING SOFTWARE	2	2	3	3	3	2	3	3	1	3

Indicators: 1. Reasonable; 2. Significant; 3. Strong

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E1	CONTEMPORARY ENGLISH - I	3	Theory	-	100

Objective of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

[10 Hours]

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication

[10 Hours]

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

Unit-III: Spoken English

[10 Hours]

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills

[10 Hours]

Listening skills-Videos on Self-motivation and Phonetics,
Speaking skills-Phone Conversations and Conversational Fillers,
Reading skills-Newspaper Article Review and Reading Comprehension,
Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature

[10 Hours]

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.

Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan.

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train the students to write error free grammatical sentences and improve their linguistic skills.	K1,K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2,K5
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3,K4
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K2,K3
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K1,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge University Press	Second Edition
2	Path of Glory	Ed Rangaswamy	Path Press	Path Press
3	Radiance-English for communication	Orient Blackswan	Orient Blackswan	2009
4	Understanding and Using English Grammar	Betty Schrampher Azad	Pearson Longman	Pearson Longman

Pedagogy: Lecture, PPT presentation, Discussion, Seminar, Group Discussion, Assignment

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21117A	CORE: GLOBAL BUSINESS ENVIRONMENT	4	Theory	-	100

Objective of the Course:

This paper is designed to stimulate curiosity about seeking market opportunities outside the home country to learn about Global perspectives. To study the impact of international factors that influences the business.

UNIT I: An Overview:

(Teaching Hours: 13 hours)

International Business Environment – Concepts – Factors and dimensions – Nature and significance of Business environment - types of Business environment – internal, external, micro and macro environment – Environmental analysis - need and importance – Techniques – Environmental forecasting.

UNIT II: Economic environment:

(Teaching Hours: 14 hours)

Nature of economy – Economic systems – Economic Conditions - Economic Reforms – Liberalization - Privatization – Globalization – Foreign Investment – Significance of Foreign Investment – Types – Factors affecting Foreign Investment.

UNIT III: Social and Cultural environment:

(Teaching Hours: 13 hours)

Social Environment – Business and society - Elements – Factors influencing social environment – Social Audit – Objectives - Methods – Obstacles – Social audit in India – Cultural Environment - Elements of culture – Factors influencing cultural environment – implications for International Business.

UNIT IV: Political and Legal environment:

(Teaching Hours: 13 hours)

Economic roles of government – political system – democracy international political relatives – political risk and managing political risk. Legal environment - law relevant to international business.

UNIT V: Technological environment:

(Teaching Hours: 12 hours)

Innovation – technological leadership – technology and competitive advantage – transfer of technology – information technology and management – impact of technology on globalization.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Discuss the overview of International Business Environment and its Concepts; analyze the internal and external factors affecting business.	K2
CO2	Classify the nature of economy, Assess the LPG model and the estimate the Foreign Investment received by the country.	K2 & K5
CO3	Evaluate the social and cultural environment and its implications on International Business	K5
CO4	Develop sound ideas regarding political and legal environment and analyze the risk involved in political environment.	K4 & K5
CO5	Create a technology which helps the business competitive from others and analyze the impact of technology on globalization.	K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1		2	
CO2	3	2			1	2				
CO3			2	3	2			1	1	
CO4			3	2			1	2		
CO5		2	3	2			1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Money, Banking, International trade and public finance	Dr. D. M. Mitanni	Himalaya Publishing house	2014, Eighth
2	International business	Vyuptakash	Pearson India	2010, Third
3	International business	Sumati Varma	Pearson India	2016, Third
Reference Books				
S.No	Title	Author	Publishers	Year of Publications
1	International business environment	Francis Cherunilam	Himalaya Publishing house	2018, Twenty Seventh
2	Essentials of Business environment	K. Ashwathappa	Himalaya Publishing House	2016, Thirteenth
3	International business law and its environment	Richard M. Schaffer etal,	Thomson	2002, Seventeenth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment



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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21117B	CORE: BUSINESS COMMUNICATION	4	Theory	-	100

(Unit I to Unit IV – Theory, Unit V – Practical)

Objective of the Course:

To learn about the basic on business communication and the type of business correspondence.

Unit I: Meaning of Business Communication:

(Teaching Hours: 15)

Definition-Types and patterns of communication- Spoken communication-Written communication- Non-verbal communication- Audio-visual communication and Multimedia communication. Objectives of communication- Horizontal communication-Upward communication-Barriers to communication.

Unit II: Business correspondence:

(Teaching Hours: 13)

Functions-Variou kinds of business correspondence. Business Letter-Characteristics-Organization Structure and Layout of a business letter. Letter of Enquiries and Replies, Offers and quotations-Credit and Status Enquiries-Complaints, Claims and adjustments.

Unit III: Sales and Bank Correspondence:

(Teaching Hours: 13)

Sales Letters – Circulars - Bank Correspondence - Life Insurance Correspondence. Collection letters – Correspondence of a Company Secretary.

Unit IV: Report writing:

(Teaching Hours: 12)

Classification-Characteristics of a good report. Management Information System-meaning-Information needed for management-Curriculum Vitae

Unit V: Career strokes: On-line Practical modules

(Teaching Hours: 12)

Career strokes: On-line Practical modules – Communication skills – Group Discussion – Interviews – Team work – Time management – Business awareness

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Define and discuss the meaning of communication and its types. Analyze the barriers to communication and develop the ways to overcome the barriers.	K1&K3&K5
CO2	Describe the functions and various kinds of business correspondence and develop knowledge in writing the letter of enquiries, offers and quotations, Credit and Status Enquiries, Complaints, Claims and adjustments in the business organization.	K2 & K5
CO3	Develop ideas on preparing sales, bank and insurance correspondence in the business organization.	K5
CO4	Develop sound ideas on various report writing activities in the business organization.	K5
CO5	Develop the knowledge in soft skills like Communication skills, Group Discussion, Interview skills, Team work, Time management, Business awareness, etc., through analyzing the online practical module called career strokes.	K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2			1	1		1	
CO2	2	2		1	1	1			1	
CO3	3	2	2	1	2	1		1	1	
CO4	3	2	3			1	1	2	1	
CO5	3	2	3	2		1	1	1	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Communication	Dr. K.K. Ramachandran	Macmillan Publication (Text Book), New Delhi	2011
2	Essentials of Business Communication	Rajendra Pal, J.S.Korlahal	Sultan Chand and Sons	2017, Ninth
3	Effective Business English and Correspondence	Pattan Shetty C S and Ramash M S	R.Chand & Co	2011, Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Communication	Ame Books	India, New Delhi	2015, Fifth
2	Business Communication	Meenakshi Raman, Prakash Singh	Oxford University Press.	2017, Seventh
3	Effective Business Communication	Asha Kaul	Prentice-Hall of India Pvt Ltd	2015, Ninth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21117C	CORE: PRINCIPLES OF ACCOUNTING	4	Theory	80	20

Objective of the Course:

To enable the students to apply the conceptual principles and to develop an expertise in handling the accounts of specialized institutions and the consolidation of accounts through appropriate accounting techniques and policies.

UNIT I: Fundamentals of book keeping: (Teaching Hours: 14)

Accounting Concepts and Conventions – advantages of accountancy - Journal and Ledger – Trial Balance- Subsidiary Books.

UNIT II: Cash Book: (Teaching Hours: 14)

Cash Book – Preparation of various types of Cash book – Bank Reconciliation Statement – Meaning – uses - Errors – Rectification of Errors.

UNIT III: Final Account for sole trading Business (Teaching Hours: 14)

Apportionment of capital and revenue expenditure – preparation of final statements of accounts of a sole trading business.

UNIT IV: Bills of exchange and Average due date: (Teaching Hours: 14)

Meaning – Accounting entries for Bills transactions – **Account current:** Meaning – Product method-daily balance method-Average Due date – meaning- Determination of Average Due date and calculation of interest.

UNIT V: Consignment and Joint Venture Account: (Teaching Hours: 14)

Meaning – distinguish between consignment and sale-Abnormal loss- joint venture – Separate set of books maintained and not maintained in the consignment and joint venture account.

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Acquire theoretical knowledge on accounting and preparation of Journal, ledger and trial balance.	K1 & K5
CO2	Prepare the bank reconciliation statement and to identify and rectify the errors in the cash books.	K4 & K5
CO3	Prepare the final statements of accounts of a sole trading business.	K5
CO4	Preparing and analyzing the accounting treatments relating to issue, acceptance, discounting, maturity and endorsement of bills and notes in the books of drawer and drawee.	K4 & K5
CO5	Describe the special transactions such as consignment and joint venture	K1 & K2

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3				1	1			1
CO2	3	2			1		2			1
CO3	3	2			2	1				1
CO4	3	3		2		1				
CO5	3	2	3	2						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advanced Accountancy	S.P.Jain and K.L.Narang,	Kalyani Publishers,	2016, Eighteenth
2	Advanced Accounting	Reddy & Murthy	Margam publications	2016, Seventh
3	Introduction to Adv. Accounting	R. L. Gupta, V. K. Gupta	Sultan & Chand and sons	2014, Third
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Accounting	Reddy & Murthy	Margam publications	2019, Fifteenth
2	Advanced Accounting	S.N.Maheswari	Vikas Publication	2018, Sixteenth
3	Financial Accounting	N. Vinayagam and B. Charumaki	S.Chand & Company Ltd.,	2008, Eighteenth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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BACHELOR OF COMMERCE (INTERNATIONAL BUSINESS)
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CVI - 15
2021-22

EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21117D	ALLIED: BUSINESS ORGANISATION	4	Theory	-	100

Objective of the Course:

To impart knowledge on various aspects of business and its organization.

UNIT I: An overview of Business Organisation: (Teaching Hours: 16)

Nature and scope of business - Forms of Business Organisation: Sole trader, Partnership firms, Joint Stock Companies and co-operative societies - Public Enterprise – Stages involved in setting up the business in India - Registration Procedures

UNIT II: Location of business & Sources of Finance (Teaching Hours: 12)

Location of business: factors influencing location, localisation of industries - size of firms, sources of finance – shares, debentures, public deposits, bank credit and trade credit.

UNIT III: Stock exchange (Teaching Hours: 12)

Stock exchange: – functions – National Stock Exchange – OTCEI – demating – depositories – listing of securities regulation of stock exchanges in India – functions of SEBI.

UNIT IV: Business combination 1 (Teaching Hours: 12)

Horizontal and vertical combinations – causes of combinations – classes of combinations – simple associations – Federations – Pools – Cartels – Partial consolidation.

UNIT V: Business Combination 2: (Teaching Hours: 13)

Holding companies – Advantages – Disadvantages of holding companies – Trusts – Community of Interests – Trusts vs. Holding Company – Carters Vs Trusts – Complete consolidation – Mergers and Amalgamations - Merits and Demerits of Combinations – Control of Monopoly combinations.

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	State the nature and scope of business organization and develop the knowledge on different forms of Business Organization	K1 & K5
CO2	Develop sound ideas in finding the best location of business and analyze the best sources of finance for the business organization.	K4 & K5
CO3	Describe the meaning of Stock exchange and its functions in India. Develop knowledge in opening demat account and analyze the functions of SEBI.	K2 & K4 & K5
CO4	Summarize the nature and significance of business combination and compare the types of business combinations	K2 & K3
CO5	Explain the holding companies and its advantages and distinguish between cartels & trusts, Merger & amalgamations.	K2 & K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	2			1	1		2	
CO2	3	2			1	2				
CO3			2	3	2			1	3	
CO4			2	2			1	3		
CO5		2	3	2			1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Organisation and Management	Bhushan Y.K,	Sultan Chand & Co.Ltd	2013, Nineteenth
2	Modern Business Organization and Management	S. A. Sherlekar and V. S. sherlekar	Himalaya Publishing House	2007, Fifth
3	Business Management	Dinkar pagare, Sultan Chand & Sons	Sultan Chand & Sons	2018, Sixth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Organisation and management	Shukla, S	S chand&co.Ltd	2013, Twelfth
2	Business Organisation and Business Management	Dr. Jayashree	Kalyani Publication	2011, Fourteenth
3	Business Organisation and management	M C Shukla	S chand&co.Ltd	2010, Seventeenth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E1	CONTEMPORARY ENGLISH - II	3	Theory	-	100

Objective of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

[10 Hours]

Phrases, clauses, sentence structures, Idioms, Lexical skills.

Unit-II: Effective Communication

[12 Hours]

Social English and cultural awareness, Writing paragraphs. CV (resume)/Job Interviews, Presentations – Structure and key phrases, Presentations – Being lively and Persuasive, Style – Clarity and Emphasis.

Unit-III: Communication Practice

[12 Hours]

Communication Exercise, Real Life incidents, Face – to- Face training, Presenting skills, group discussion and seminars.

Unit-IV: LSRW Skills

[10 Hours]

Listening skills-Interview with CEO &Marketing director, Nature: Changing Opinions, Extended multiple choice, Summary Completion.

Speaking skills-Pronunciation: Word Stress, Stress Shift, Contrastive Stress, Emphasis, Compound Adjectives, Past Simple Endings.

Reading skills- Information and communication technology , Globalisation and economic policy.

Writing skills- Feature Writing, Interviewing & Ad-writing.

Unit-V: Literature

[10 Hours]

Prose- 'I Have a Dream' by Martin Luther King Jr. and 'Words of Wisdom' by Chetan Bhagat.

Poetry- 'A Prayer For My Daughter' by W.B.Yeats and Palanquin Bearers by Sarojini Naidu.

Short Stories- 'The Last Leaf' by O.Henry and Glory at Twilight by Bhabhani Bhattacharya.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To train the students to write error free grammatical sentences and improve their linguistic skills.	K1,K3
CO2	Recognize culture, specific perspectives and values embedded in language behavior.	K2,K5
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3,K4
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K2,K3
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K1,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge University Press	Second Edition
2	Paths of Glory	Ed Rangaswamy	Path Press	Path Press
3	Radiance-English for communication	Orient Blackswan	Orient Blackswan	2009
4	Understanding and Using English Grammar	Betty Schramper Azad	Pearson Longman	Pearson Longman
5	Listening and speaking skills	Barry Cussack and Sam McCarter	Oxford	Oxford

Pedagogy: Lecture, PPT presentation, Discussion, Seminar, Group Discussion, Assignment

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21217A	CORE: FINANCIAL ACCOUNTING	4	Theory	80	20

Objective of the course:

To gain understanding and to provide working knowledge of accounting concepts, detailed procedures and documentation involved in financial accounting system.

UNIT I: Depreciation & Royalty accounts: (Teaching Hours: 13)

Depreciation :- Objectives – Causes - Factors to be considered in charging depreciation - Methods – Straight line method , Written down value method , Annuity method only –Types of reserves and provision - difference between reserves and provisions. **Royalty accounts:** – Royalty - Minimum Rent - Short workings calculation - Recoupment of short workings - Entries in the Books of Lessor and Lessee (excluding sub lessee).

UNIT II: Branch accounts, Departmental accounts & HP System (Teaching Hours: 13)

Branch accounts (Only Debtors System) and **Departmental accounts -Hire purchase System** – Features – Accounting treatment – Calculation of interest – (excluding Hire Purchase Trading A/c and default & repossession) - **Installment system** – Difference between hire-purchase and installment system.

UNIT III: Single Entry System (Teaching Hours: 13)

Single Entry System:- Meaning - features - Difference between single entry system and double entry system – Difference between statement of affairs and balance sheet –Accounting treatment - Statement of affairs method and conversion Method (Excluding final accounts).

UNIT IV: Partnership & Admission of partner (Teaching Hours: 13)

Partnership deed- Rules applicable in the absence of partnership deed – Profit and loss appropriation account – capital accounts of partners : fixed capital method and fluctuating capital method. Admission of a partner- Treatment of Goodwill –Revaluation of assets and liabilities – calculation of Ratios for distribution of profits-Capital Adjustments.

UNIT V: Retirement of partner (Teaching Hours: 13)

Retirement of partner: Calculation of gaining Ratio- Revaluation of Assets and Liabilities – Treatment of Goodwill through capital Account only-settlement of Accounts-Retiring partners loan Account with equal Installments.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Calculate depreciation on fixed assets and preparation of royalty accounts.	K4 & K5
CO2	Prepare accounting for branches and departmental accounts and classify hire-purchase and installment system	K2 & K5
CO3	Analyze the single entry system and classify single entry system and double entry system & statement of affairs and balance sheet	K2 & K4
CO4	Prepare the Profit and loss appropriation account and calculation of Ratios for distribution of profits-Capital Adjustments	K4 & K5
CO5	Describe Retirement of partner and preparation of gaining Ratio & Revaluation of Assets and Liabilities.	K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2			1	1		1	
CO2	2	2		1	1	1			1	
CO3	3	2	2	1	2	1		1	1	
CO4	3	2	3			1	1	2	1	
CO5	3	2	3	2		1	1	1	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advanced Accountancy	S.P.Jain and K.L.Narang,	Kalyani Publishers,	2016, Eighteenth
2	Advanced Accounting	Reddy & Murthy	Margam publications	2016, Seventh
3	Introduction to Adv. Accounting	R. L. Gupta, V. K. Gupta	Sultan & Chand and sons	2014, Third
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Accounting	Reddy & Murthy	Margam publications	2019, Fifteenth
2	Advanced Accounting	S.N.Maheswari	Vikas Publication	2018, Sixteenth
3	Financial Accounting	N. Vinayagam and B. Charumaki	S.Chand & Company Ltd.,	2008, Eighteenth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21217B	ALLIED: PRINCIPLES OF MANAGEMENT	4	Theory	-	100

Objective of the Course:

To gain knowledge about managerial functions in the most useful and organized way

Unit I: Management:

(Teaching Hours: 13)

Definition of Management - Nature and scope of Management - Functions of Management - contribution of F.W.Taylor, Henri Fayol, McGregor and Peter F.Drucker.- Management as a profession and universality of Management.

Unit II: Planning:

(Teaching Hours: 13)

Meaning, Nature and importance of Planning - Advantages and limitations - Steps in planning - Planning premises, Considerations in planning - Methods and types of Plans . Decision making - Steps in decision making.

Unit III: Organisation:

(Teaching Hours: 13)

Meaning, nature and importance - Process of organisation - Principles of sound organisation - Organisation structure- Span of control - Organisation chart- Key elements of organisation process viz., Departmentation, Delegation and Decentralisation - Authority relationships - Line, functional and staff.

Unit IV: Direction:

(Teaching Hours: 13)

Nature-Purpose-Elements-Motivation - Need - determinants of behaviour - Maslow's theory of motivation. Motivational Theories in Management - X, Y and Z Theories - Leadership styles - Management By Objectives (MBO) - Management by Exception (MBE).

Unit V: Co-ordination & Control:

(Teaching Hours: 13)

Co-ordination - Need; Control - steps-Techniques of control-Communication in management - Types of Communication - Barriers to Communications.

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Summarize the nature, scope and functions of Management in functional areas of business and Explain the contributions of experts to management thought.	K1 & K2
CO2	Discuss the process and types of planning and decision making.	K2
CO3	Explain the nature of organization. Distinguish the concepts of authority, responsibility and accountability; centralization and decentralization; and analyze the Organization structure in the business organization	K2 & K3 & K4
CO4	Classify the different leadership styles and develop their leadership capabilities and recognize the significance of motivation in management.	K2 & K5
CO5	State and explain the elements & process of co-ordination and control function that contributes to the achievement of organizational objectives.	K1 & K2

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2				1		2		
CO2	2	2	1				2	1		
CO3	2	2			1	1	1	1		
CO4	2	2			1	1	1	1		
CO5	3	2			1	1	2	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Management	Dinkar Pagare	Sultan Chand & Sons	2008, Seventh
2	Principles & Practice of Management	L M Prasad	Sultan Chand & Sons	2007, Sixth
3	Principles of Management	T Ramasamy	Himalaya	2010, Fourteenth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles & Practice of Management	T N Chhabra & S K Grover	Dhanpat Rai & CO	2010, Eighth
2	Principles of Management	RK Sharma & Shasi K Gupta	Kalyani Publishers	2014, Ninth
3	Essentials of Management	Herald Koontz & Heinz Weihrich	Tata McGraw Hill	2003, Twentieth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21217C	SKILL BASED SUBJECT: FUNDAMENTALS OF FOREIGN TRADE AND DOCUMENTATION	3	Theory	-	100

Objective of the Course:

This paper is designed to inculcate the basic knowledge of foreign trade, its prospects and barriers. It enables to gain a deep sense of knowledge about the international market trade and documentation.

Unit I: International trade:

(Teaching Hours: 13)

International trade: Meaning – Evolution – Foreign Market Entry and Operating Forms - Nature – Significance – Reasons for going international – International orientation – Stages of International trade – International Business decisions – Problems in International trade.

Unit II: International Commodity Agreements

(Teaching Hours: 13)

International Commodity Agreements: Meaning – Types: Quota agreements – Buffer Stock Agreements – Bilateral and Multilateral Contracts – Cartels. State trading – Reasons for State Trading – Advantages and Disadvantages of State trading – Canalization – State trading in India.

Unit III: Terms of trade

(Teaching Hours: 14)

Terms of trade – Factors influencing Terms of trade – Terms of trade of Developing countries – Terms of trade and Economic welfare. Balance of Payments – Meaning – Structure of Balance of Payments – Meaning of Disequilibrium in Balance of Payments–Balance of trade and Balance of Payments.

Unit IV: Institutional Facilitating International Trade in India

(Teaching Hours: 13)

Institutional Facilitating International Trade in India- Ministry of Commerce - Advisory Body - Commodity Organizations-Autonomous Bodies-Service Institutions

Unit V: International trade regulatory framework

(Teaching Hours: 12)

International trade regulatory framework – Export sales contract – Processing of an export order – EXIM documents: Regulatory documents – Statutory Documents – Transport documents – Preparing for shipment.

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Describe International trade and develop the knowledge on foreign market entry strategies and Operating Form.	K1 & K5
CO2	Analyze and develop the knowledge on International Commodity Agreements	K4 & K5
CO3	Develop ideas on factors influencing terms of trade and structure of balance of payments	K5
CO4	Explain and develop the knowledge on Institutional Facilitating International Trade in India and Advisory Bodies	K2 & K5
CO5	Develop sound ideas on International trade regulatory framework and Preparing for shipment.	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	3			2	1		
CO2	2	2					1			
CO3	2	2	1	1			1	1		
CO4	2	2	1	1			1			
CO5	3	2	1	1						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Trade and Export Management	Francis Cherunilam	Himalaya Publishing House	2013, Fourteenth
2	International Business Environment	Sukumar Nandhi	The McGraw-Hill Publications	2011, Second
3	International Marketing Management	Varshney and Bhattacharya	Sultan Chand & Sons	2014, Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Global Marketing Management	Keegan	Prentice Hall India	2013, Eighth
2	International Trade	M L Varma	Vikas Publishing House	2017, Latest
3	Indian Foreign Trade	Raj Agarwal	Excel books	2017, Latest

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21217K	ONLINE SWAYAM: MANAGERIAL ECONOMICS	4			

Objective of the Course:

The objective of this course is to acquaint students with basic tools and concepts of micro economic analysis and their application to managerial decision making. This course will introduce the students to different concepts, theories, tools and schools of thoughts in economics and their application on business decision/research problem. All functional areas of management derive their basic principles and concepts from economics. This course will enable students to analyze firm-level economic problems and to take informed and optimal decisions subject to various constraints and objectives.

https://swayam.gov.in/nd1_noc20_mg67/preview

Course Layout

Week 1: Introduction to Managerial Economics

Week 2: Theory of Demand

Week 3: Theory of Consumer Behavior

Week 4: Elasticity and Demand Forecasting

Week 5: Production Analysis

Week 6: Cost Analysis

Week 7: Theory of Market – Perfect Competition

Week 8: Theory of Market – Monopoly and Monopolistic Competition

Week 9: Theory of Market – Oligopoly

Week 10: Theory of Market – Oligopoly and Game theory

Week 11: Theory of Market – Oligopoly and Game theory

Week 12: Product Pricing and Course Summary

BOOKS AND REFERENCES

1. Managerial Economics by Christopher Thomas , S. Charles Maurice
2. Principles of Economics -Seth.M.L, Lakshmi NarainAgarwal, Agra,
3. Micro Economics - Jhingan M.L, Varinda Publications P ltd,Mumbai.
4. Business Economics - Sankaran S , Margham Publications , Madras,
5. Managerial Economics - Varshney&Maheswari, Sultan Chand & Sons, New Delhi,
6. Principles of Economics – JhinganM.L, Vrinda Publications

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21317A	CORE: PRINCIPLES OF INTERNATIONAL MARKETING MANAGEMENT	4	Theory	-	100

Objective of the course:

This paper is concentrated to study on the dynamic nature of international marketing. It provides a through coverage with specific emphasis on the planning and strategic problems confronting companies that market across cultural boundaries.

UNIT – I: Marketing Introduction:

(Teaching Hours: 13 hours)

Definition and Meaning of Marketing and International Marketing Management- Evolution – Nature – Importance – Functions – Marketing Environment Micro and Macro, Modern Marketing Concept - Domestic Vs International Marketing – Market segmentation – Bases of Market Segmentation

UNIT – II: Product and Pricing Decisions:

(Teaching Hours:13 hours)

Marketing Mix: Meaning and Definition – Factors determining Marketing Mix – Elements - Product - Meaning – Classification – New Product Development – Product Life Cycle – Pricing: Meaning – Importance – Factors influencing pricing – Procedure for Price determination

UNIT – III: Physical Distribution and Promotion:

(Teaching Hours:13 hours)

Physical Distribution: Meaning and Definition – Importance – Functions – Channels of Distribution - Types – Middlemen – Classification of Middlemen – Functions of Middlemen. Promotion: Meaning – Promotional strategies – Factors affecting promotion - Methods of promotion

UNIT – IV: Consumer Behaviour:

(Teaching Hours:13 hours)

Consumer Behaviour: Concepts – Factors Influencing Consumer: Reference groups, opinion leaders – Family Decision making – Family life cycle – Culture. Stages of Consumer Decision making

UNIT V : Consumerism:

(Teaching Hours: 13 hours)

Consumerism: Definition – Evolution of Consumerism – Reasons – Characteristics of Indian and International Consumers – Buyer's and Seller's right – Effects of Consumerism – Legislation of Consumer Protection

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Describe and summarize the concept of Marketing and International Marketing Management. Classify micro & macro marketing environment and Domestic & International Marketing. Develop the knowledge in marketing segmentation.	K1 & K2 & K5
CO2	Explain the meaning of product, product planning and development, product life Cycle. Demonstrate the concept of pricing and factors affecting pricing.	K2 & K3
CO3	Explain channels of distribution and develop the knowledge in methods of promotion for business organization.	K2 & K5
CO4	Develop the sound ideas on consumer behavior and stages of consumer decision making	K5
CO5	Analyze and Assess the details on consumer rights and legislation of consumer protection	K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1				2					
CO2		3				1			2	
CO3	2			1				3		
CO4		2	3		1					
CO5				1			2			3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Marketing Management	Philip Kotler	Prentice Hall of India	2014, Fifteenth
2	Marketing Management	R.S.N. Pillai and Bagavathi	Sultan Chand and sons	2010, Ninth
3	International Marketing	SakOnkvist & John J. Shaw	Prentice Hall of India Pvt. Ltd	2004, Fourth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Marketing Management – Text and Cases	Dr. C.B. Gupta and Dr. N. Rajan Nair	Sultan Chand and Sons, New Delhi,	2018, Twelfth
2	Consumer Behaviour	Suja R. Nair	Himalaya Publishing House	2004, Ninth
3	International Marketing text and cases	Justin Paul and Ramneek Kapoor	Tata Mc Graw Hill	2012, Eleventh

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21317B	CORE: CORPORATE ACCOUNTING	4	Theory	80	20

Objective of the course:

To enhance the students to understand the preparation of company accounts, Banking and Insurance Company Accounts.

Unit I: Accounting for Share capital: (Teaching Hours: 13)

Shares – Issue- Calls-in-arrears and Calls-in-advance- Over subscription and under subscription- Issue of shares at premium- Issue of shares at discount- Forfeiture of shares- Re- issue of forfeited shares- Redemption of preference shares

Unit II: Valuation of Goodwill and shares: (Teaching Hours: 13)

Need – Factors affecting the value of Goodwill- Methods-Valuation of Shares. **Liquidation of companies:** Liquidator's Final Statement of Account (**Only**)

Unit III: Final Accounts: (Teaching Hours: 13)

Preparation and presentation of Company Final Accounts; Legal requirements – Tax Adjustments - Computation of Managerial Remuneration - preparation of profit/loss account - Balance sheet.

Unit IV: Banking & Insurance Companies Accounts: (Teaching Hours: 13)

Banking Companies Accounts (**Only Problems**). Insurance Companies Accounts: Revenue accounts: Life assurance companies- Valuation Balance Sheet, Statement of distribution of profits. General Insurance –Fire, Marine Insurance (**Theory and Problems**)

Unit V: Accounts of Holding Companies: (Teaching Hours: 13)

Accounts of Holding Companies (excluding chain Holdings) Capital and Revenue profit-Minority Interest-Capital Reserve-Treatment of unrealized profits-Mutual obligation-Revaluation of Assets and liabilities (**Only Problems**)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Apply the provisions of Companies Act and develop the knowledge in accounting in share capital like issue, forfeiture, reissue of shares and Redemption of preference shares	K3 & K5
CO2	Evaluate the Valuation of Goodwill and shares in companies	K5
CO3	Prepare final accounts of corporate entities	K5
CO4	Apply relevant schedules to prepare final statement of accounts of banking and insurance companies.	K3 & k5
CO5	Develop knowledge on holding companies accounts and develop the skills in preparation of consolidated Balance Sheet of holding company and subsidiary company.	K2 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2				1			
CO2		1			3				2	
CO3	1			2			3			
CO4		3			1			2		
CO5			1			3				2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.N.	Title	Author	Publishers	Publication Year & Edition
1	Corporate Accounting Vol- I	R.L.Gupta&Radhaswamy	Sultan Chand & Sons, New Delhi	2016, Fifteenth
2	Corporate Accounting	S.P. Jain & K.L. Narang	Kalyani Publishers, New Delhi	2016, Twelfth
3	Corporate Accounting	T.S.Reddy&A.Murthy	Margham Publications, Chennai	2016, Thirtieth
Reference Books				
S.N.	Title	Author	Publishers	Year of Publications
1	Advanced Accounting	S.N.Maheswari	Vikas Publishing house, New Delhi	2004, Eleventh
2	Advanced Accounting - II	T.S.Agarwal,M.SShukla	S.Chand&Sons Publication, NewDelhi	2005, Fourteenth
3	Advanced Accountancy Vol II	Pillai. RSN, Bhagavathy and Uma. S	Sultan Chand & Sons, New Delhi	2016 & Eleventh

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21317C	CORE: GOODS AND SERVICE TAX (GST)	4	Theory	-	100

Objective of the Course:

To provide students with a working knowledge of principles and provisions of GST.

Unit I: Introduction to Goods and Services Tax (Teaching Hours -14 hours)

Introduction – Direct tax and Indirect tax – Meaning, Stages of Evolution of Goods and Services Tax, Subsumed of taxes, constitutional background, Structure of GST – CGST, SGST, UTGST & IGST, Benefits of implementing GST, GSTN – Structure, features and functions, GST council and its Structure

Unit II: (Teaching Hours -12 hours)

Levy and Collection of Tax and Time and Place of supply

Levy and Collection of Tax, Rates of GST, Scope of Supply: Composite and Mixed Supplies and E-commerce under GST regime, Reverse Charge Mechanism and composition scheme, Taxable event: Place of supply, Time of Supply, Valuation of Place and Time of supply, Valuation rules

Unit III: Registration and payment of Tax (Teaching Hours -13 hours)

Registration – Persons Liable for Registration, Compulsory Registration, Deemed Registration, Procedure For Registration, GSTIN and its structure, Amendment of Registration – Cancellation of Registration, Revocation of cancellation, Returns – Furnishing Details of Supplies

Unit IV: Assessment and Audit (Teaching Hours -13 hours)

Assessment – Meaning, Types of Assessment – Self Assessment – Provisional Assessment Scrutiny Assessment, Types of Assessment – Summary Assessment – Best Judgment Assessment – Assessment of Non Filers – Assessment of Unregistered Persons, Audit, Power of Authorities

Unit V: Appeals (Teaching Hours -13 hours)

Appellate Authorities – Powers, Procedure for appeal, Appeals before Tribunal, Appeals by the Department (CGST/SGST) before the AA/Tribunal, Revision by Commissioner (CGST/SGST), Steps of Appeals under GST

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explain Structure of GST (SGST, CGST, UTGST & IGST); GST Council & GST Network. Analyze the State Compensation Mechanism and Registration process.	K1 & K2 & K4
CO2	Develop knowledge on levy and collection of GST with the Exemption from GST	K5
CO3	Describe the concept of Input Tax credit	K2
CO4	Develop knowledge on procedures like self-Assessment, Summary and Scrutiny	K5
CO5	Explain special provisions and know about appellate authorities	K2 & K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2		1				3		
CO2	3		2			1				
CO3		1		2			3			
CO4	2		1		3					
CO5						1			2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Indirect taxes GST and Customs Laws	Dr. R Parameswaran, CA. P. Viswanathan	Kavin Publications,	2018, First
2	GST- How to meet your obligations	Gupta, S.S.	Taxmann Publications	2017, First
3	G.S.T	CA.R.Sathish	Sri Sai Professional Academy Publication	2017, First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Vastu and Sevakar,	Gupta, S.S.	Taxmann Publications	2017, Second
2	Lekhi R.K	Principles of Taxation	Kalyani Publishers	2010, Fourth
3	Commercial GST – The Game Changer	Monish Bhalla	Commercial Law Pub (I) Pvt. Ltd	2015, Third

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21317D	ALLIED: BUSINESS MATHEMATICS	5	Theory	80	20

Objective of the course:

To gain knowledge about the computations of numerical aspects related to business.

Unit I: Matrices

(Teaching Hours: 15)

Matrix - Basic Concepts-Addition and Multiplication of matrices-Inverse of matrix-Rank of a Matrix- determinants of a matrix -solution of Simultaneous linear equations – Cramer’s rule and matrix method.

Unit II: Simple and Compound interest:

(Teaching Hours: 15)

Simple and Compound interest-Interpolation-Binomial Expansion method-Newton’s method of forward differences-Newton’s method of backward differences-Lagrange’s method.

Unit III: Operations Research:

(Teaching Hours: 15)

Operations Research- Meaning, Scope and Limitations-Linear programming problem-Formulation- Canonical & standard forms of L.P.P-solution by Graphical method-solution by Simplex method (Basic problems only).

Unit IV: Network Analysis:

(Teaching Hours: 15)

Network Analysis-Introduction-Basic concepts-Rules of Network Construction- Critical Path Analysis (CPM)- Project Evaluation and Review Technique(PERT)- Probability Considerations in PERT- Distinction Between PERT and CPM

Unit V: Transportation Problem :

(Teaching Hours: 15)

Transportation Problem-Introduction-matrix form of T.P-The transportation Table- balanced and unbalanced - NWC, LCM, VAM (Problems in IBFS only) -The assignment problem –the assignment algorithm-unbalanced assignment problem – Hungarian Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Find addition, multiplication of matrices and Inverse of matrix	K1 & K2
CO2	Compute simple and compound interest and analyze the return process	K3 & K4
CO3	Develop sound knowledge on operation research	K5
CO4	Evaluate the network analysis and its concepts.	K5
CO5	Develop the knowledge in various aspects of transportation problems	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2		3			1			
CO2	1		2			3				
CO3		3		2				1		
CO4		1		3			2			
CO5	2		1		3					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics	P. A Navinitham	Jai Publications, Trichy,	1994, Eighth
2	Business Mathematics	Dr.P.R. Vittal	Margham Publications, Chennai,	1996, Third
3	Business Mathematics and Statistics	Srinivasa.G	Sultan Chand & Sons, New Delhi,	2010, Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Mathematical Statistics	Gupta .S.C and Kapoor .V.K	Sultan Chand & Sons	2007, Eleventh
2	Operations Research Theory and Applications	J.K.Sharma	Mac Millan Publishers, India	2016, Ninth
3	Business Mathematics	P.Mariappan	Tata Mc Graw Hill, India	2006, Eighth

Pedagogy: Lecture, e-content, Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21317E	SKILL BASED SUBJECT: INTERNATIONAL BANKING AND FINANCIAL SERVICES	2	Theory	-	100

Objective of the course:

This paper provides a thorough coverage with specific emphasis on International banking and its related concepts.

Unit I: Banking Regulation Act:

(Teaching Hours: 12)

Banking Regulation Act – 1949 – Evolution of Commercial Banks – Functions of modern commercial banks. RBI and its functions. Banker Customer relationship – General relationship and Special relationship. Negotiable instruments – Characteristics – Bill of Exchange – Essentials – Promissory note – Essentials – Cheque – Essentials – Endorsement – Crossing of cheques.

Unit II: International Banking:

(Teaching Hours: 15)

International Banking – History – Reasons for growth – Definitions – Different forms. Offshore financial centre – Definition – Characteristics – Types – Categories – Benefits – Major Offshore financial centre – Profitability and prospects of International Banking.

Unit III: Legal and Regulatory Aspects of International Banking:

(Teaching Hours: 14)

Legal and Regulatory Aspects of International Banking – Need for regulation – The Bank of Credit and Commerce International (BCCI) International affair – Legal issues. International Financial Institutions – World bank group(WBG), International Bank For Reconstruction and Development(IBRD), International Development Association(IDA), International Finance Corporation(IFC), Multilateral Investment Guarantee Agency(MIGA), International Monetary Fund (IMF) and its lending services.

Unit IV: Correspondent Banking:

(Teaching Hours: 14)

Correspondent Banking – Definition – Reasons for growth – Principal functions. Merchant Banking – Services. Banking facilities available to Non Resident Indian's (NRIs) and Overseas Corporate Bodies (OCBs) in India – Bank accounts for NRIs and OCBs – Various investment opportunities available.

Unit V: Internet banking:

(Teaching Hours: 15)

Internet banking-Mobile Banking-Electronic Fund Transfer(EFT)- National Electronic Fund Transfer (NEFT)- Real Time Gross Settlement (RTGS)- Automatic Teller Machine (ATM)- Operations of Foreign branches of Indian Banks – Present position – Factors behind Overseas Branch expansion – Objectives of Indian Banks branches abroad.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explain functions of banking and banker customer relationship and Summarize functions of RBI and commercial bank.	K1, K2
CO2	Develop knowledge on scope of global banking, investments, lending to MNCs	K5
CO3	Prepare the basic documentation in respect of transactions in International Banking and to develop knowledge on institutional framework in international trade	K3 & K5
CO4	Develop knowledge on the concept of correspondent and analyze the merchant banking system in India	K4 & K5
CO5	Assess internet banking, RTGS and electronic fund transfers.	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3			1				
CO2		1		2			3			
CO3	1		3		2					
CO4		2		3			1			
CO5		1			3		2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Banking	Indian Institute of Banking & Finance	Macmillan Publishers I Ltd	2018, Fifth
2	Fundamentals of International Banking	Rupnarayan Bose	Macmillan Publishers (I) ltd	2007, Ninth
3	Elements of Banking and Insurance	Jyotsna Sethi, Nishwan Bhatia	Hall of India P Ltd	2014, Seventh
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Banking Law and practice	Varshney P.N.	Sultan Chand & Sons	2014, Twenty fifth
2	Principles & Practices of Banking	Study material of Indian Institute of Banking and Finance	Mac Millan Publication	2015, Tenth
3	E-Banking in India: Challenges and Opportunities	Rimpi Jatana, R. K. Uppal	New Century Publications	2007, Seventh

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21417A	CORE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	5	Theory	-	100

Objective of the course:

To develop, in the public interest, a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.

UNIT-I: IASB and IFRS:

(Teaching Hours: 13)

Structure of the IFRS/IASB - Extant standards of the IASB - The framework - The status of IFRSs around the world-The use of IFRS around the world - The IASB roadmap - The annual IASB bound volume and its use- Principal differences between Indian GAAP and IFRS- Proposals for change

UNIT-II: PRESENTATION AND PROFIT:

(Teaching Hours: 13)

IAS 1: Presentation of financial statements - IFRS 15: Revenue from contracts with customers - IAS 8: Accounting policies, changes in accounting estimates and errors.

UNIT-III: ACCOUNTING FOR ASSETS AND LIABILITIES: (Teaching Hours: 13)

IAS 16:Property plant and equipment - IAS 38: Intangible assets - IAS 40: Investment Property - IAS 36: Impairment of assets - IAS 23: Borrowing costs - IAS 20: Accounting for government grants and disclosure of government assistance - IAS 2:Inventories - IAS 17: Leases - IFRS 5: Non-current assets held for sale and discontinued operations-IFRS 13: Fair Value Measurement - IFRS 32: Financial instruments- presentation - IFRS 9: Financial instruments- IFRS 7: Financial instruments: disclosures- IFRS 2: Share-based payment-IAS 37: Provisions, contingent liabilities and contingent assets - IAS 10: Events after the reporting period - IAS 19: Employee benefits - IAS 12: Income taxes - IAS 41: Agriculture - IFRS 6: Exploration for and evaluation of mineral resources.

UNIT-IV: GROUP ACCOUNTING:

(Teaching Hours: 13)

IFRS 10: Consolidated Financial Statements-IAS 27 (revised 2011): Separate financial statements-IFRS 3: Business Combinations-IAS 28 (revised 2011): Investments in associates and joint ventures-IFRS 11: Joint arrangements-IFRS 12: Disclosure of interests in other entities-IAS 21: The effects of changes in foreign exchange rates-IAS 29: Financial reporting in hyperinflationary economies.

UNIT-V: DISCLOSURE STANDARDS:

(Teaching Hours: 13)

IAS 7: Statement of cash flows-IAS 24: Related party disclosures-IAS 33: Earnings per share- IAS 34: Interim financial reporting-IFRS 4: Insurance contracts-IFRS 1: First time adoption of IFRS-IFRS 8-Operating segments.

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explain and apply the IASB's conceptual framework for financial reporting.	K1 & K3
CO2	Develop sound ideas on the need and method of presentation of financial statements in accordance with IFRS	K5
CO3	Apply relevant financial reporting standards to key elements of financial reports	K4
CO4	Summarize IFRS with reference to Group Accounting	K2
CO5	Develop knowledge on disclosure Standards	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2		1		3				
CO2			1		2				3	
CO3	1			3			2			
CO4		3				1				2
CO5			2			1		3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	International Financial Reporting Standards (IFRS) & Indian Accounting practices	Jagadish R. aiyani,	New Century Publications.	2012, First
2	Accounting Standards	M.P.Vijaykumar	Snow White Publications Pvt.	2020, Third
3	Accounting Theory and Standards,	P.MohanaRao	Deep & Deep Publications Pvt.	2006, Fourth
Reference Books				
S.No	Title	Author	Publishers	Year of Publications
1	International Financial Reporting Standards: A Practical Guide	Henie Van reuning	World Bank Publications	2006, Fifth
2	IFRS Simplified: A fast and easy –to-understand overview of the New International Financial Reporting Standards.	Mika Morley	Amazon Digital South Asia Services, Inc	2011, Third
3	Global Financial Reporting and Analysis	Alexander, Britton, Jorissen	Cengage Learning India Pvt. Ltd, New Delhi.	2013, Fourteenth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21417B	CORE: FOREIGN EXCHANGE MANAGEMENT	4	Theory	-	100

Objective of the course:

This paper attempts to enrich the practical knowledge on the exchange rate and the techniques adapted in calculation of exchange rates.

UNIT I: Foreign exchange

(Teaching Hours: 13 hours)

Foreign exchange – Administration of Foreign Exchange – Foreign Exchange transactions — Authorized dealers – Authorised persons – Authorised money changers. Foreign currency accounts –nostro account-vostro account-loro account -international exchange rate systems-fixed exchange rates-floating exchange rates.

UNIT II: Foreign exchange market

(Teaching Hours: 13 hours)

Foreign exchange market – Functions – Participants – Exchange Transactions: purchases and sales transactions- Exchange rates – Exchange quotations-direct-indirect – two-way quotation-spot and forward transactions – factors determining forward margin- Exchange Margin - Merchant rates.

UNIT III: Forward exchange contract

(Teaching Hours: 13 hours)

TT buying rate-bill buying rate-TT selling rate-bill selling rate-Forward exchange contract-Features of Forward exchange contract- Cross rates.

UNIT IV: Foreign exchange risk

(Teaching Hours: 13 hours)

Foreign exchange risk and exposure – types of exposure-transaction exposure –translation exposure – Economic Exposure – Managing Transaction Exposure – Internal techniques(Exposure Netting, Denomination in foreign currency, Foreign currency Accounts, Leads and Lags) – External techniques (Forward contract hedge, money market hedge, hedging with options, hedging with futures)-Managing translation exposure (Balance sheet hedge, Exposure Netting, Leads and lags, Forward contract) -economic exposure – reasons for economic exposure.

UNIT V: Inter Bank Deals

(Teaching Hours: 13 hours)

Inter Bank Deals – cover deals, trading, SWAP Deals – Need for SWAP Deal- Funding of NOSTRO Account - Arbitrage operations – Devaluation – pros and cons.(only theory)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Develop knowledge about Foreign exchange transactions	K5
CO2	Explain foreign exchange markets and international financial markets and analyze the various instruments traded in FOREX markets	K1 & K2 & K4
CO3	Develop knowledge on various acts related to the business and its technical elements of foreign exchange contract.	K5
CO4	Analyze foreign exchange risks and risk management strategies	K4
CO5	Explain Inter Bank deals and apply during trading in the Inter Bank Deals	K2 & K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1			2			3		
CO2	2		1	3						
CO3		3			1		2			
CO4	1		2			3				
CO5		2		1				3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Foreign Exchange and Risk Mgt	C Jeevanandham	Sultan Chand & sons,	2017, Seventh
2	Foreign Exchange Management	H.P. Bhardwaj	Wheeler Publishing Edition	2009, Fifth
3	Foreign Exchange, International Finance	AV Rajwade,	Tata McGraw Hill Publishing co	2014, Fifth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Global Financial Markets	Ian H Giddy,	AITBS Publishers and Distributors	2010, First
2	International Finance	Alan C.Shapiro,	Prentice Hall of India Pvt Ltd,	2013, Twelfth
3	Foreign Exchange Management: A Managerial Approach	Luc A. Soenen	McGraw-Hill Custom Publishing	2004, Eleventh

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21417C	ALLIED: BUSINESS STATISTICS	5	Theory	80	20

Objective of the course:

To gain the knowledge about the computations of statistical concepts related to business.

Unit I: Data Collection

(Teaching Hours: 15)

Meaning, Definition and scope of statistics-Sources of data-Collection of data-primary and secondary-Methods of primary data collection-Editing secondary data-Sampling and its methods-Classification and Tabulation-Presentation of data by diagrams-Bar diagram and Pie diagram-Graphic representation of frequency distribution.

Unit II: Measures of central tendency

(Teaching Hours: 15)

Averages-Mean, Median, Mode, Geometric mean and Harmonic mean-their computation-properties and uses-Measures of dispersion-Range, Quartile deviation, Mean deviation, Standard deviation, co-efficient of variation.

Unit III: Skewness and Index Numbers

(Teaching Hours: 15)

Skewness - Karl Pearson's and Bowley's coefficient of Skewness- -Index Numbers-meaning-uses-selection of base year-Simple and Weighted Index Numbers-Tests of an Index Number-Consumer Price Index.

Unit IV: Correlation and Regression

(Teaching Hours: 15)

Correlation-meaning and definition-Scatter diagram-Pearson's coefficient of correlation - Computation and interpretation-Rank correlation-Regression-Meaning and methods of forming the regression equations and lines-Properties of Regression coefficients.

Unit V: Time Series

(Teaching Hours: 15)

Time series-Meaning-components-Models-Methods of estimating trend-Graphic, semi-average, moving average and least square methods (Linear equations only)-Seasonal Variation-Simple average Method.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explain basic concepts on statistics and develop knowledge on methods of data collection used for research	K1 & K2 & K5
CO2	Calculate Central Tendency and Standard deviation which helps to analysis the research	K4
CO3	Evaluate Skewness - Karl Pearson's and Bowley's coefficient of Skewness	K5
CO4	Calculate and develop ideas on correlation and regression which helps to analysis the research	K4 & K5
CO5	Calculate time series and trend analysis to determine the future movement of stock.	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2		3				1		
CO2	1				2				3	
CO3		3		1	2					
CO4			2			3		1		
CO5		1		2			3			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics and Statistics	PA. Navinitham	JAI Publications	2018, Fourteenth
2	Business Statistics	Dr. P.R.Vittal	Margham Publications	2012, Fifteenth
3	Fundamentals of mathematical statistics	S.C.Gupta & V.K. Kapoor	Sultan Chand & Co, New Delhi,	2010, Twenty second
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Statistical Methods.	S.P.Gupta,	Sultan Chand	2014, Forty four
2	Fundamentals of Statistics	D.N.Elhance, VeenaElhance and B.M.Aggarwal	KitabMahal Publishers	2007, Fifteenth
3	Business Mathematics and Statistics	Srinivasa.G	Sultan Chand & Sons, New Delhi,	2010, Eighth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21417D	SKILL BASED SUBJECT: ORGANISATIONAL BEHAVIOUR AND HUMAN RESOURCE MANAGEMENT	4	Theory	-	100

Objective of the Course:

The main objective of this paper is to familiarize the students with the factors underlying organizational behaviour and the various aspects of human resource management

Unit I: Introduction to OB:

(Teaching Hours: 12)

Organisational Behaviour: Introduction – Meaning – Nature and Scope – Contributing disciplines to Organisational Behaviour – Importance – Approaches – Challenges.

Unit II: Perception, Personality & Work Stress:

(Teaching Hours: 12)

Perception: Factors influencing Perception – Personality: Factors influencing Personality – Personality Theories – Work Stress: Sources – Effects of Work Stress.

Unit III: Introduction to HRM:

(Teaching Hours: 12)

Human Resource Management: Meaning – Definition – Functions and Objectives – Environment of HRM – Organisation of HR Department.

Unit IV: HRP & Job Analysis:

(Teaching Hours: 12)

Human Resource Planning: Meaning – Definition – Importance – Factors affecting Human Resource Planning – Process – Job Analysis and Design: Process of Job Analysis – Purpose of Job Analysis – Job design Approaches.

Unit V: Recruitment, Training & Performance Appraisal:

(Teaching Hours: 12)

Recruitment: Purpose – Importance – Process – Sources – Selection: Process – Placement – Training and Development: Methods of Training – Performance Appraisal: Methods of Appraisal.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Describe the concepts of organizational behaviour	K1
CO2	Develop knowledge on factors determining the perception, personality and work stress	K3 & K5
CO3	Explain the importance of human resources in an organization	K2
CO4	Outline the process of human resources planning & job analysis	K4
CO5	State the process of recruitment and selection, develop the knowledge on different methods of training and performance appraisal.	K1 & K5

Note:

K1- Remembering; K2 - Understanding; K3 -- Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3		2			1			
CO2	1		3			2				
CO3			2		1			3		
CO4		1		2			3			
CO5	3		1		2					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Organisational Behaviour & HRM	Dr. K K Ramachandran	McGraw Hill Education	2017, First
2	Organisational Behaviour	Karthick.K.K.	Himalayan Publishing House	2005, Second
3	Organisational Behaviour	Prasad LM	Sultan Chand & Sons	2014, Fifth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Human Resource Management	Gupta C.B	Sultan Chand & Sons	2014, Fifteenth
2	Organisational Behaviour	Fred Luthans	Tata McGraw Hill	2010, Twelfth
3	Human Resource Management	Gary Dessler	Prentice Hall Of India	2015, Fourteenth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21417K	ONLINE SWAYAM: BUSINESS ETHICS	4			

Objectives of this course:

- Import knowledge of business ethics to the student.
- Impart knowledge of various business ethics practices.
- Give Students, understanding of modern business ethics and their residing applications in different context.

This course would be definitely useful to anyone who is willing to acquire basic insights into the domain of business ethics. Also, the connection between ethics and social responsibility is also explained during the course.

https://swayam.gov.in/nd2_ccc20_m32/preview

Course Layout

Week 1: Meaning and Nature of Ethics, Moral and Ethics: Importance of Ethics, Types of Ethics, Causes of Unethical Behavior

Week 2: Meaning, Nature and Importance of Business Ethics, Types of Business Ethics, Factors Influencing Business Ethics, Corporate Ethics: Ethical Behavior and Audit of Ethical Behavior

Week 3: Individual Ethics, Professional Ethics, Gandhian Philosophy of Ethical Behavior, Social Audit, Concept of Globalization and Global Business Network, Relationship among Business, Business Ethics and Business Development

Week 4 : Developing Business System Ethics relating to Ethics in Global Economy, Marketing Ethics in Foreign Trade, Role of Business Ethics in Developing Civilized Society, Concept of Corporate Social Responsibility

Week 5: Relationship between CSR and Business Ethics, Justice and Economic Environment Protection, Business Ethics and Consumer Protection, Business Ethics and Social Justice

Week 6 : Arguments for and against Corporate Social Responsibility, Meaning of Functional Ethics, Types of Ethics according to Functions of Business (Marketing and HRM), Types of Ethics according to Functions of Business (Purchase, Selling and Distribution)

Week 7 : Patents, Copy-rights, Intellectual Property rights, Trade Marks, and Business Ethics, Ethical Value System, Values

Week 8: Indian Values and Ethics, Business Ethics, Ethics and Corporate Excellence, Indian and Global Case Studies

BOOKS AND REFERENCES

1. Business Ethics - O.C. Ferrell, John Paul Fraedrich, Linda Ferrell
2. Business Ethics - Gautam Pherwani
3. Business Ethics - Ritu Pamraj
4. Business Ethics - Prof. Agalgatti
5. Governance ethics and social responsibility of business – Neeru Vasisht and Namita Rajput
6. Business Ethics: Concepts and Cases – Manuel G. Velasquez



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21517A	CORE: INTERNATIONAL BUSINESS STRATEGY	4	Theory	-	100

Objectives of the course:

This paper helps to acquire an executive level perspective and business strategy formulation and implementation. It provides major components of the entire business strategy management process.

Unit I: Introduction of Strategic Management (Teaching Hours: 14)

Strategic management: Definition – Evolution – Objectives – Significance – Framework of Strategic management – Levels of strategy – Benefits – Limitations – Strategic management process

Unit II: Strategic Intent (Teaching Hours: 14)

Strategic Intent: Vision – Features – Formation. Mission – Features – Formation – Components – Difference between vision and mission. Goals and Objectives – Setting Objectives – Factors influencing formulation of Objectives.

Unit III: Environmental Analysis (Teaching Hours: 14)

Environmental analysis: Techniques: PESTEL analysis. Industrial analysis – Importance – Framework. Competition analysis – Analytical models: Porters five-force Model.

Unit IV: Corporate Strategies (Teaching Hours: 14)

Corporate Strategies: Growth strategy: Types – Stability strategy: Types – Retrenchment strategy: Types – Combination strategy. Business strategy: Strategic Business Unit – Models: Michael Porters Generic Strategies

Unit V: E-Business Strategies (Teaching Hours: 14)

E- Business strategy: Effect of Internet on Competitive strategies – Blue ocean strategy – The BCG Matrix – Strategic Leadership: Importance – Role of Strategic Leader – Leadership Approaches.

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Course Outcome mapping with Knowledge level

Course - Outcome	CO Statement	Knowledge level
CO1	Describe the strategic management process	K1&k2
CO2	Develop vision and mission statement for an organization and analyze the factors influencing in formulation of Objectives	K4&K5
CO3	Outline environment analysis, industrial analysis and Competition analysis using various models	K4
CO4	Classify the different types of strategies	K2
CO5	Examine the e-business effect on Competitive strategies and create strategic leadership approaches	K4&K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3	2	1	2					
CO2						3				
CO3							3	2		
CO4									3	
CO5		2		3						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Strategic Management	Ronflavel & John Williams	Himalaya Publishing House	2007, Fifth
2	Business Policy and Strategic Management	Rao Subba	Himalaya Publishing House	2014, Second
3	Strategic Management	Charles W H Hill & Gareth R Jones	Cengage Learning Publishers	2013, Ninth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business policy & Strategic Management text and cases	Rao Subba	Himalaya Publishing House	2014, Second
2	Strategic Planning & Management	P K Ghosh	Sultan Chand & Sons	2006, Tenth
3	Essentials of Strategic Management	J David Hunger and Thomas L Wheelst	Prentice Hall Publishers	2007, Fourth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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EFFECTIVE FOR THE STUDENT ADMITTED DURING THE ACADEMIC YEAR 2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21517B	CORE: COST AND MANAGEMENT ACCOUNTING	4	Theory	80	20

Objective of the course:

To learn the basics of cost and management accounting

Unit I : Introduction of Cost Accounting

(Teaching Hours: 14)

Cost Accounting – Definitions and meaning of cost, costing and cost accounting – scope of cost Accounting – Relationship of cost Accounting with financial accounting and Management accounting – methods of costing – cost analysis, concepts and classification – Elements of cost, preparation of cost sheet.

Unit II : Material Costing

(Teaching Hours: 14)

Materials - Purchasing of materials, procedure and documentation involved in purchasing - requisitioning for stores - significant of material control - Methods of Valuing material issues - Level of inventories – Maximum level, minimum level, reordering levels, danger level, average stock level and safety stock - ABC analyses – EOQ.

Unit III : Introduction of Management Accounting

(Teaching Hours: 14)

Management accounting - Meaning, objectives and scope - Relationship between Management Accounting, Cost Accounting and Financial Accounting - need and significance of management accounting - Ratio analysis - significance of ratios and long-term financial position – profitability - uses and limitation of ratios

Unit IV : Marginal Costing

(Teaching Hours: 14)

Marginal costing and break even analysis- Cost-Volume – Profit Analysis, managerial applications of marginal costing - significance and limitations of marginal costing

Unit V : Budgetary Control

(Teaching Hours: 14)

Budgeting and budgetary control - definition, importance, essentials, classifications of budget, Preparation of Different Budgets- master budget. Cash Budget, Flexible Budget, materials and Production Budget - steps in budgetary control

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Summarize various elements of cost and costing techniques of valuation of cost and Construct a cost sheet and preparation of quotations	K2&K5
CO2	Outline the procedure for purchase of material, storing and issue of materials and valuation of materials.	K2&K4
CO3	Explain management accounting and Make use of ratio analysis and interpret it.	K3 & K4
CO4	Evaluate Marginal costing technique for decision making	K5
CO5	Examine the marginal costing and budgetary control techniques for management	K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1		3						
CO2				1		3				
CO3								2		
CO4				2				3		
CO5		2	3							

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Management Accounting	Sharma R.K Sashi K.Gupta Neeti Gupta	Kalyani Publishers	2016, Fourth
2	Cost and Management Accounting	Jain,S.P & Naarng,K.L	Kalayani Publication	2013, Twenty first
3	Cost Accounting	Jain, S.P & Narang, K.L	Kalayani Publication	2013, Twenty first
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Cost Accounting	T.S.Reddy&Hariprasad	Margham Publication	2013, Eighth
2	Management Accounting	S.N Maheshwari	Sulthan Chand & Sons	2013, Ninth
3	Management Accounting	Reddy T.S and Reddy H.P	Margham Publications	2013, Eighth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21517C	CORE: BUSINESS RESEARCH METHODS	3	Theory	-	100

Objective of the course:

To gain knowledge about how to do a Research in the field and understand research methodology in the field

UNIT I: Introduction to Research

(Teaching Hours: 15)

Introduction to Research - Meaning - Characteristics of good research - Objectives of Research - Types of Research - Research Process- Identification of Research Problem - Techniques involved in defining a problem. Research Design: Meaning - Definition - Need and Importance - Features of a good design - Steps - Types of research design.

UNIT II: Sampling Design

(Teaching Hours: 13)

Hypothesis – Meaning - Significance – Testing – Types. Sampling Design - Meaning - Steps in Sampling- Criteria for good sample design- characteristics of good Sample design - Types of sample designs: Probability and Non- Probability - Sample size and Population Size - Meaning

UNIT III: Scaling Techniques

(Teaching Hours: 13)

Measurements and Scaling Techniques: Meaning- Sources of Error in measurement - Tests of sound measurement. Scaling: Meaning – Classification - important scaling techniques. Methods of data collection – Primary and Secondary Data – Sources: Questionnaire, Interview, Observation and E-mail Surveys – Pilot study

UNIT IV: Data processing

(Teaching Hours: 13)

Role of Computers in research – Role and Functions of SPSS software in Research - Processing of Data - Editing - Coding – Classification - Tabulation. Analysis of data: Meaning-type of analysis. Parametric Test: T-test, F-test, ANOVA- Chi-square test (Only theory)

UNIT V: Interpretation

(Teaching Hours: 11)

Interpretation: Meaning – significance - techniques. Report Writing: Meaning - significance- steps in writing report - Layout of Report - Type of Reports - Mechanics of writing a research report.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Describe basic concepts on research and formulate a research problem and design.	K1&K5
CO2	Build sample and develop the types of sample designs	K2&K5
CO3	Examine the scaling techniques and classify the scaling techniques	K3 & K4
CO4	Analyze the data and formulate the statistical tools for research analysis	K4&K5
CO5	Interpret the research report and develop the mechanics of writing a research report.	K3&K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1						3	1		
CO2								2		
CO3								2		
CO4	1	2			3				3	
CO5		2								

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Research Methodology Methods & Techniques	C.R Kothari	New Age International Publishers	2013, Second
2	Research Methods for Business	Uma Sekaranv and Roger Bougie	Wiley	2016, Sixth
3	Statistical Methods	Gupta S.P	Sultan Chand & Sons	2014, Fourth four
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Research Methods	Donal. R.Cooper	Tata McGraw Hill	2006, Ninth
2	Business Research Methods	William.G. Zikumund	South west publication	2003, Second
3	Research Methodology	Thanulingom N	Himalaya Publishing House	2010, Fifth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21517U1	ELECTIVE I: FINANCIAL MANAGEMENT	4	Theory	20	80

Objective of the course:

To learn the basic concepts of capital, dividends and fund management

Unit I: Introduction to Financial Management

(Teaching Hours: 13)

Nature of financial management – Scope - objectives – Functions – Relationship between Risk and Return – Role and functions of financial manager – Time value of money. Financial Planning & Financial Plan – meaning – Scope of financial planning.

Unit II: Capitalization and Capital Structure

(Teaching Hours: 13)

Capitalisation-over capitalisation and under capitalisation.(only theory). Financial leverage – measures – EBIT – EPS Analysis– operating leverage – financial, business and operating risks (only theory) – Theories of capital structure – net income approach – Net operating income Approach. MM Hypothesis, Traditional approach, (only theory). – Determinants of capital structure.

Unit III: Capital Budgeting

(Teaching Hours: 13)

Capital budgeting – Techniques –Payback period method, discounted cash flow, Accounting Rate of Return method (problems).

Unit IV: Cost of Capital

(Teaching Hours: 13)

Cost of Capital – Meaning and importance – cost of debt, preference, equity and retained earnings – weighted average cost of capital (problems)

Unit V: Dividend Policy

(Teaching Hours: 13)

Dividend Policy - meaning- Factors determining dividend policy- Theories – MM Hypothesis - Walter's Hypothesis (only theory)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explain the nature, Scope and functions of financial management and develop financial planning as a finance management	K1&K2 & K5
CO2	Explain theories of capital structure and summarize the determinants of capital structure	K1&K2
CO3	Illuminate implications of capital structure and techniques of capital budgeting	K3&K4
CO4	Apply techniques for estimating the cost of capital and create the sources of finance for the business organisation	K3&K5
CO5	Describe dividend Policy and examine the factors determining dividend policy	K2&K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2		3						
CO2		1		2	3					
CO3								2		
CO4								3		
CO5		2						1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Management	Prasanna Chandra	Tata MC.Graw Hill	2015, Ninth
2	Financial Management	I.M.Pandey	Vikas Publishing House	2015, Eleventh
3	Financial Management	Khan & Jain	Tata MC.Graw Hill	2014, Seventh
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Management	Shashi K.Gupta	Kalyani Publishers	2014, Second
2	Financial Management	Khan & Jain	Tata McGraw Hill.	2014, Seventh
3	Financial Management	Roger Bennet	Pitman Publishing.	2010, Third

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21517V1	ELECTIVE II: DIRECT TAX	4	Theory	60	40

Objective of the course:

To learn the various concepts and procedures related to taxation purpose

Unit I: Income Tax Basics

(Teaching Hours: 14)

The Income Tax Act - Definition of Income - Assessment year - Previous year - Assessee - Types of Assessee - Scope of income - Charge of Tax - Residential status - Incomes which do not form part of total income.

Unit II: Income from Salary

(Teaching Hours: 14)

Heads of Income - Income from Salary: - Salary - Definition - Characteristics - Computation of Income from Salary - Rates of tax for individuals.

Unit III: Income from House Property

(Teaching Hours: 14)

Income from House Property: - Characteristics - Exempted Incomes from House Property - Deductions - Computation of Income from House Property - Income from Business and Profession: - Meaning of Business and Profession - Expenses expressly allowed - Expenses expressly disallowed - Computation of Profits and Gains of Business and Profession of an Individual.

Unit IV: Income from Capital Gain

(Teaching Hours: 14)

Income from Capital Gain: - Capital Asset - Long term Capital Asset - Short term Capital Asset - Indexation - Computation of Income from Capital Gain. Income from Other Sources - Various Sources of Income - Computation of Income from Other Sources.

Unit V: Set off and carry forward of losses

(Teaching Hours: 14)

Set off and Carry forward of losses: - Income Tax Authorities: - Central Board of Direct Taxes - Organisation structure - Functions - General Powers - Procedure for Assessment - Types of Assessment.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explain the important definitions under Income Tax Act.	K1&K2
CO2	Apply provisions in Income tax Act to calculate taxable income under the head salary	K3 & K4
CO3	Apply provisions in Income tax Act to calculate taxable income under the head House property and calculate Profits and Gains of Business and Profession of an Individual	K3&K4
CO4	Practice Income Tax Act to assess taxable income from capital gain.	K3
CO5	Apply provisions under Income Tax Act to evaluate set off and carry forward losses.	K3&K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3		1						
CO2		2		2						
CO3		1		1				2		
CO4		3		3						
CO5		2		2						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Direct Tax Law and Practice	Vinod.K.Singhania	Tax Mann Publication Pvt Ltd.	Current edition
2	Income Tax Law and Practice	Gaur and Narang	Kalayani Publication	Current edition
3	Income Tax Law and Practice	Dinkar Pagare	Vijay Nicholas Publication	Current edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Income Tax Law and Practice	Mehrothra	Sultan chand & Sons	Current edition
2	Direct Tax	Vinoth Singania	Taxman Publication	Current edition
3	Income Tax Law and Practice	K.Rajavelu	Sri Venkateswara Educational Publication	Current edition

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21517K	ONLINE SWAYAM: BASICS OF DIGITAL MARKETING	4			

Objective of the Course:

The course familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing. Enrich learner with the essential principles and practices of marketing in the digital economy by making this course, an indispensable part of their knowledge base. Companies that were non-existent a few short years ago, including Facebook, Whatsapp, LinkedIn and Youtube, have dramatically changed how we interact, communicate and get from point A to BV. Even Amazon and Google are relatively "young" by any measure.

https://swayam.gov.in/nd2_cce20_mg15/preview

Course Layout:

Week 1: Introduction to Marketing, Consumer Behavior, Introduction to Digital Marketing

Week 2: Search Engine Optimization 1, Search Engine Optimization 2, Search Engine Optimization 3

Week 3: Search Engine Marketing: Part 1, Search Engine Marketing: Part 2, Display Advertising

Week 4: Social Media Marketing, Social Media Marketing (Word Of Mouth), Social Media Platforms Part 1, Social Media Platforms Part 2

Week 5: Online Reputation Management, Mobile Marketing Part 1, Mobile Marketing Part 2, Website Planning & Creation

Week 6: Email Marketing Part 1, Email Marketing Part 2, Introduction to E Commerce Part 1, Introduction to E Commerce Part 2

Week 7: E-Commerce Strategy 1, E-Commerce Strategy 2, Content Marketing, Content Creation Process, Influencer Marketing

Week 8: Digital Marketing Strategy Part 1, Digital Marketing Strategy Part 2a, Digital Marketing Strategy Part 2b, Digital Marketing Strategy Part 3a, Digital Marketing Strategy Part 3b

Week 9: Digital Analytics & Measurement Part - 1a, Digital Analytics & Measurement Part - 1b, Digital Analytics & Measurement Part - 2a, Digital Analytics & Measurement Part - 2b

Week 10: Digital Analytics & Measurement Part - 3a, Digital Analytics & Measurement Part - 3b, Measuring Campaign Effectiveness: ROI - Return on Investment, Measuring Campaign Effectiveness: Clv - Customer Lifetime Value, Attribution Models

Week 11: Digital Marketing Plan, Case Study 1: Email Marketing, Case Study 2: Golf Tripz, Case Study 3: Golkonda Hotels, Case Study 4: Bhalaje Photography

Week 12: New Technologies & Advancement in Digital Marketing Part 1, New Technologies & Advancement in Digital Marketing Part 2, Review of Digital Marketing Course Part 1, Review Of Digital Marketing Course Part 2

BOOKS AND REFERENCES

1. Digital Marketing: Cases from India by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc
2. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation by Damian Ryan, Kogan Page Publisher
3. Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Publisher Wiley
4. Digital Marketing by Seema Gupta, McGraw Hill Education
5. Fundamentals of Digital Marketing by Punit Singh Bhatia, Pearson
6. The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns by Ian Dodson, Wiley Publisher

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21517S	SKILL BASED SUBJECT: INSTITUTIONAL TRAINING	2	Practical	-	-

Objective of the course:

Institutional Training is to be done during the summer break after Semester 4 and is encouraged in order to enable students to gain practical experience in the field of their study. The type of Institutional Training needs to be approved by the Director. A request letter will be given to the student when approaching an organisation for Institutional Training opportunity. Guidelines for Students

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. Students can select only the Private/Public limited companies for their Institutional Training.
3. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
4. No two students can select the same company/department for doing Institutional Training.
5. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
6. The students are suggested to choose the nature of the company in which they have interest.
7. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
8. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
9. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
10. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Relate classroom theory with workplace practice, describe and display hands-on experience on practical skills obtained during the programme.	K1&K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		3	2	2			3			2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: e-content, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21617A	CORE: LEGAL ASPECTS OF BUSINESS	3	Theory	-	100

Objective of the course:

To gain the knowledge about various acts related to the business and its technical elements.

Unit I: Indian Contract Act

(Teaching Hours: 13)

Indian Contract Act, 1872 - Contract - Definition – Essential elements of Valid Contract - Classifications of Contract. Offer – Legal rules. Acceptance – Legal rules. Consideration – Legal rules. Capacity of Parties to Contract. Free consent. Different modes of discharge of contract. Remedies for breach of contract.

Unit II: Indian Companies Act

(Teaching Hours: 13)

Indian Companies Act, 1956 – Definition – Features – Types of Companies – Incorporation of Company- Memorandum of Association – Articles of Association – Prospectus. Shares and Debentures – Meaning and Classification. Company Management – Membership of Company. Company meetings. Winding up of Company – Types of winding up.

Unit III: Patents and Copyright Act

(Teaching Hours: 13)

Protection of intellectual Property Rights – Patents Law – Trademark – Copyrights – Industrial design – Geographical indications-International conventions – Paris Convention – WTO-TRIPS

Unit IV: Industrial Law

(Teaching Hours: 13)

Industrial law-Factories Act, 1948-Introduction-Health-Safety-Welfare provisions-Payment of wages Act 1936-Payment of Bonus Act, 1965

Unit V: Consumer Protection Act

(Teaching Hours: 13)

Consumer protection Act-Consumer rights-Procedure for consumer grievance redressal - Machineries and forums , Information Technology Act, 2000 – Objectives – Scope – Definitions – Digital Signature and its provisions – Electronic Governance – Digital signature certification –Cyber Law – Definition – Categories – Components of Cyber crime – Cyber law issues and solutions.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explain essentials of Contract, acceptance, consideration and breach of Contract under Indian Contract Act 1872	K2&K5
CO2	Explain the nature of company and procedure for formation of Company as per Indian Companies Act (Amendment 2013) and Compare and contrast Memorandum of Association and Articles of Association.	K2&K4&K5
CO3	Summarize Patents and Copyright Act and explain International conventions	K2
CO4	Explain Industrial law-Factories Act, Payment of wages Act 1936, Payment of Bonus Act, 1965	K1 & K2
CO5	Illustrate the objectives of Consumer Protection Act and jurisdiction of Consumer Protection Councils and providing awareness regarding concept of cyberspace and legislations involved	K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2		1					1	
CO2		3								
CO3		1		3					2	
CO4				3					3	
CO5		2		2						

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Elements of Mercantile Law	Kapoor N.D	Sultan Chand & Sons, New Delhi	2014, Fifth
2	Elements of Company Law	Kapoor N.D	Sultan Chand & Sons, New Delhi	2014, Fifth
3	Mercantile Law	P.C.Tulsan	Tata MC.Graw Hill	2013, Fourth
Reference Books				
S.N	Title	Author	Publishers	Year of Publications
1	Business Law	Kapoor N.D	Sultan Chand & Sons	2015, Eighth
2	Business Law	Pillai. R.S.N & Bagavathi. B	S.Chand& Co	2013, Eleventh
3	Legal aspects of Business	S. Sumathi	Emerald Publishers	2016, Second

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21617B	CORE: LOGISTICS AND SUPPLY CHAIN MANAGEMENT	4	Theory	-	100

Objective of the course:

This paper includes the study about the design and administration of logistics and supply chain systems to control the flow of material in a business unit strategy. It enables to know how logistic and supply chain competency fits into a firm's overall strategic positioning.

UNIT I: International Logistics Basics

(Teaching Hours: 13 hours)

International marketing logistics – meaning – concept – objectives – value chain – logistics system elements- International transport system– Intermodelisation- multi modelization – Indian shipping industry – port infrastructural development – issues in Indian shipping.

UNIT II: Chartering and Containerization

(Teaching Hours: 13 hours)

Chartering-Kinds of charters-Role of intermediaries in shipping industry-Shipping agents-Freight brokers-Freight forwarder-Stevedores-Containerization – classification of containers – role of ICD and CFS – types of ships – operating systems : liners and tramp- features- merits and demerits.

UNIT III: AI and Logistics

(Teaching Hours: 13 hours)

Artificial intelligence and Logistics: Artificial Intelligence – Origin and Definition of AI, Components of AI - Trends accelerating AI -Need for AI in Logistics - Impact/ benefit of AI in Logistics - Future of AI - Challenges and risks involved in implementing AI in Logistics. Air shipment – Consolidation – role and function of IATA – air tariff structure – principles – types.

UNIT IV: Supply Chain Management

(Teaching Hours: 13 hours)

Definition – Objectives – Decision phases– Importance – Drivers of supply chain performance – Designing supply chain network – Role of distribution – Factors influencing decisions-- Planning supply and demand

UNIT V: Planning and Managing Inventories

(Teaching Hours: 13 hours)

Planning and managing inventories : Reasons – EOQ – Uncertain demand and safety stock – Efforts to stock control- Sourcing decisions : Role – Supplier scoring and assessment – Supplier selection and contract – Procurement process – Sourcing decision in practice – Transportation : Factors affecting transportation decision.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Summarize the concept of International marketing logistics and analyze issues in Indian shipping	K2&K4
CO2	Outline the role of intermediaries in shipping industry and classify containers	K1&K2
CO3	Explain definition, Components and trends accelerating AI and Logistics and outline the role and function of IATA	K2&K4
CO4	Describe supply chain management and analyze factors influencing decisions in supply chain	K2&K4
CO5	Outline Planning and managing inventories and analyze factors affecting transportation decision	K2&K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1	1	2					2	
CO2	2			3					1	
CO3	2		3	1	3				3	
CO4	3			1					3	
CO5	1			3	2				2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Fundamentals of Logistics Management	Douglas M. Lambert,	McGraw Hill Irwin	2009, Ninth
2	Logistical Management- The integrated Supply Chain Process	Donald J.Bowersox	Tata McGraw Hill	2008, Seventh
3	Logistics Management & World Seaborne Trade	Dr. KrishnaveniMuthiah	Himalaya	2004, Twelfth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Logistics Strategy Cases & Concepts	T N Chhabra & S K Grover	West	2011, Eighth
2	Business Logistics Management- Theory and Practice	Vogt	Oxford University Press	1999, Eleventh
3	Supply chain management : A Global perspective-	Nada R. Sanders	Wiley India (pvt) Ltd	2003, Twelfth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21617U1	ELECTIVE III: ENTREPRENEURIAL DEVELOPMENT	4	Theory	-	100

Objective of the course:

The study helps to understand the functions, types of entrepreneurs, motivating factors and identify the new areas of research and development in entrepreneurial venture.

UNIT I : Entrepreneurship

(Teaching Hours: 13)

Concept of Entrepreneurship – Definition and functions of Entrepreneur –Personality traits of an Entrepreneur - Types of Entrepreneurs – Distinguish between an entrepreneur and a manager – Entrepreneurial Development Programme - Development of Women entrepreneurs and Rural entrepreneurs.

UNIT II : Formation of entrepreneurial organisation

(Teaching Hours: 13)

Creating and leading an Entrepreneurial Organisation: Identifying new venture opportunities – Idea processing and selection – Environment scanning – SWOT & PEST Analysis.

UNIT III : Incentives and subsidies

(Teaching Hours: 13)

Incentives and subsidies offered by the Central and State Government –Overview of micro financial institution - Institutional finance to entrepreneurs - SFC, SIPCOT, SIDB – Role of Government and other organisations in entrepreneurial growth. - DIC, NSIC, IRCL.

UNIT IV : Entrepreneurial Strategy

(Teaching Hours: 13)

Growth Strategy – Objective, Stages of growth – Types of Growth strategies - Entrepreneurial motivation – Motivating factors – creativity and innovation – creativity process – components of creativity performance.

UNIT V : Project Management

(Teaching Hours: 13)

Project management: Project classifications - Identifications - formulation and design - feasibility analysis - Preparation of Project Report and presentation.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explain factors stimulating entrepreneurship and obstacles in entrepreneurial growth	K1&K2
CO2	Create Entrepreneurial Organization and outline environmental scanning	K4&K5
CO3	Summarize the role of SIDCO, SIDBI and DIC and problems of MSME.	K5
CO4	Develop entrepreneurial Strategy and classify growth strategies	K2&K5
CO5	Develop formulation and design of project management	K3&K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1								1	1
CO2	2									
CO3	2							2		3
CO4	1			1					3	
CO5	1									

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Entrepreneurial Development	Gupta. C.B and Srinivasan. N.P	Sultan Chand & Sons	2015, Ninth
2	Dynamics of Entrepreneurial Development	Vasant Desai	Himalaya Publishing House	2010, Eleventh
3	Entrepreneurial Development	Dodson Ian	Wiley India	2015, Ninth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Entrepreneurial Development	S.S.Khanka	Sultan Chand & Sons	2013, Eleventh
2	Entrepreneurship for the creative and cultural industries	Kolb Bonita M	Routedge	2015, Eighth
3	Projects- Planning , Analysis , Financing, Implementation and review	Prasanna Chandra	Tata Mcgraw Hill Publishing CompanyLtd, New Delhi	2017, Eighth

Pedagogy: Lecture, PPT presentation, e-content, Discussion, Seminar, Group Discussion, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21617S	CORE: PROJECT & VIVA VOCE	5	Practical	-	-

Objectives of the course:

The Objectives of the main project should facilitate the students,

- To apply Specific principles and investigations of research methodology to provide solutions to the organizational problems.
- To apply management concepts to organizational settings
- To understand real organizational situation

AREA OF RESEARCH:

International Marketing, Export management, Logistics management, Supply chain management, International Finance.

PERIOD:

One Month of their final Year.

INSTRUCTIONS TO THE STUDENTS:

1. Students are expected to identify a company, preferably in Coimbatore or nearby areas, since they are expected to be in contact with the company throughout the project. However, the students can do the project anywhere in India after getting approval from the guide.
2. Guide will be allocated to each student and he/she should regularly communicate to the concerned guide and has to get approval for every process.
3. Project Work should be either a Field Survey study, Comprehensive Case study on the functioning of a business organization, Inter-organizational study, and application of optimization techniques for business decisions.
4. Choose any organization preferably a medium sized or a large enterprise and approach its HR manager / PRO for necessary permission.
5. Each Student will be interviewed by an Expert Committee to validate the project. Each Student should appear with the Company Name, chapter scheme and tool selection for approval.
6. After getting approval from the Expert Committee, the student has to submit the acceptance letter and attendance certificate received from the company and followed by that he/she will be permitted to start the process relevant to project.
7. Students will be evaluated by their performance in their reviews. Students are asked to

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- appear for all the reviews without fail and are advised to maintain a record of such review duly signed and approved by the guide.
8. Review presentation should be made by the students in PowerPoint. Mark will not be provided to the student if he/she is absent for the review.
 9. Cover wrapper should be Grey in color. Students should submit 1 copy of fair draft report in the form of soft binding during the time of submission along with the CD.
 10. Students are informed to stick on to the given instructions.

STRUCTURE OF PROJECT:

Structure of project work should contain the following chapters to maintain the uniformity in preparation and presentation

Chapter No. 1	-	Introduction
Chapter No. 2	-	Literature Review
Chapter No. 3	-	Research Methodology
Chapter No. 4	-	Data Analysis & Interpretation
Chapter No. 5	-	Findings, Suggestions and Conclusion

PROJECT AND VIVA VOCE:

CA	:	25	
Review-I	:	10	
Review II	:	10	
Work Diary	:	5	
Total	:	25	
TEE	:	75	
External Examiner	:	25	
Internal Examiner	:	25	
Vivo voce Examination	:	25	
Total	:	75	



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Describe and display hands-on experience on skills obtained during the research project, outline the data Analysis process and find statistical tools used for analysis and prepare quality research output and presentation	K1&K2&K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	3		2	3	3		2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: e-content, Group Discussion



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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
SIXTH	21617P	SKILL BASED SUBJECT: LAB - BUSINESS ACCOUNTING SOFTWARE	2	PRACTICAL	-	-

Objectives of the course:

Ms WORD

1. Type a word document with at least 100 words. Give a title for the passage and format the same as per the specification given below:
 - Font size, style
 - Title should be in Bold, italics, underlined
 - Set left margin to 1.5, right margin to 1.75
 - Line spacing should be doubled
 - Apply border to the passage
 - Insert date and time
2. Using mail merge prepare an interview call letter.
3. Prepare a timetable using Table Auto format in Ms Word.
4. Prepare a bio-data using Ms Word using wizard.
5. Using borders & shading options prepare an invitation for your college day or for your department function.
6. Design value added web pages in Ms Word that convey information about your curriculum-Hyperlink

Ms EXCEL

7. Enter your semester's marks & calculate total, average using auto sum & save the file in "MARKS".
8. Prepare an excel sheet under the main heads of assets & liabilities & do the following:
 - Select column & change the number format to Rs&Paise (00.00) format.
 - Change the particular range for cells font as bold.



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Select a cell and change the line style.

9. With a given data prepare a payroll.

Basic – Rs. 6500, D.A – 40%, HRA – 12%, TA – 10%, MA – 5%, CCA – 10%, PF – 12%, Deductions – 10%.

10. With a given data draw various graphs & diagrams

Growth of viruses

During the year	1960	1970	1980	1990
Place				
City A	1000	2500	2900	3700
City B	1750	2750	4500	5000
City C	2000	2500	4000	3000

11. Using the data for ABC Inc., presented below:

FISCAL YEAR	2017	2016	2015	2014	2013
SALES	\$2000.82	\$2082.76	\$2066.32	\$1886.96	\$1674.60
EBIT	729.31	812.08	854.82	743.27	674.77
TOTAL NET INCOME	477.00	533.54	576.14	515.45	464.91
DPS	1.24	1.24	1.02	1.02	0.69
BASIC EPS FROM TOTAL OPERATIONS	1.32	1.48	1.35	1.35	1.23
TOTAL ASSETS	5,226.30	5,127.42	6,246.52	6,246.52	5,549.30
ACCOUNT PAYABLE	37.30	37.33	46.96	46.96	46.67
TOTAL LIABILITIES	3,824.32	3,785.94	4,294.27	4,294.27	3,894.46
RETAINED EARNINGS	856.29	829.50	1,595.10	1,595.10	1,380.97
NET CASH FROM OPERATING ACTIVITIES	610.92	688.77	631.23	631.23	569.23
FISCAL YEAR	2017	2016	2015	2014	2013

- a) Calculate the ratio of each years data to the previous year for each of the above items for ABC Inc. For example, for the year 2010, the ratio for sales is $\$2,000.82/\$2,082.76 = 0.9607$.
- b) From your calculations in part a, calculate each year's rate of growth. Using the example in part a, the ratio is 0.9607, so the percentage growth in sales for 2010 is $0.9607 - 1$ or $- 3.93\%$.
- c) Calculate the average growth rate (using the **AVERAGE** function) of each of the above items using the results you calculated in part b. These averages are arithmetic averages.

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12. Financial condition analysis of a company – using application of formula in excel and using readyratios.com

- a) Financial Position Analysis using ReadyRatios.Com with interpretation
- b) Financial performance analysis using ReadyRatios.com with interpretation

13. In your position as research assistant to a portfolio manager, you need to analyze the profitability of the companies in the portfolio. Using the data for XYZ Corporation below:

FISCAL YEAR	2017	2016	2015	2014	2013
TOTAL REVENUE	1,98,198	1,71,636	2,64,958	2,20,904	2,04,892
NET INCOME	19,024	10483	23,931	18,688	17,138

- a) Calculate the net profit margin for each year.
- b) Calculate the average annual growth rates for revenue and net income using the GEOMEAN function. Is net income growing more slowly or faster than total revenue? Is this a positive for your investment in the company?

Ms POWER POINT

14. Prepare a PowerPoint presentation for department inaugural function.
15. Design an advertisement.
16. Draw an organization chart.

ACCOUNTING SOFTWARE

17. Create a Company using Tally.
18. Single Ledger - Create Assets, Liabilities, Income and Expenditure account.
19. Create accounting groups.
20. Enter some test transactions, say numbering 100 in the form of Cash Receipts, cash Payments, Bank receipts, Bank payments, Purchase Bills, Sales Invoices, Debit Note, Credit note and General Journal Vouchers.
21. Voucher Entries - Print the primary books for the same.
22. Create an opening Trial Balance and print the same.
23. Profit and Loss and Balance sheet.
24. Financial Ratio Analysis.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Prepare a document effortlessly using Ms word, MS Excel, Power point and prepare accounting and inventory master, vouchers and basic reports in tally and prepare the cash flow and fund flow statements using tally in the business organization	K1&K2&K4

Note:

K1- Remembering; K2 -- Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	2		1					1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	MS Office 2013 for Dummies	Wang Walance	Wiley India Pvt Ltd	2010, Fifth
2	Simple Tally 9	Ashok K Nandhini & Kisor K. Nandhini	BPB Publication Ltd	2008, Second
3	MS Office	Nellai Kannan C	Nels Publication	2012, Fifth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Statistical tools for Managers using MS Excel	Apte D P	Excel Books	2009, First
2	Understanding computers: Today and Tomorrow	Morley. D and Parker C S	Thomson Learning	2007, Ninth
3	Introduction to IT	ITL Education Solutions	Pearson Education	2008, Fifth

Pedagogy: PPT presentation, Computer lab, demonstration, Assignment

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Programme Outcome	
PO1	Commerce with Information technology gives a deeper understanding of both information technology and Commerce, there by enabling the graduates to pursue careers fast growing areas viz, IT industry, Commerce, Financial Sector, etc
PO2	The graduates will get hands on experience in various aspects of information technology viz. software updation, programme developing, web designing, etc
PO3	The program will help the graduates to take up the responsibilities in production, testing, designing and marketing in the information technologies and contribute for the growth of industry.
PO4	To familiarize the students with basic concepts of accounting, mathematics, statistics and their applications in business for better decision making.
PO5	Excel in designing business projects and venture by applying the knowledge of Commerce, Mathematics, statistics and technology.
PO6	Ability to work in teams with enhanced communication, inter-personal skills and

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	business management skills, especially in providing technical support
PO7	Application of Information technology , banking, investment management, cost and management accounting, taxation and auditing techniques to facilitate in making right action, planning and control.
PO8	Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.
PO9	Ability to analyze and evaluate the possible opportunities in the business environment and to excel in the field of entrepreneurship.
PO 10	Attaining proficiency in fundamental of law relating to business and commercial activities and to excel in concepts of accounting, banking, Human resources, etc



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Programme Specific Outcome	
PSO1	The Students will gain knowledge in both Commerce and Information technology and ready for employment in functional areas like Accounting, Banking, Finance, Auditing, Marketing, etc.
PSO2	Acquire high level of technological proficiency to recognize problems and to create Innovative Solutions which would be conventional to the need of Commerce and IT industry.
PSO3	Improve their computer literacy, their basic understanding of operative systems and a working knowledge of software commonly used in academic and professional environment
PSO4	Become a successful and dynamic entrepreneur in the emerging environment with innovative thinking, leadership skills and effective communication.
PSO5	Be capable of making a positive contribution to the society by enhancing social responsibility and moral values.

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SEM	PART	SUBJECT CODE	COURSE TITLE	MARKS				HOURS PER WEEK	EXAM DURATION	CATEGORY
				CREDITS	CA	TEE	TOTAL			
I	I	21100T	Tamil I							Theory
I	I	21100H	Hindi I							
I	I	21100F	French I	3	25	75	100	5	3	
I	I	21100M	Malayalam I							
I	II	21100E1	Contemporary English -I	3	25	75	100	6	3	Theory
I	III	21115A	Core: Principles of Accounting	5	25	75	100	6	3	Theory
I	III	21115B	Core: Business Economics	4	25	75	100	5	3	Theory
I	III	21115C	Core: Introduction to Information Technology	4	25	75	100	5	3	Theory
I	III	21115D	Allied: Business Organization and Management	4	25	75	100	5	3	Theory
I	IV	21100G	Skill Based Subject: General Awareness	2	25	75	100	1	3	Theory
II	I	21200T	Tamil II							
II	I	21200H	Hindi II							
II	I	21200F	French II	3	25	75	100	5	3	
II	I	21200M	Malayalam II							
II	II	21200E1	Contemporary English -II	3	25	75	100	6	3	Theory

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SEM	PART	SUBJECT CODE	COURSE TITLE	MARKS				HOURS PER WEEK	EXAM DURATION	CATEGORY
				CREDITS	CA	TEF	TOTAL			
II	III	21215A	Core: Financial Accounting	4	25	75	100	5	3	Theory
II	III	21215B	Core: IT Enabled Services	4	25	75	100	6	3	Theory
II	III	21215P	Allied: Lab – I MS Office and Accounting Software	3	40	60	100	4	3	Practical
II	III	21215K	Online Swayam : Basics of Digital Marketing	4	-	-	-	-	-	-
II	IV	21200G	Environmental Studies: Environmental Awareness	2	25	75	100	1	3	Theory
III	IV	21300A	Advanced Tamil I		100	NA	100			Theory
		21300B	** Basic Tamil I	2	40	60		2	3	Theory
		21300N	Non Major Elective-I: Personality Development and Soft Skills							
III	III	21315A	Core: E – Banking	5	25	75	100	6	3	Theory
III	III	21315B	Core: Business Law	4	25	75	100	6	3	Theory
III	III	21315C	Core: Visual Basic	5	25	75	100	5	3	Theory
III	III	21315P	Skill Based Subject: Lab – II Programming in Visual Basic	2	40	60	100	4	3	Practical

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SEM	PART	SUBJECT CODE	COURSE TITLE	MARKS				HOURS PER WEEK	EXAM DURATION	CATEGORY
				CREDITS	CA	TEE	TOTAL			
III	III	21315D	Allied: Business Mathematics	4	25	75	100	6	3	Theory
III	IV	21300P1	Skill Based Subject: Professional Communication	2	25	75	100	4	3	Theory
III	V	21315S	Extension Activities: Mini Project	1	*GRADE			2		Practical
IV	IV	21400A	Advanced Tamil II		100	NA	100			
IV		21400B	**Basic Tamil II	2	40	60		2		Theory
IV		21400N	Non Major Elective-II: Basics in Business Process Outsourcing							
IV	III	21415A	Core: International Financial Reporting Standards	4	25	75	100	4	3	Theory
IV	III	21415B	Core: Cost Accounting	4	25	75	100	5	3	Theory
IV	III	21415P	Core: Lab III – Programming in C++	4	40	60	100	4	3	Practical
IV	III	21415K	Online Swayam : Business Ethics	4	-	-	-	-	-	-
IV	III	21415D	Allied: Business Statistics	4	25	75	100	6	3	Theory
IV	III	21415C	Core: Programming in C++	2	25	75	100	6	3	Theory
IV	IV	21400G1	Value Education: Indian Society People and Culture	2	25	75	100	2	3	Theory

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SEM	PART	SUBJECT CODE	COURSE TITLE	MARKS				HOURS PER WEEK	EXAM DURATION	CATEGORY
				CREDITS	CA	TEE	TOTAL			
V	III	21515A	Core: Management Accounting	4	25	75	100	5	3	Theory
V	III	21515B	Core: Taxation	4	25	75	100	6	3	Theory
V	III	21515K	Online Swayam : Database Management System	4	-	-	-	-	-	-
V	III	21515C	Core: Java Programming	3	25	75	100	5	3	Theory
V	III	21515P	Core: Lab IV --Java Programming	4	40	60	100	5	3	Practical
V	III	21515U1	Elective – I : Introduction to Artificial Intelligence	2	25	75	100	5	3	Theory
V	III	21515S	Skill Based Subject: Institutional Training	2	40	60	100	2	3	Practical
VI	III	21615A	Core: Auditing	4	25	75	100	6	3	Theory
VI	III	21615B	Core: Internet of Things	4	25	75	100	6	3	Theory
VI	III	21615U1	Elective –II : Entrepreneurial Development	4	25	75	100	6	3	Theory
VI	III	21615V1	Elective – III : Investment Management	4	25	75	100	6	3	Theory
VI	III	21615C	Skill Based Subject: Human Resource Management	2	25	75	100	6	3	Theory
TOTAL CREDITS & MARKS				140			3800			

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Extra Credits

Professional Development - 6 Credits

Business Fundamental Workshop - 4 Credits

10 Credits

** For Basic Tamil and Advanced Tamil – CA Only



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SCHEME OF EXAMINATIONS

SEMESTER	PART	SUBJECT CODE	SUBJECT NAME
V	III	21515U1	ELECTIVE I ELECTIVE I : INTRODUCTION TO ARTIFICIAL INTELLIGENCE
VI	III	21615U1	ELECTIVE II AND ELECTIVE III ELECTIVE II : ENTREPRENEURIAL DEVELOPMENT
VI	III	21615V1	ELECTIVE III : INVESTMENT MANAGEMENT

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	Contemporary English – I				1		3		3	2	2
21115A	Core: Principles of Accounting	2			3	1		2		1	3
21115B	Core : Business Economics	2		2	1	1		2		1	3
21115C	Core : Introduction to Information Technology	3	3	3	1	2	2	2	1	1	
21115D	Allied : Business Organization and Management	2	1	1	2	2	3	3	2	3	2
21200E1	Contemporary English – II		2		1		3		2		3
21215A	Core :Financial Accounting	2			1	1		2		1	3
21215B	Core :IT Enabled Services	3	3	3	3	1	3	1	1	2	
21215P	Allied : Lab – I MS Office and Accounting Software	1	3	3	2	2	2	1		1	
21215K	Online Swayam : Basics of Digital Marketing	1	2			3		2		1	
21315A	Core: E-Banking	2	2	1		1	2	3	1	1	3
21315B	Core : Business Law	2	1	1	2	2	2	2	2	2	3
21315C	Core : Visual Basic	1	3	3							
21315P	Skill based subject : Lab – II Programming in Visual Basic	1	3	3							
21315D	Allied : Business Mathematics	1			3	3	1	1			
21300P1	Skill based Subject : Professional Communication	1		1	2	1	3	2	3		1
21415A	Core: International Financial Reporting Standards	3	2	1	2	2	1	2	2	2	3
21415B	Core: Cost Accounting	3			3	1		3	2	1	2
21415P	Core : Lab III – Programming in C++	2	3	3	1	1					
21415K	Online Swayam : Business Ethics	2			3		2	1	2		
21415D	Allied : Business Statistics	1			3	3	1				
21415C	Core : Programming in C++	2	3	3		1					

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21400G1	Value Education: Indian Society people and culture				2		3		2	1	
21515A	Core: Management Accounting	3			3	3	2	3	2	3	3
21515B	Core: Taxation	3		1	3	3	2	3	2	3	3
21515K	Online Swayam : Database Management System	2	1	2		3		2		2	
21515C	Core : Java Programming	2	3	3		1					
21515P	Core : Lab IV –Java Programming	2	3	3		1					
21515U1	Elective – I : Introduction to Artificial Intelligence	2	3	3	1	2	1			1	
21515S	Skill based subject : Institutional Training	2	-	2	-	2	2	2	2	2	-
21615A	Core: Auditing	2	1	1	2	2	2	3	2	2	3
21615B	Core : Internet of Things	2	3	3	2	2	2	2	2	1	
21615U1	Elective - II : Entrepreneurial Development	3	1	2	3	3	3	3	3	3	2
21615V1	Elective - III : Investment Management	3	1	2	3	3	3	3	3	3	2
21615C	Skill based subject : Human Resource Management	3			2	2	2	3	2	2	1

Indicators: 1. Reasonable 2. Significant 3. Strong

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	21100E1	Contemporary English I	3	Theory	-	100

Objective:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

(Teaching Hours: 12)

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication

(Teaching Hours: 12)

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

Unit-III: Spoken English

(Teaching Hours: 12)

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills

(Teaching Hours: 12)

Listening skills-Videos on Self-motivation and Phonetics,

Speaking skills-Phone Conversations and Conversational Fillers,

Reading skills-Newspaper Article Review and Reading Comprehension,

Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature

(Teaching Hours: 12)

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.

Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan

Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				1	2		1	1	
CO2			1	2	2	3		3	3	
CO3	2		3	3	2	3	3	3	3	
CO4	2		3	3	3	3	3	3	3	
CO5								1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor		Second Edition
2	Path of Glory	Ed Rangaswamy		
3	Radiance-English for communication			
4	Understanding and Using English Grammar	Betty Schramper Azad		

Pedagogy: Lecture,PPT Presentation,Assignment,E-Contents,Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21115A	CORE: PRINCIPLES OF ACCOUNTING	5	Theory	80	20

Objective of the Course:

To learn about accounting concepts, conventions and accounting framework.

UNIT I- Fundamentals of Book Keeping

(Teaching Hours: 14)

Fundamentals of book keeping – Accounting Concepts and Conventions – Journal and Ledger – Trial Balance- Subsidiary Books – Uses – Preparation of Subsidiary Books.

UNIT II – Cash book, BRS and Rectification of errors

(Teaching Hours: 12)

Cash Book – Preparation of various types of Cash book – Bank Reconciliation Statement – Meaning – purpose- Preparation of Bank reconciliation statement – Errors – Types of Errors – Rectification of Errors.

UNIT III – Final Accounts

(Teaching Hours: 13)

Apportionment of capital and revenue expenditure – preparation of final statements of accounts of a sole trading business.

UNIT IV - Account current and average due date

(Teaching Hours: 13)

Bills of exchange – meaning and definition – features – types- Accounting entries for Bills transactions-accommodation bills – Account current – Meaning – Procedure – product method-daily balance method -Average Due date – meaning- Determination of Due date.

UNIT V – Accounts of Non – Trading Concerns

(Teaching Hours: 13)

Accounts of non-trading concerns – receipts and payments account – income and expenditure account and balance sheet.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about accounting concepts, conventions and to prepare journal, ledger, trial balance and Subsidiary books.	K1, K2
CO2	To prepare different types of cash book, bank reconciliation statement and to rectify errors	K2, K3
CO3	To prepare final accounts of a sole trader	K3, K4
CO4	To learn about bill of exchange, account current and to ascertain Average due date	K3, K4
CO5	To prepare Receipts and payments accounts and Income and Expenditure account.	K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			3	2	1	1	1	1	2
CO2	2			3	2	1	1	1	1	2
CO3	2			3	2	1	1	1	1	3
CO4	2			3	3	2	1	1	1	3
CO5	2			3	3	2	1	1	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books:				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Financial Accounting,	Reddy Murthy,	Margam Publication	2017
2	Introduction to accounting,	T. S. Grewal,	S Chand & Co.Ltd,	2011
3	Introduction to Adv. Accounting	R. L. Gupta, V. K. Gupta,	S Chand & Co.Ltd,	2011
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Advanced Accountancy	S.P.Jain and K.L.Narang,	Kalyani Publishers	2011
2	Financial Accounting	V.K.Goyal	Excel Books	2 nd Edition 206
3	Advanced Accounting	S.N.Maheswari	Vikas Publication	2012

Pedagogy: Lecture,PPT Presentation,Assignment,E-Contents,Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
First	21115B	CORE: BUSINESS ECONOMICS	4	Theory	-	100

Objective: Define Economics and its objectives, study demand, production function and cost, study pricing of goods in perfect & its imperfect market, study monetary policy of India

UNIT-I – Nature of Business Economics

(Teaching Hours – 12)

Business Economics-Meaning-Definition-Characteristics of Business Economics- Nature and Scope of Business Economics-Distinction between Business Economics and Economics-Uses of Business Economics-Role and Responsibilities of a Business Economist- Principles of business economics.

UNIT-II- Law of Demand

(Teaching Hours – 12)

Meaning of Demand-Determinants of Demand- Law of Demand- Demand Analysis – Demand Schedule- Elasticity of Demand-Types of Elasticity of Demand (Price, Income, Cross and Advertisement)-Methods of Measuring Elasticity of Demand-Demand Forecasting – Meaning and objectives - Methods of Demand forecasting - Objectives of Demand Forecasting.

UNIT-III - Production function

(Teaching Hours – 15)

Production function-Factors of Production- Production functions with one variable input- Production functions with two variable inputs- Production functions with all variable inputs Law of Supply- Determinants of supply- Meaning of Cost- Types of cost- Cost and output relationship in the short run- Cost and output relationship in the long run- Economies of scale- Diseconomies of scale - Pricing Policies and methods.

UNIT-IV -Market function

(Teaching Hours – 14)

Market definition-Types of Market (Perfect competition, Monopoly, Monopolistic, oligopoly, Price discrimination)-Price and Output determination in Perfect and Imperfect markets.

UNIT-V - Business Cycle

(Teaching Hours – 12)

Business cycle –Meaning and different phases of business cycle - Monetary Policy of India-objectives and instrument of monetary policy Fiscal Policy of India – objectives and Instruments of fiscal policy - Recent Budget analysis.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' get to study the Nature of Business Economics	K1, K2
CO2	Students' are well acquainted with the Law of Demand and Elasticity	K1, K2
CO3	Students' are to understand production function and cost	K2, K3, K5
CO4	Students' are to get educated on the market function	K2, K4
CO5	Students are to be expertise about the business cycle	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		1	1	1	1	2	2	3	2
CO2	1		1	2	2	2	2	3	3	1
CO3	1		3	4	2	2	2	3	3	1
CO4	1		2	3	1	1	3	3	2	1
CO5	2		2	3	3	2	1	3	3	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Economics	Seth.M.L,	Lakshmi Narain Agarwal	1996 & 13 th Edition
2	A Text Book of Economic Theory	Stonier and Hague	Pearson Education	2008 & 5 th Edition
3	Business Economics	Sankaran S	Margham	11 th edition – 2006
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Macro Economics	M.L Jhingan	Vikas Publishing House Private	1984
2.	Business Economics	KPM Sundharam & E N Sundharam	Sulthan Chand & Sons	13th edition – 1980
3	Business Economics	K. Jothi sivananam, R. Srinivasan	Tata McGraw	1 st edition -2010

Pedagogy: Lecture, PPT Presentation, Assignment, E-Contents, Quiz

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21115C	CORE: INTRODUCTION TO INFORMATION TECHNOLOGY	4	Theory	-	100

Objective: To cater the needs of Commerce students in understanding the applications of IT in business area in such a way that they may be easily intelligible.

UNIT I – Computer basics

(Teaching Hours – 13)

Definition of computer - characteristics of computer - Importance of computer- components of computer – Hardware – Software - Classification of computers: Based on principles of operation, purpose of application, Based on size and speed. -Generations of computer – I- Vth Generations - computer applications in various areas – computer related jobs in business.

UNIT II - Networks

(Teaching Hours – 13)

Data – Information - Data processing, data storage and data retrieval capabilities – Data representation of character in computer - Different types of data processing system, Networks - Types of Networks.

UNIT III –Computer devices

(Teaching Hours – 13)

Input devices – examples - output devices – examples - storage devices - types. Software -types. Programming Language - types. Flowchart - types of flowchart. Steps in developing a program.

UNIT IV –Operating System

(Teaching Hours – 13)

Operating system - DOS, Windows, UNIX, Windows NT, Windows98, Internet - Features of Internet - E Mail its uses and importance – Intranet – Extranet – WWW - Mobile Computing.

UNIT V- Computer Security

(Teaching Hours – 13)

Information system security – threats & implications – security policy – biometric – facial & smart cards – firewalls – kinds of firewalls – packet filters – distributed firewalls – building firewalls (only steps).



Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can learn about computer Hardware and Software basics.	K1, K2
CO2	Students can get complete knowledge about data storage and access in Networks.	K2, K4
CO3	Students know about various device used in system and its characteristics	K2, k4
CO4	To learn the basics functionalities of Operating System and its uses.	K1,k2
CO5	Learning about computer Security in Personal computer and Networks.	K2,K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	1			2			
CO2	1	2	2		2		1			
CO3	2	2		3			2			
CO4	1	2	2		2		2			
CO5	2		2	2			2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Computer and Commonsense	Roger Hunt and John Shellery	Prentice Hall of India Private LTD	1990- Fourth Edition
2	PC Software made Simple	R.K.Taxali	Tata Mcgraw- Hill Publishing Company	2001- Second Edition
3	Introduction to Information technology	V.Rajaraman	Prentice Hall India Learning Private Ltd	2013- Second Edition

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Computer Fundamentals	Priti Sinha Pradeep K.Sinha	BPB Publications	2018
2	A Text book of Information Technology	R. Saravana Kumar P.Parameswaran	S. Chand & Company Ltd New Delhi	2010
3	Understanding Information technology	V.K.Pandey, D.K.Dey	Arya Publishing Company	2020- Fourth Edition

Pedagogy: Lecture,PPT Presentation,Assignment,E-Contents,Quiz



Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21115D	Allied: BUSINESS ORGANIZATION AND MANAGEMENT	4	Theory	-	100

Objective :

To gain knowledge on business organization and management functions in most useful and in organized way.

UNIT I: Forms of organization

(Teaching hours:15)

Business Organisation: Nature and scope of business –Forms of business organization – sole trader, partnership firm, joint stock companies, co-operative societies and public enterprises – MSME-Features-Business combination Causes-Types and forms-Effects of Business combination.

UNIT II: Business Entity

(Teaching hours: 13)

Business Entity:Types of entity-Registered entity-Un registered entity-Different categories of business licenses-Legal requirements and registration procedures.(Food Processing industry, Textile industry, software industry, Engineering industry)

UNIT III:Managerial Planning

(Teaching hours: 12)

Definition of Management-Nature and scope of management- Functions of Management - Planning - Meaning, Nature and importance of Planning - Advantages and limitations - Steps in planning - Methods and types of Plans

UNITIV:Nature and process of organization

(Teaching hours:13)

Decision making - Steps in decision making - Organisation - Meaning, nature, importance and process of organisation - Principles of sound organisation - Organisation structure - Departmentation, Delegation and Decentralisation –authority relationship – directing requirements of effective directions.

UNIT V: Motivational theories

(Teaching hours: 12)

Motivation - Need - Maslow's theory of motivation X, Y and Z theories - Co-ordination - Need and techniques- Control - Techniques of control –leadership – styles and qualities- Staffing – meaning, importance-authority and responsibility.



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Course Outcome mapping with Knowledge level

Course Outcome	Co Statement	Knowledge level
CO 1	To help the students gain understand of the functions and responsibilities of managers.	K1, K2, K4
CO 2	Students can learn various types of business entity and legal requirements and registration procedure	K2, K4
CO 3	To help the students to develop cognizance of the importance of the managerial planning.	K1, K2
CO 4	To get brief knowledge about organization structure.	K2, K4
CO 5	Students get knowledge on motivation and its theories, management control techniques .	K1, K2

- Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1		2	3
CO2	3	2			1	2				2
CO3			2	3	2			1	1	2
CO4			3	2			1	2		1
CO5		2	3	2			1	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Management	Dinkar Pagare	Sultan Chand & Sons	2008, Seventh
2	Business organization and Management	Bhusan Y.K	Sultan Chand & Sons	2007, Sixth
3	Principles of Management	T Ramasamy	Himalaya	2006, Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles & Practice of Management	T N Chhabra & S K Grover	Dhanpat Rai & CO	2010, Eighth
2	Principles of Management	P C Tripathy & P N Reddy	Tata McGraw Hill	1998, Eleventh
3	Essentials of Management	Herald Koontz & Heinz Wehrich	Tata McGraw Hill	2003, Twentieth

Pedagogy: Lecture, PPT Presentation, Assignment, E-Contents, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21200E1	Contemporary English- II	3	Theory	-	100

Objective:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

(Teaching hours: 12)

Phrases, Clauses, Sentence Structure, Idioms, Lexical Skills

Unit-II: Effective Communication

(Teaching hours: 12)

Social English and Cultural Awareness, Writing Paragraphs, CV (resume)/Job Interviews, Presentations-Structure and Key Phrases, Presentation-Being Lively and Persuasive, Style-Clarity and Emphasis

Unit-III: Communication Practice

(Teaching hours: 12)

Communication Exercises, Real Life Incidents, Face-to-Face training, Presentation Skills, Group Discussion and Seminars

Unit-IV: LSRW Skills

(Teaching hours: 12)

Listening skills-Interview with a CEO & Marketing Director, Nature: Changing Opinion, Extended Multiple Choice, Summary Completion

Speaking skills-Pronunciation: Word Stress, Stress Shift, Contrastive Stress, Emphasis, Compound Adjectives, Past Simple Endings

Reading skills- Information and Communication Technology, Globalization and Economic Policy

Writing skills-Feature Writing, Interviewing & Ad Writing

Unit-V: Literature

(Teaching hours: 12)

Prose-I have a Dream by Martin Luther King Jr and Words of Wisdom by Chetan Bhagat

Poetry- A Prayer for my daughter by WB Yeats and Palanquin Bearers by Sarojini Naidu

Short Stories-The Last Leaf by O'Henry and Glory at Twilight by Bhabani Bhattacharya.

Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				1	2		1	1	
CO2			1	2	2	3		3	3	
CO3	2		3	3	2	3	3	3	3	
CO4	2		3	3	3	3	3	3	3	
CO5								1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	2015, 1st Ed
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, 2nd
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, 2nd Ed
4	Listening and Speaking Skills	Barry Cussack & Sam McCarter	Macmillan	2007
5	Active English	Alma S Juneja & Vaseem Qureshi	Alma S Juneja & Vaseem Qureshi	2014
6	Business English Handbook Advance	Paul Emerson	Macmillan	2007

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Second	21215A	CORE: FINANCIAL ACCOUNTING	4	Theory	80	20

Objective of the Course:

To Provide basic knowledge about the accounting principles and Procedures.

UNIT I- Depreciation and Reserves and Provisions (Teaching Hours – 13)

Depreciation – Meaning and definition-Causes of depreciation-Methods of providing depreciation-Straight line method - Written down Value Method – Annuity method- Change in method of depreciation- Reserves and Provisions-Types of reserves and Provision-Difference between reserves and Provisions.

UNIT II- Self Balancing ledger and Fire Insurance Claims (Teaching Hours – 13)

Self balancing ledger – Meaning and advantages – Preparation of Debtors ledger, Creditors ledger and general ledger. Fire Insurance claim: Computation of claims to be lodged for loss of stock – Average clause.

UNIT III - Single Entry System (Teaching Hours – 13)

Single Entry System – Meaning and features – Statement of affairs method and conversion Method.

UNIT IV – Departmental Accounts and Branch Accounts (Teaching Hours – 13)

Departmental accounts – Transfer at Cost and selling price – Branch accounts excluding foreign branches and independent branches.

UNIT V- Hire Purchase System and Installment Purchase System (Teaching Hours – 13)

Hire Purchase System – Meaning – Features – Differences between Hire purchase and Installment system – Accounting entries in the books of Hire Purchaser and Hire Vendor- Calculation of Interest and Cash Price- Default and Repossession of Asset-Installment Purchase System.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about the preparation of Depreciation, Provisions and Reserves	K1, K2
CO2	To Prepare Self balancing ledger and fire insurance claims	K2, K3
CO3	To learn about single entry system	K3, K4
CO4	To prepare departmental accounts and branch accounts	K3, K4
CO5	To learn about hire purchase system and installment system	K2, K3, K4

- Note:** : K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			3	2	1	1	1	1	2
CO2	2			3	2	1	1	1	1	2
CO3	2			3	2	1	1	1	1	3
CO4	2			3	3	2	1	1	1	3
CO5	2			3	3	2	1	1	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial Accounting,	Reddy Murthy,	Margam Publication	2011 & VII Edition
2	Advanced Accounting	S.N.Maheswari	Vikas Publication	1984
3	Financial Accounting	S.P.Jain and K.L.Narang,	Kalyani Publishers	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial Accounting	By P. C. Tulsian	Perarson Education	2009
2	Introduction to accounting,	T. S. Grewal,	S Chand & Co.Ltd,	1978
3	Advanced Accounts	M C Shukla T S Grewal S C Gupta	S Chand and Company Pvt Limited	2011

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21215B	CORE: IT ENABLED SERVICES	4	Theory	-	100

Objective: To empower the students by giving the concepts of Information Technology. It also tells about the changes in the business world in the field of IT.

Unit- I –Strategic IT Planning (Teaching Hours – 14)

Introduction to IT- Definition- IT Enabled Services – Advantages of IT Services. **Strategic IT Planning:** Business Implications for IT Strategic and Planning, Strategic IT Planning Motivations, Program Management, Benefits of PMO, Desired Qualities of a Program Office Manager, Maturity of PMO, Implementation of PMO Strategy, Measuring PMO Performance, Success Factors for PMO, Project Scope Management, PMO Reporting.

Unit – II – IT Service portfolio and Business development (Teaching Hours – 14)

IT Services Portfolio: Categories of IT Services-Building services. **Strategic Foundation for IT services Business:** Strategy-Analysis Framework of practiced strategy- **Marketing of IT Services:** New P'S for IT Service Marketing-IT Services Marketing Process. **Business Development of IT Services:** Introduction-Business Development-Process-Approach followed for business development-capabilities and skill required for business development.

Unit – III – IT Service Enterprise and Quality Assurance (Teaching Hours – 13)

IT Service Enterprise measure and Performance - Performance management-Measuring Performance-Driving Performance-Failure to Drive Performance -**Delivery Management of IT Services:** Introduction-Planning-Execution-Governance-Delivery Management. **IT Services Quality Assurance:** Introduction-Service Quality-IT Service Quality Make business sense.

Unit-IV – Managing IT Team (Teaching Hours – 12)

Creating a winning IT services Team: Introduction-Team-Certification-Work Place Environment. **Managing IT Services Enterprise Growth-**Introduction-Factors-stages. Understanding the trends.

Unit V - IT Service market (Teaching Hours – 12)

Marketing Information Technology-Introduction-Classification of IT: Product Market-Hardware Market-Software Market-Device Market. Classification of IT Service Market.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can know about various IT enabled services and also PMO characteristics.	K2,K4
CO2	To know about service marketing in IT and methods for Business development in IT Services.	K2,K3
CO3	To learn the functions of IT Services enterprise and how the delivery management executes for better quality assurance.	K2,K3
CO4	Students know how to create a winning team to competitive with current trends to reach a goal state.	K2,K3
CO5	To understand the hardware and software market in IT and characteristics of IT Service market.	K2

- Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2		2	2		1			
CO2	2	3	2	2	1		2			
CO3	2	2		2	2		2			
CO4		2	2		2					
CO5	2		2	2			2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	IT Services Business Management Concepts, Processes and Practices	Dubey Sanjiva Shankar	PHI	2012
2	Marketing of Information technology	K.Venkatesh	Tata McGraw-Hill education	2009

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3	World class IT Service delivery	Peter Wheatcroft	BCS, The Chartered Institute for IT	2007
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Driven PMO Success Stories	Mark Price Perry	J. Ross Publishing	2013
2	Managing Project Delivery	Trish Melton	Butterworth-Heinemann	2009 –First Edition
3	IT strategy and Management	Dubey Sanjiva Shankar Dubey	PHI Learning	2013

Pedagogy: Lecture, PPT Presentation, Assignment, E-Contents, Quiz



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21215P	Allied : Lab I – MS Office and Accounting Software	3	Practical	-	-

Objectives: To learn about practical knowledge in creating documentation, calculation using excel, presentation and creating database.

MS WORD

1. Type a word document with at least 100 words. Give a title for the passage and format the same as per the specification given below:
 - Font size, style
 - Title should be in Bold, italics, underlined
 - Set left margin to 1.5, right margin to 1.75
 - Line spacing should be doubled
 - Apply border to the passage
 - Insert date and time, page number & header & footer
2. Using mail merge prepare an interview call letter.
3. Prepare a timetable using Table Auto format in Ms Word.
4. Prepare a bio-data using Ms word using wizard.
5. Using borders & shading options prepare an invitation for your college day or for your department function.
6. Design value added web pages in Ms word that convey information about your Curriculum-Hyperlink

MS EXCEL

7. Enter your semester's marks & calculate total, average using auto sum & save the file in "MARKS".
8. Prepare an excel sheet under the main heads of assets & liabilities & do the following:

Select column & change the number format to Rs&Paise (00.00) format.

Change the particular range for cells font as bold.

Select a cell and change the line style.

9. With a given data prepare a payroll.

Basic – Rs. 6500, D.A – 40%, HRA – 12%, TA – 10%, MA – 5%, CCA – 10%, PF – 12%, Deductions – 10%.

10. With a given data draw various graphs & diagrams

During the year Place	Growth of viruses			
	1960	1970	1980	1990
City A	1000	2500	2900	3700
City B	1750	2750	4500	5000
City C	2000	2500	4000	3000

11. Create a Ms-Excel worksheet using text functions. (mid,concatenate,find,len,replace)

12. Create a MS-Excel worksheet consists of formatting options to be applied for the sheet.

13. Create a Ms-Excel worksheet for financial projection model for the business with given data.

- Total Cost of Goods Sold = Materials + Wages + Other Benefits + Others
- Calculate the Total Operating Costs

Total Cost of Goods Sold + Total General and Administrative Expenses

14. Create a Ms-Excel to calculate budget and savings of ABC Company

MS POWER POINT

15. Prepare a PowerPoint presentation for department inaugural function.

16. Design an advertisement.

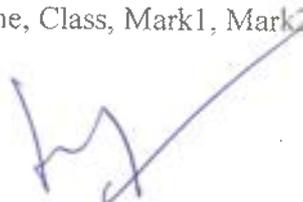
17. Prepare a power point presentation for product launch.

18. Draw an organization chart.

MS ACCESS

19. With a given fields create a table (using design view, wizard view) in Ms Access.

Register Number (Primary key), Name, Class, Mark1, Mark2, and Mark3



20. With given fields create a table in Ms Access.
Employee Number (Primary Key), Employee Name, Department, Designation.
21. Create an item table with the following structure:
- Item no, item name, rate, quantity, and net price.
 - Find the net price for all records
 - Display only the item no, item name filled list for not price less than 50.
 - To increase the rate by Rs.100 for all records
 - Display all the details for item number less than 100 and quantity less than 50.
 - Display all the details for item name = "pen".

ACCOUNTING SOFTWARE

22. Create a Company using Tally.
23. Single Ledger - Create Assets, Liabilities, Income and Expenditure account.
24. Create accounting groups.
25. Enter some test transactions, say numbering 100 in the form of Cash Receipts, cash Payments, Bank receipts, Bank payments, Purchase Bills, Sales Invoices, Debit Note, Credit note and General Journal Vouchers.
26. Voucher Entries - Print the primary books for the same.
27. Create an opening Trial Balance and print the same.
28. Profit and Loss and Balance sheet.
29. Financial Ratio Analysis.



Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students can learn complete practical knowledge in creating documentation, preparing presentation, excel sheet for calculation, creating database. To know the method to create accounting concepts using accounting software.	K2 K3 K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		3	1	2	2		3		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21215K	Online Swayam : Basics of Digital Marketing	4	--	--	--

Objective : The course familiarize students with an understanding of how the digital media works and develop the critical insights necessary to succeed in e-commerce and digital and social media marketing.

The students will be learning this course through online mode from SWAYAM website. The link followed for accessing this course is
https://swayam.gov.in/nd2_cec20_mg15/preview

COURSE LAYOUT

Learning Objectives

In the Week 1, Learner will be able to:

- Identify impact of digital space and digital marketing in reaching out to customers.
- Find out the opportunities for marketers on digital platform.
- Use digital media for the creation of products and services.
- Differentiate factors that influence the consumer
- How and What are the different elements that make the consumer so unique?

Lecture Topics

- W1_L1 Introduction to Marketing
- W1_L2 Consumer Behavior
- W1_L3 Introduction to Digital Marketing

Learning Objectives

In the Week 2, Learner will be able to:

- Identify the importance of Search Engines.
- Relate Search Engines in digital marketing ecosystem.
- Outline the methods to do keyword research.
- Differentiate On-Page and Off-Page Optimization.
- Use the Google Keyword Planner.

Lecture Topics

- W2_L1 Search Engine Optimization 1
- W2_L2 Search Engine Optimization 2
- W2_L3 Search Engine Optimization 3

Learning Objectives

In the Week 3, Learner will be able to:

- Explain the working of Search Engines.
- Use Search Engine Marketing for advertisements.
- Outline Search Engine Marketing strategy.
- Illustrate Search Engine Marketing Operation and Auction model.
- Identify the factors influencing Search Engine Marketing.
- Categorize the factors influencing Search Engine Marketing.
- Create a Search Engine Marketing Campaign.

Lecture Topics

- W3_L1 Search_Engine_Marketing : Part 1
- W3_L2 Search_Engine_Marketing : Part 2
- W3_L3 Display Advertising

Learning Objectives

In the Week 4, Learner will be able to:

- How Social Media Marketing is to be used by marketers?
- What kind of opportunities does it provide to marketers?
- Identify marketers' use of listening, talking, energizing & supporting.
- How to manage digital assets on Social Media Platforms?
- Identify the spread of Word of Mouth through social media.
- Use of Social Media Platform like Facebook, Twitter, Youtube & LinkedIn for Marketing.

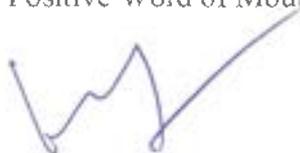
Lecture Topics

- W4_L1 Social Media Marketing
- W4_L2 Social Media Marketing (Word of Mouth)
- W4_L3 Social Media Platforms Part 1
- W4_L4 Social Media Platforms Part 2

Learning Objectives

In the Week 5, Learner will be able to:

- Tell about the reputation of brands on social media.
- Explain about increasing Positive Word of Mouth & decreasing negative Word of Mouth.



- Identify and resolve crisis situation in online space.
- How marketers use the mobile space?
- Differentiate IVR, SMS, Location Data, QR Code & Missed Call.
- Managing mobile sites and role of mobile apps.
- Understand planning and setup of a Website.

Lecture Topics

- W5_L1** Online Reputation Management
- W5_L2** Mobile Marketing Part 1
- W5_L3** Mobile Marketing Part 2
- W5_L4** Website Planning & Creation

Learning Objectives

In the Week 6, Learner will be able to:

- Define email Marketing.
- Outline email Marketing and strategy to craft email marketing campaign.
- Creating email data base and CRM Activities.
- Define e Commerce and Retailing in Online Space.
- Illustrate advantages of e Commerce Platforms.
- Differentiate Show-rooming and Web-rooming.

Lecture Topics

- W6_L1** Email Marketing Part 1
- W6_L2** Email Marketing Part 2
- W6_L3** Introduction to E Commerce Part 1
- W6_L4** Introduction to E Commerce Part 2

Learning Objectives

In the Week 7, Learner will be able to:

- Define e Commerce Business Process, Business Models
- Interpret e Commerce Shopping Cart Software & Other Factors of e Commerce based business.
- Identify role of aggregators in e Commerce business.
- Illustrate the Importance of content in digital space.
- Recall techniques of Content Marketing, Content types and strategies.
- List the Core brand principle for Content creation, Content Pillar and A/B Testing of Content.
- Using Influencers to create and promote content



Lecture Topics

- W7_L1 E-COMMERCE Strategy 1
- W7_L2 E-COMMERCE Strategy 2
- W7_L3 Content Marketing
- W7_L4 Content Creation Process
- W7_L5 Influencer Marketing

Learning Objectives

In the Week 8, Learner will be able to:

- Illustrate steps of Integrated Marketing Communication.
- Define Digital Marketing Strategy.
- List the Decision Making process of customer.
- Identifying and creating a strategy for Digital Market place.
- Define 6M Framework and SMART Strategy.

Lecture Topics

- W8_L1 Digital Marketing Strategy Part 1
- W8_L2 Digital Marketing Strategy Part 2a
- W8_L3 Digital Marketing Strategy Part 2b
- W8_L4 Digital Marketing Strategy Part 3a
- W8_L5 Digital Marketing Strategy Part 3b

Learning Objectives

In the Week 9, Learner will be able to:

- Relate the Importance of Analytics in digital space.
- Differentiate elements and sources to capture data in online space.
- Define types of tracking mechanism.
- Experiment with Account Structure of Google Analytics.
- Explain Conversion Tracker & Digital Engagement Funnel.

Lecture Topics

- W9_L1 Digital Analytics & Measurement Part - 1a
- W9_L2 Digital Analytics & Measurement Part - 1b
- W9_L3 Digital Analytics & Measurement Part - 2a
- W9_L4 Digital Analytics & Measurement Part - 2b



Learning Objectives

In the Week 10, Learner will be able to:

- Define Key Performance Indicators (KPI) related to AdWords and Display Networks.
- Outline the Applications of Sentiment Mining and Textual Analysis.
- Evaluate the effectiveness of different marketing campaigns in the digital space
- Define return on investment.
- Analyze different groups of customers.
- Relate Customer portfolio management on digital and social media marketing.
- Explain Customer using multiple channels, attribution models.

Lecture Topics

- W10_L1 Digital Analytics & Measurement Part - 3a
W10_L2 Digital Analytics & Measurement Part - 3b
W10_L3 Measuring Campaign Effectiveness : ROI - Return on Investment
W10_L4 Measuring Campaign Effectiveness : CLV - Customer Lifetime Value
W10_L5 Attribution Models

Learning Objectives

In the Week 11, Learner will be able to:

- Define Strategy Planning.
- Prepare Digital Marketing Plan.
- Solve Case 1 is about use of Email Marketing
- Solve Case 2 represents use of Digital Space for Marketing Golf Tripz Compnay,
- Solve Case 3 is about using social media promotion and other digital channels for Golkonda Hotels.
- Solve Case 4 is about Promotional Campaign of Chennai based Photography Service.

Lecture Topics

- W11_L1 Digital Marketing Plan
W11_L2 Case Study 1 : Email Marketing
W11_L3 Case study 2 : Golf Tripz
W11_L4 Case Study 3 : Golkonda Hotels
W11_L5 Case Study 4 : Bhalaje Photography

Learning Objectives

At the end of Week 12, Learner will be able to:

- List the Contemporary technologies and application in Digital Space.
- Appraise concepts and technologies discussed in the Digital Marketing Course

Lecture Topics

- W12_L1 New Technologies & Advancement in Digital Marketing Part 1
- W12_L2 New Technologies & Advancement in Digital Marketing Part 2
- W12_L3 Review of Digital Marketing Course Part 1
- W12_L4 Review of Digital Marketing Course Part 2

BOOKS AND REFERENCES

- **Digital Marketing: Cases from India** by Rajendra Nargundkar and Romi Sainy, Notion Press, Inc
- **Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation** by Damian Ryan, Kogan Page Publisher
- **Marketing 4.0: Moving from Traditional to Digital** by Philip Kotler, Publisher Wiley
- **Digital Marketing** by Seema Gupta, McGraw Hill Education
- **Fundamentals of Digital Marketing** by Punit Singh Bhatia, Pearson
- **The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns** by Ian Dodson, Wiley Publisher



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21315A	CORE: E-BANKING	5	Theory	-	100

Objective of the Course:

To enrich students with the knowledge of the functioning of banks, to help students realise the quintessential role of banks in the world today.

Unit – I: Commercial Banks

(Teaching Hours-13)

Evolution of banking – Functions of commercial banks – RBI – Functions -Bank Nationalization - CRM in banking – Opening of an accounts – types of accounts (Current account, Savings account, Recurring deposit account and Fixed deposit account) - Banker customer Relationship.

Unit –II: Bank computerization & Negotiable instruments

(Teaching Hours – 13)

Negotiable instruments - Cheque - Promissory note - Bill of exchange - Features & differences. Rights and duties of banker - Computerization of banks - Core banking solutions - Impact of IT on banking services

Unit –III:E-Banking structure & Multi user system

(Teaching Hours – 13)

E-Banking – Structure - Components – services – advantages - MICR, CTS - Mobile Banking- Tele banking - Home banking - Net banking - Multi user system.

Unit –IV:E-Banking mechanism

(Teaching Hours-13)

E-Payment mechanism – ATM – EFT – NEFT – RTGS – SWIFT – INFINET – PayTM - BHIM- Electronic cards - Debit, Credit, Smart Card - Benefits - Intelligent auto teller & Netware Management System.

Unit –V:Trading mechanism & Crypto currencies

(Teaching Hours – 13)

Customer grievances & Redressal – Ombudsman – Procedures - Crypto currencies - Trading mechanism - Types of crypto currency – Bitcoin – Litecoin.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO 1	To disseminate knowledge among the students with theoretical structure about banking.	K1, K2, K4
CO 2	To train and equip the students with the skills of modern banking is run.	K2, K4
CO 3	To help the students to develop the banking structure and can learn multi user system.	K1, K2
CO 4	To expose the students to learn the role of technology in banking sector	K2, K4
CO 5	Students get knowledge on Customer grievances, Crypto currencies and trading mechanism	K1, K2

- Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1		2	
CO2	3	2			1	2				
CO3			2	3	2			1	1	
CO4			3	2			1	2		
CO5		2	3	2			1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Indian Banking	Natarajan&Parameswaran	S.Chand &company	2008, Seventh
2	Banking theory law and practice	Gorden & Natarajan	Himalaya Publishing house	2007, Sixth
3	Principles and practices of Banking	Indian Institute of Banking and Finance(IIBF)	Macmillan India	2006, Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Banking theory law practice	Sundaram & Varshney	S.Chand &company	2016
2	Banking law and practices	S N Maheswari	Kalyani publications	2009
3	Banking Law and Practice	Mishra Sukhvinder	S.Chand &company	2012

Pedagogy: Lecture,PPT Presentation,Assignment,E-Contents,Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
Third	21315B	CORE: BUSINESS LAW	4	Theory	-	100

Objectives : To enlighten the students' knowledge on the basic business law.

Unit – I Law of Contract

(Teaching Hours: 15)

Law – Meaning – Law of Contract – Essential Elements of Valid Contract – Types of Contracts - Offer – Legal Rules relating to Offer – Acceptance – Essentials of Valid Acceptance – Revocation of Offer and Acceptance.

Unit – II – Consideration

(Teaching Hours: 12)

Consideration – Essentials of Valid Consideration – Capacity to Contract – Law relating to Minor, Unsound Mind – Persons Disqualified by Law.

Unit – III – Performance of Contract

(Teaching Hours: 13)

Performance of Contract – Modes of Performance – Quasi-Contract – Discharge of Contract – Modes of Discharge - Remedies for Breach of Contract.

Unit – IV – Contract of Indemnity & Guarantee

(Teaching Hours: 12)

Contract of Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety.- Bailment and Pledge.

Unit – V – Sales of Goods Act

(Teaching Hours: 13)

Sale of Goods Act – Sale and Agreement to Sell – Conditions and Warranties - Law of Carriage of Goods

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' get to know the knowledge about the Law of contract.	K1, K3
CO2	Students' are get to acquire knowledge on the consideration	K1,K2
CO3	Students' are to pursue knowledge on the performance of contract	K2,K3
CO4	Students' learn concepts on Contract of Indemnity & Guarantee	K2,K3
CO5	Students get to understand concept on sale of Goods Act	K1,K4

- **Note:** : K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		3	2	3	3	1	3	3	2
CO2	1	2	1	2	3	3	2	2	3	1
CO3	1	2	2	2	3	3	1	2	2	1
CO4	3	1	2	3	1	2	2	3	1	1
CO5	1		1	1	1	2	2	3	3	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Law	N.D. Kapoor	Sultan Chand & Sons	1983 - Edition 15
2	Business Law	R.S.N. Pillai & Bagavathi	S.Chand	1999 – 1 st Edition
3	Commercial Law	Arun Kumar Sen	The world press pvt Ltd	1999 -Edition 22
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Business Law	PC Tulsian	Tata McGraw- Hill	17 th reprint- 2008
2.	Business Law	Nirmal Singh	Deep & Deep Publications Pvt Ltd	3 rd reprint – 2009
3	Business Law	SS.Gulshan	Excel Books	1 st edition - 2009

Pedagogy: Lecture,PPT Presentation,Assignment,E-Contents,Quiz



Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21315C	CORE: VISUAL BASIC	5	Theory	-	100

Objective: To know how to create GUI based programming applications using various options available in Visual Basic Programming.

UNIT I - Fundamentals of Visual Basic

(Teaching Hours: 12)

VB fundamentals: Getting started – The Visual basic Environment – Customizing a Form. First Step in Programming: The code window, variables, data types, constants, strings, Numbers, statements in Visual Basic: The comment and the end statement.

UNIT II – Basic Tools

(Teaching Hours: 13)

First steps in building the user interface: The tool box – creating controls – the name property – Properties of Command Button – Simple event procedures for command buttons – Access keys – Image controls – Text boxes – Labels – Navigating between controls – Message boxes – the grid – Picture box – Rich text box.

UNIT III – Control Structures

(Teaching Hours: 12)

Organizing Information via controls: Control arrays – List and combo boxes – Flex grid controls. Controlling Program Flow: Determinant Loops – Indeterminate Loops – Making decisions – Select case – Nested If -Then – The GOTO statement.

UNIT IV – Functions and Procedures

(Teaching Hours: 13)

Built-in Functions: String functions – Numeric Functions – Date and Time functions – Financial functions. Functions and procedures: Function procedures and Sub-procedures.

UNIT V – Menus and Advanced tools

(Teaching Hours: 15)

The tool box revisited: Frames – Option buttons – Check boxes – scrollbars – timers – Microsoft Windows Common Controls 6.0: Image list control – List view control – Progress bar control – Slider control – status bar control – menu editor – MDI forms.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can learn complete knowledge about GUI application and its functions.	K2
CO2	To learn how to create forms in Visual basic using the tool available and its properties settings.	K2,K3
CO3	Students can uses the various looping statement in program for various objectives.	K4
CO4	To know how the user defined functions to be used in coding and how it differs from build in functions.	K2,k3
CO5	Students can learn the basic methods to create menus and how it applied in various applications.	K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	1	3		1			
CO2		2	1	2	2		2			
CO3	2		3		2		1			
CO4	2	1		2	1		2			
CO5		2	2		2		1			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Visual Basic 6 from the Ground up	Gary Cornell	Tata MC Graw Hill Education	2017- First
2	Beginning Visual Basic 2015	Bryan Newsome	John Wiley & Sons, 2015	2015
3	Mastering Visual basic 2010	EvangelousPetroutsos	Sybex	2010 – First Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Programming in Microsoft Visual basic 6.0	Saini, Sharma	Vayu Education Of India	2010
2	Microsoft Visual basic 2017 for Windows	Corinne Hoisington	Cengage Learning	2017- First
3	Visual basic in Easy steps	Mike Mcgrath	In Easy Steps Limited	2016-Fourth edition

Pedagogy: Lecture, PPT Presentation, Assignment, E-Contents, Quiz

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21315P	Skill Based Subject : Lab – II Programming in Visual Basic	2	Practical	-	-

Objective: To know about the how the create real time programming concepts with the help of available tools in Visual Basic Programming Language.

1. Write a program in Visual Basic to find the factorial value of a given number using function
2. Write a Visual Basic coding to calculate the amount of electricity (units) consumed by the user
3. Write a program in Visual Basic to calculate the total and average of any given student.
4. Write a program in Visual Basic to calculate the net pay of any given employee.
5. Write a Visual Basic coding to calculate total earnings of a worker using Halsey and Rowan Plan.
6. Write a program in Visual Basic to create a calculator.
7. Write a program in Visual Basic to convert the decimal number to decimal, octal, hexadecimal.
8. Write a program in Visual Basic to calculate the length of a string, mid value of the string, Instr and replacement of the given string.
9. Write a Program in Visual basic to calculate Depreciation using Straight line method.
10. Write a Program in Visual basic for calculating ratio analysis.
11. Write a Visual basic for preparation of cost sheet.
12. Write a Visual basic program for calculating break even analysis and margin of safety.



Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can learn practical knowledge in creating form designs, property setting; handling multiple forms, creating menus using GUI based visual basic. To know complete knowledge in handling GUI based application software and its characteristics.	K2 K3 K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	1	2		2	3		3		2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21315D	ALLIED: BUSINESS MATHEMATICS	4	Theory	80	20

Objective:

To cater to the needs of Mathematical applications in Business.

To familiarize the students with the basic concepts of Mathematics.

To Train the students with Mathematics for their application in business decisions.

UNIT I - Introduction to Matrix

(Teaching Hours – 13)

Matrix – Basic Concepts – Addition and Multiplication of matrices – Inverse of matrix – Rank of a Matrix – determinants of a matrix – solution of Simultaneous linear equations - Cramer's rule and matrix method.

UNIT II - Interest and Interpolation

(Teaching Hours – 13)

Simple and Compound Interest – Interpolations – Binomial Expansion method – Newton's method of forward differences – Newton's method of backward differences – Lagrange's method.

UNIT III - Introduction to Operations Research

(Teaching Hours – 13)

Operations Research – Meaning – Scope and limitations – Linear programming problem – Formulation – Canonical and standard forms of L.P.P – solution by Graphical method – solution by Simplex method (Basic problems only).

UNIT IV - Network Analysis

(Teaching Hours – 13)

Network Analysis – Introduction – Basic concepts – Rules of Network Construction – Critical Path Analysis (CPM) – Project Evaluation and Review Technique (PERT) – Probability Considerations in PERT – Distinction Between PERT and CPM.

UNIT V - Transportation and Assignment Problem

(Teaching Hours – 13)

Transportation Problem – Introduction – matrix form of T.P – The transportation Table – balanced and unbalanced – Initial Basic feasible solution – NWC, LCM, VAM – The assignment problem – the assignment algorithm – unbalanced assignment problem – Hungarian Method.

Course Outcome mapping with Knowledge level

Course Outcome	CO Description	Knowledge level
CO 1	Students learn about the concept of Matrix and its Applications	K2, K3
CO 2	Students come to know about the rate of interest calculations and Interpolation methods of finding missing values inside the given values.	K1, K2, K3
CO 3	Students learn about the overview of Operations Research especially in practicing the Industrial related problems with Maximizing the profit and Minimizing the cost	K2,K3, K4, K5
CO 4	Students come to know about the Network construction by CPM and PERT, It helps them in planning and scheduling the projects effectively	K2, K3
CO 5	Students learn about the completion of the program or assignment with minimum time and cost.	K2, K3

- **Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				3	3			1		
CO2				3	3			3		
CO3			3	3	3			3	3	
CO4			3	3	3			3		
CO5			3	3	3			3	3	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Mathematics and Statistics	P.A. Navnitham	Jai Publishers, Trichy	2019 Edition
2	Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2012 Edition
3	Operations Research	S.Kalavathy	Vikas Publishing House, New Delhi.	2002 Edition

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Mathematics	P.R.Vittal	Margham Publications, Chennai	2005 Edition
2	Introduction to Operations Research	Kanti Swarup, P.K. Gupta and Man Mohan	Sultan Chand and sons, New Delhi.	2005 Edition
3	Business Mathematics	M. Wilson	Himalaya Publishing House	2012 Edition

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21300P1	Skill based Subject: PROFESSIONAL COMMUNICATION	2	Theory	-	100

Objective: To develop ability to communicate clearly, on matters having relevance to day-to-day business operations.

UNIT-I – TYPES OF COMMUNICATION (Teaching Hours – 13)

Communication - Definition - Types and patterns of communication - Spoken communication - Written communication - Non-verbal communication - Audio-visual communication and Multimedia communication - Objectives of communication - Horizontal communication - Upward communication - Barriers to communication.

UNIT-II – BUSINESS LETTER (Teaching Hours – 13)

Business Letter – Characteristics - Organization, Structure and Layout of a business letter. Letter of Enquiries and Replies, Offers and quotations - Credit and Status Enquiries - Complaints, Claims and adjustments.

UNIT-III – SALES LETTER (Teaching Hours – 13)

Sales Letters – Circulars. Bank Correspondence. Life Insurance Correspondence. Collection letters – Correspondence of a Company Secretary. Report writing – classification – characteristics of Good report.

UNIT-IV – ASSERTIVE AND POSITIVE COMMUNICATION (Teaching Hours – 13)

Assertive / Positive communication - Assertive training: Negotiation and Compromise - Allophones: accent for grammar for effective speaking - Speaking skills: active listening - listening and responding - Four basic reasoning skills.

UNIT-V – POSITIVE RESUME ACTIVE VERBS (Teaching Hours – 13)

Positive resume active verbs - Positive indicators – Interpersonal gestures - Intra & Interpersonal skills - Interpersonal communicational ethics.

(LAB PRACTICAL ONLY)

Career strokes: Online practical modules: Communication skills – Group discussion – Interviews – Team work – Time management – Business awareness.



Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' are educated on the types of communication	K2,K3
CO2	Students' are well knowledging on the business letter	K2,K3
CO3	Students' are made familiar in the sales letter	K1.K2,K3
CO4	Students' are to understand about the assertive and positive communication.	K2,K3
CO5	Students are to develop the skills on positive resume active verbs	K1,K2

- **Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1		1	3	2	3	2	2	1
CO2	1	2		2	3	2	3	3	3	1
CO3	1	2		1	2	2	2	2	3	1
CO4	1	2		2	2	1	3	2	1	1
CO5	1	1		1	1	1	1	2	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Communication	K.K. Ramachandran	Vikas Publilshing house	2 nd edition -2014
2	Essentials of Business Communication	Rajendra Pal & J.S.Korlahalli	Sultan Chand and Sons	2 nd edition- 2011
3	Business Communication	K.Madhukar	Vikas Publishing House - New Delhi	2 nd edition - 2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Business Communication	R.C.Bhatia	Ane Books	2 nd edition- 2008
2.	Communication for Business	Shisley Taylor	Pearson	4 th edition – 2005
3	Business Communication	MK Sehgal Vandana Khetarpal	Excel Books	1 st edition - 2006

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21415A	CORE: INTERNATIONAL FINANCIAL REPORTING STANDARDS	4	Theory	-	100

Objective: To develop in the Public interest a single set of high quality, understandable, enforceable and globally accepted financial reporting standards based upon clearly articulated principles.

Unit –I: IASB and IFRS

(Teaching hours: 13)

Structure of the IFRS/IASB-Extant standards of the IASB-The Frame work-The status of IFRSs around the world-The Use of IFRS around the World-The IASB road map-The Annual IASB bound volume and its use-Principal difference between Indian GAAP and IFRS-Proposal for change

Unit –II : PRESENTATION AND REPORT:

(Teaching hours: 10)

IAS 1 : Presentation of financial statements-IFRS 15:Revenue from Contracts with customers-IAS 8: Accounting Policies ,change in accounting estimates and errors.

Unit –III ACCOUNTING FOR ASSETS AND LIABILITIES:

(Teaching hours: 17)

IAS 16: Property plant and equipment-IAS 38 :Intangible assets-IAS 40:Investment Property –IAS 36:Impairment and assets-IAS 23:Borrowing Costs-IAS 20:Accounting for government grants and disclosure of government assistance-IAS2:Inventories-IAS 17:Leases-IFRS 5:Non-Current assets held for sale and discontinued operations-IFRS 13:Fair Value Measurement-IFRS 32:Financial instruments – Presentation-IFRS 9:Financial instruments-IFRS 7: :Financial instruments: disclosures-IFRS 2:Share – based payments-IAS 37:Provisions,contingent liabilities and contingent assets-IAS 10:Events after the reporting peered-IAS 19:Employee benefits-IAS 12:Income taxes-IAS 41:Agriculture-IFRS 6:Exploration for and evaluation of mineral resources.

Unit –IV: GROUP ACCOUNTING

(Teaching hours: 13)

IFRS 10:Consolidated financial statements-IAS 27 (revised 2011):Separate financial statements-IFRS 3:Business combinations –IAS 28 27 (revised 2011):Investment in associates and joint ventures-IFRS 11:Joint arrangements-IFRS 12:disclosure of interest in other entities-IAS 21:The effects of changes in foreign exchange rates-IAS 29:Financial reporting in hyperinflationary economies.

Unit –V: DISCLOSURE STANDARDS:

(Teaching hours: 13)

IAS 7: Statement of cash flows-IAS 24: Related party disclosures-IAS 33: Earnings per share-IAS 34: Interim financial reporting-IFRS 4: Insurance contracts-IFRS 1: First time adoption of IFS-IFRS 8- Operating segments.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' get to know the basic understanding of IASB and IFRS	K1, K2
CO2	Students' are well trained on the presentation and reports of financial statements.	K2, K3
CO3	Students' are well educated on accounting for assets and liabilities	K1, K2, K3,
CO4	Students' learn concepts of understanding about group accounting.	K3, K4
CO5	Students get to understand concept and educated on disclosure standards.	K2, K5

- Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		1	2	2	1	1	1		1
CO2			1	2	2	3	3	3	1	2
CO3	2			2	1	2	2	2		2
CO4	1			1		1	1	3		2
CO5	1		1	1	2	2		3		1

Indicators: 1. Reasonable 2. Significant 3.Strong

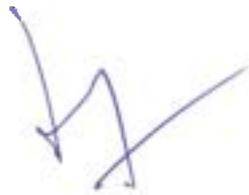
Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	International Financial Reporting Standards	van Greuning, Darrel Scott, Simonet Terblanche	World bank	(ISBN 9780821384282).
2	IFRS Fundamentals: International Financial Reporting Standards	Nandakumar Ankarath, Kalpesh J. Mehta, T. P. Ghosh, Yass A. Alkafaji	WILEY Publications	ISBN 780470399149)
3	International Financial Reporting Standards	Belverd E. Needles, Marian Powers	Cengage Learning	11 th edition -2011 ISBN 9781133187943
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	International Financial Reporting Standards (IFRS) and Indian Accounting Practices	Jagadish R. Raiyani, Gaurav Lodha	New Century Publications	New Century Publications, 2012

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2.	IFRS	Barry.J Epstein, Eva K.Jarmakowicz	Wiley & sons	2008
3	International Financial Reporting Standards	Hennie Van Greuning	World bank Development Publications	5 th edition - 2009

Pedagogy: Lecture,PPT Presentation,Assignment,E-Contents,Quiz



Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21415B	CORE: COST ACCOUNTING	4	Theory	60	40

Objective of the Course:

To understand basic cost concepts and costing techniques.

UNIT I – Concepts of Cost Accounting and cost sheet (Teaching Hours – 13)

Cost Accounting - Definition, meaning and objectives-scope - Relationship of Cost accounting with financial accounting -advantages and importance- methods of costing – cost term – concept. Elements of cost, preparation of cost sheet and tender

UNIT II - Materials (Teaching Hours – 13)

Materials –Meaning of Material Control – Objectives and Advantages of Material Control - Purchasing of materials Purchase Procedure and documentation involved in purchasing –Storing of Materials – Duties and Responsibilities of store keeper, Store records – Determination of Material levels or Stock levels -Maximum level, minimum level, reordering levels, danger level, average stock level – EOQ - Issue of Materials - Methods of Pricing material issues – FIFO – LIFO – Simple Average and Weighted Average method - ABC analysis.

UNIT III - Labour and Overhead (Teaching Hours – 15)

Labour - Systems of wage payment, idle time, control over idle time-labour turnover-causes of labour turnover-Overhead - Classification of overhead – Allocation and Apportionment of overhead-basis of apportionment- absorption of overhead-machine hour rate(problems relating to primary and secondary distribution).

UNIT IV – Process Costing (Teaching Hours – 12)

Process costing: Features of process costing - Process losses, waste, scrap, normal process loss, abnormal process loss, and abnormal gain (excluding equivalent production) – costing of joint products & by products.

UNIT V - Operating Costing and Contract Costing (Teaching Hours – 12)

Operating costing, contract costing, Reconciliation of costs and financial accounts – Standard costing (Material Variance Only).

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn various cost concepts and to prepare cost sheet	K1, K2
CO2	To learn about materials, procedure, purchasing of materials and material control	K2, K3
CO3	To know about concepts of labour, labour turnover and overheads	K3, K4
CO4	To know about process costing and to learn the procedure to prepare process costing	K3, K4
CO5	To learn about operating costing and contract costing	K2, K3, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	3	2	2	3	2	2	3
CO2	2		3	3	2	2	3	2	2	3
CO3	2		3	3	2	2	3	2	2	3
CO4	1		3	3	2	2	3	2	2	3
CO5	1		2	2	1	2	3	1	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cost Accounting and Methods and Problems	Murthy Reddy,	Margam Publications,	2014 & IV th edition
2	Cost Accounting – Theory and Problems	S N Maheswari,	Shree Mahavir Book Department,	1983
3	Cost Accounting	R.S.N Pillai & Bhagavathi	S Chand Ltd	2008

Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Cost Accounting	V.Rajasekaran	Pearson	2011
2	Cost Accounting	P C Tulsian	The Mc Graw the Hill Companies	2007
3	Cost Accounting	M N Arora	Vikas Publishing House Private Ltd	2013

Pedagogy: Lecture,PPT Presentation,Assignment,E-Contents



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21415P	Core: Lab III – Programming in C++	4	Practical	-	-

Objective: To know about the basics in object oriented programming concept and also real time application be created using C++ programming.

1. Write a program in C++ to calculate Arithmetic operations.
2. Write a program in C++ to perform switch case statement
3. Write a program in C++ to calculate the overtime wages of an employee.
4. Write a program in C++ to find the factorial of a given number.
5. Write a program in C++ to display the Fibonacci series.
6. Write a program in C++ to Perform Matrix Addition.
7. Write program in C++ to perform a student Mark list using class concept.
8. Write a program in C++ to Perform Constructor.
9. Write a program in C++ to perform arithmetic operations using Function Overloading.
10. Write a program in C++ to Perform Multiple Inheritance.
11. Write a program in C++ to perform Operator Overloading.
12. Write program in C++ to calculate employee payroll.



Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students can learn practical concepts like creating students mark statement, employee payroll and arithmetic operations using C++ software. To understand how the various objectives can be done through C++ software and also how to apply in real time applications.	K1 K2 K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		1	3	2	1		3	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents

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C VI - 60
2021-22

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21415K	Online Swayam : Business Ethics	4	--	--	--

Objectives

- Import knowledge of various Business Ethics practices
- Give Students, Understanding of modern Business Ethics and their residing applications in different context.

The students will be learning this course through online mode from SWAYAM website.
The link followed for accessing this course is
https://swayam.gov.in/nd2_ccc20_m32/preview

COURSE LAYOUT

Weekly Plan

Week 1 : Meaning and Nature of Ethics, Moral and Ethics: Importance of Ethics, Types of Ethics, Causes of Unethical Behavior.

Week 2 : Meaning, Nature and Importance of Business Ethics, Types of Business Ethics, Factors Influencing Business Ethics, Corporate Ethics: Ethical Behavior and Audit of Ethical Behavior

Week 3 : Individual Ethics, Professional Ethics, Gandhian Philosophy of Ethical Behavior, Social Audit, Concept of Globalization and Global Business Network, Relationship among Business, Business Ethics and Business Development

Week 4 : Developing Business System Ethics relating to Ethics in Global Economy, Marketing Ethics in Foreign Trade, Role of Business Ethics in Developing Civilized Society, Concept of Corporate Social Responsibility

Week 5 : Relationship between CSR and Business Ethics, Justice and Economic Environment Protection, Business Ethics and Consumer Protection, Business Ethics and Social Justice

Week 6 : Arguments for and against Corporate Social Responsibility, Meaning of Functional Ethics, Types of Ethics according to Functions of Business (Marketing and HRM), Types of Ethics according to Functions of Business (Purchase, Selling and Distribution)



Week 7 : Patents, Copy-rights, Intellectual Property rights, Trade Marks, and Business Ethics, Ethical Value System, Values

Week 8 : Indian Values and Ethics, Business Ethics, Ethics and Corporate Excellence, Indian and Global Case Studies

BOOKS AND REFERENCES

- Business Ethics - O.C. Ferrell, John Paul Fraedrich, Linda Ferrell
- Business Ethics - Gautam Pherwani
- Business Ethics - Ritu Pamraj
- Business Ethics - Prof. Agalgatti
- Governance ethics and social responsibility of business – Neeru Vasishth and Namita Rajput
- Business Ethics: Concepts and Cases – Manuel G. Velasquez



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21415D	Allied: BUSINESS STATISTICS	4	Theory	80	20

Objective: To use Statistical Techniques in business decision making.
To develop skills in structuring and analyzing business problems statistically.
To formulate answers to common business decision problems through statistics.

UNIT I **Teaching Hours - 12**

Meaning, Definition and scope of statistics – Sources of data – Collection of data – primary and secondary – Methods of primary data collection – Editing secondary data – Sampling and its methods – Classification and Tabulation – Presentation of data by diagrams – Bar diagram and Pie diagram – Graphic representation of frequency distribution.

UNIT II **Teaching Hours - 15**

Averages – Mean, Median, Mode, Geometric mean and Harmonic mean – their computation – properties and uses – Measures of dispersion – Range, Quartile deviation, Mean deviation, Standard deviation, co-efficient of variation.

UNIT III **Teaching Hours - 13**

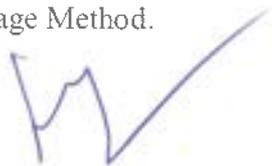
Skewness - Karlpearson's and Bowley's coefficient of Skewness – Index Numbers – meaning – uses – selection of base year – Simple and Weighted Index Numbers – Tests of an Index Number – Consumer Price Index.

UNIT IV **Teaching Hours - 13**

Correlation – meaning and definition – Scatter diagram - Pearson's coefficient of correlation – Computation and interpretation – Rank correlation – Regression – Meaning and methods of forming the regression equations and lines – Properties of Regression coefficients

UNIT V **Teaching Hours - 12**

Time series – Meaning – components – Models – Methods of estimating trend – Graphic, semi-average, moving average and least square methods (Linear equations only) – Seasonal Variation – Simple average Method.



Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To familiarizes the concept of statistics	K5
CO2	To provide practical exposure on calculation of measures of average	K2
CO3	To provide practical exposure on calculation of measures of correlation and irrigation	K1
CO4	To introduce the students about the concept of provability	K3
CO5	To provide practical exposure on calculation of trend analysis	K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				3	3			1		
CO2				3	3			3		
CO3			3	3	3			3	3	
CO4			3	3	3			3		
CO5			3	3	3			3	3	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Statistical Methods	S.P. Gupta	Sultan Chand and sons, New Delhi.	2012 Edition
2	Business Mathematics and Statistics	P.A.Navnitham	Sultan Chand and sons, New Delhi.	2019 Edition
3	Statistics- Theory and Practicen	R.S.N. Pillai and Bagavathy	Sultan Chand and sons, New Delhi.	2010 Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Applied Statistics	S.C.Gupta and V.K.Kapoor	Sultan Chand and sons, New Delhi.	2001 Edition
2	Business Statistics	P.R.Vittal	Margham Publications, Chennai	2001 Edition
3	Fundamentals of Statistics	S.C.Gupta	Himalaya Publishing House	2018 Edition

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21415C	CORE: PROGRAMMING IN C++	2	Theory	-	100

Objective: To make the students understand the OOPS concept and various syntaxes used in C++

UNIT I – Fundamentals of OOPS

(Teaching hours: 10)

Object oriented programming: Software Evolution – OOP paradigm – Concepts, benefits, Object Oriented Languages and Applications.

UNIT II – Control Structures

(Teaching hours: 15)

Introduction to the Basic concepts of C++ language – Tokens, Keywords, Identifiers, Data types, variables, manipulators – Expression and control structures – Functions: main functions – functions prototyping – Call by Reference – Function overloading – friend and inline functions

UNIT III – Class and Functions

(Teaching hours: 15)

Classes and objects: Specifying a class – Defining member functions – Nesting of member functions – Private member functions – Static data member – Static member functions – Pointers to members. Constructors and Destructors: Constructors – Parameterized constructors – Multiple constructors – Copy constructors – Destructors. Operator overloading: Defining operator overloading – Overloading unary & binary operators – rules – type conversions.

UNIT IV – Advanced methods

(Teaching hours: 15)

Inheritance: Defining derived classes – single inheritance – multilevel inheritance – multiple inheritance – hierarchical inheritance – hybrid inheritance – polymorphism - virtual base classes – abstract classes.

UNIT V – Handling Files

(Teaching hours: 10)

Pointers: Pointers to objects – pointers to derived classes – virtual functions. Managing console, I/O operations: - Formatted I/O operations & unformatted I/O operations. Working with files: Opening & closing a file – Detecting end-of file – file pointers – sequential I/O operations.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can learn fundamentals in Object oriented programming language and its functions.	K2
CO2	Students can understand the various looping concepts with syntax and how it performed in programming level.	K2, K3
CO3	To learn the functions of Class and objects used in programming and also different concepts in C++ programming.	K3, K4
CO4	Students can understand how the multiple programs can be linked through inheritance and how it applied in various levels.	K3
CO5	To know the File handling methods in C++ and how it differ from other methods used in programming.	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2	2		2		2			
CO2	2	1		1	3		1			
CO3		2	1		2		2			
CO4	2		2	1	2					
CO5	2	2		1	2		1			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.N o.	Title	Author	Publishers	Publication Year & Edition
1	Object Oriented Programming with C++	E.Balagurusamy	Tata McGraw Hill Education	2001 –Sixth Edition
2	C++ -The Complete Reference	Schildt Herbert	Tata McGraw Hill	2000 –Fourth Edition
3	Let us C++	YeswantKanetkar	BPB Publication	2019
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Effective Modern C++	Scott Meyers	O,Reilly Publication	2014- First Edition
2	Programming : Principles and practice using C++	Bjarne Stroustrup	Pearson Education India	2008 –First Edition
3	Object Oriented Programming in C++	Robert Lafore	Pearon Education India	2001

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21515A	CORE: MANAGEMENT ACCOUNTING	4	Theory	60	40

Objective : To develop an understanding conceptual framework of Management Accounting and to acquire knowledge in management techniques in business decision making.

UNIT I - Basic Concepts of Management Accounting (Teaching Hours – 13)

Management accounting - Meaning, objectives, functions and scope - Relationship between Management Accounting, Cost Accounting and Financial Accounting - need and significance of management accounting.

UNIT II - Financial Statements and Ratio Analysis (Teaching Hours – 14)

Analysis and interpretation of financial statements - Ratio analysis - significance and classification of ratios – Profitability ratios – Turnover ratios – Solvency ratios - Uses and limitation of ratios

UNIT III - Fund Flow and Cash Flow Analysis (Teaching Hours – 12)

Working capital - concepts, importance, and sources of working capital – Estimation of working capital requirements - fund flow and cash flow analysis

UNIT IV - Marginal Costing (Teaching Hours – 12)

Marginal Costing – Features – Assumptions - Cost-Volume profit analysis - Break even analysis - Managerial applications of marginal costing - Significance and limitations of marginal costing

UNIT V - Budgeting and Budgetary Control (Teaching Hours – 14)

Budgeting and budgetary control - definition, Objectives, importance, essentials, classification of budgets - Cash Budget, Flexible Budget, Materials, Production Budget, Master budget and Zero Based Budgeting – process and its importance. Preparation of different budgets.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn basic concepts of Management Accounting	K1, K2
CO2	To prepare financial statements and ratio analysis	K3, K4
CO3	To learn about cash flow statement and fund flow statement	K3, K4
CO4	To analyse about marginal costing	K3, K4
CO5	To learn about budgeting and budgeting control	K2, K3, K4

Note : K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	3	2	2	3	2	2	3
CO2	2		3	3	2	2	3	2	2	3
CO3	2		3	3	2	2	3	2	2	3
CO4	1		3	3	2	2	3	2	2	3
CO5	1		2	2	1	2	3	1	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Management Accounting	R.K.Sharma & Shashi K Gupta	Kalyani Publishers	2011 4 th Edition
2	Management Accounting	RSN Pillai & Bagavathi,	S.Chand and Private Ltd	4 th Edition 2007
3	Cost and Management Accounting	S.P. Jain and Narang	Kalyani Publishers	2011
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management Accounting	R J Reddy	A.P.H Publishing Corporation	2004
2	Management and Financial Control	Sashi Kapoor and Mehta	sultan chand & sons	2006
3	A Text book of Accounting for Management	S.N.Maheshwari	Vikas Publishing House Pvt Ltd	2014 3rd Editionn

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21515B	CORE: TAXATION	4	Theory	60	40

Objective: To provide an in depth knowledge of Income tax and to familiarize the students with recent amendments in GST.

UNIT I – Income tax and its concepts (Teaching Hours: 12)

The Income Tax Act - Definition of Income - Assessment year - Previous year - Assessee - Types of Assessee - Scope of income - Charge of Tax - Residential status - Exempted incomes u/s 10.

UNIT II – Income from Salary (Teaching Hours: 15)

Heads of Income – Income from Salary: - Salary – Definition – Characteristics – Computation of Income from Salary - Rates of tax for individuals.

UNIT III – Income from House Property (Teaching Hours: 13)

Income from House Property: – Characteristics - Exempted Incomes from House Property - Deductions - Computation of Income from House Property - Income from Business and Profession: - Meaning of Business and Profession - Expenses expressly allowed - Expenses expressly disallowed - Computation of Profits and Gains of Business and Profession of an Individual.

UNIT IV – Income from Capital Gain (Teaching Hours: 13)

Income from Capital Gain: – Capital Asset – Long term Capital Asset – Short term Capital Asset – Indexation - Computation of Income from Capital Gain. Income from Other Sources – Various Sources of Income - Computation of Income from Other Sources.- Set off and Carry forward of losses

UNIT V – Goods and Services Tax (Teaching Hours: 12)

Introduction to Goods and Services tax – GST Levy – Features of GST – Taxes subsumed under GST – Benefits of GST act – GST rate structure – Types of supplies under GST in India – Goods and Services tax network – Need – Services rendered.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about income tax concepts	K1, K2
CO2	To know the procedure for calculating income from salary	K3, K4
CO3	To learn the calculation for income from house property	K3, K4
CO4	To learn the calculation for capital gain	K3, K4
CO5	To analyse Goods and Services Act	K3, K4, K5

Note : K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1		3	3	2	3	3	2	3
CO2	3	1		3	3	2	3	2	2	3
CO3	3	2		3	3	2	3	2	2	3
CO4	2	2		2	2	1	3	2	2	2
CO5	2	2		2	2	1	2	2	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Income Tax Law and Practice	Gaur and Narang	Kalyani Publishers	2019
2	Business Taxation	Dinkar Pagare	Sultan Chand & Sons	1982
3	Students' Guide to Income Tax	Vinod Singhani	Taxman Publications Pvt Ltd	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Income Tax	B.B.Lal	Pearson	II Edition 2012
2	Income Tax Law and Practice	Hariharan	The Mc Graw Hills Publication	2017
3	Indirect taxes GST and Custom laws	Dr.R.Pameswaran P.Viswanathan	Kavin Publications	2018

Pedagogy: Lecture, PPT Presentation, Assignment, E-Contents, Quiz

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21515K	Online Swayam : Database Management System	4	--	--	--

Objectives

- Databases form the backbone of all major applications today – tightly or loosely coupled, intranet or internet based, financial, social, and administrative.
- Structured Database Management Systems (DBMS) based on relational and other models have long formed the basis for such databases.

The students will be learning this course through online mode from SWAYAM website. The link followed for accessing this course is https://swayam.gov.in/nd1_noc20_cs60/preview

COURSE LAYOUT

Week 1: Course Overview. Introduction to RDBMS

Week 2: Structured Query Language (SQL)

Week 3: Relational Algebra. Entity-Relationship Model

Week 4: Relational Database Design

Week 5: Application Development. Case Studies. Storage and File Structure

Week 6: Indexing and Hashing. Query Processing

Week 7: Query Optimization. Transactions (Serializability and Recoverability)

Week 8: Concurrency Control. Recovery Systems. Course Summarization.

BOOKS AND REFERENCES

Text Books / Basic Material

Database System Concepts by Abraham Silberschatz, Henry F. Korth, and S. Sudarshan, 6th Edition, McGraw-Hill Education, 2010.

Reference (Advanced) Material

This is a first level course. So the textbook would be the primary resource also for the advanced chapters. In addition, some references will be specified for every topic during the course.

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21515C	CORE: JAVA PROGRAMMING	3	Theory	-	100

Objective: To enhance the students, the knowledge about the operators and syntaxes used in Java programming.

Unit – I – Benefits of OOPS

(Teaching Hours – 12)

Basic concepts of OOP – benefits of OOP – Object Oriented applications of OOP – Data types, variables and arrays – Programs with input, numeric input – type conversion and casting.

Unit – II – Operators and Control Structures

(Teaching Hours – 14)

Operators – Arithmetic operators – Bitwise operators – Relational operators -Boolean operators – Logical operators – Assignment operators- conditional Operators – Control statement – Selection statements – if, switch, iteration statements – while, do while, for, nested loops – jump statements, break, continue, return statements.

Unit – III – Class and functions

(Teaching Hours – 14)

Class fundamentals – Declaring Objects – Assigning Object Reference Variables – Introducing methods – Constructors – this keyword – Garbage collection – The finalize () method. Overloading Methods – Objects as Parameters – Arguments Passing – Returning Objects – Recursion – Access Control – Static – Final – Arrays – Nested and Inner Classes – String Class – Command Line Arguments.

Unit – IV – Inheritance

(Teaching Hours – 13)

Inheritance Basics – Using Super – Creating a Multilevel Hierarchy – When Constructors are called – Method Overriding – Dynamic Method Dispatch – Using Abstract Classes – Using final with Inheritance – The Object Class.

Unit – V – Applet concept

(Teaching Hours – 12)

Packages – access protection – importing packages – interfaces – applet basics – applet class – applet skeleton – applet initialization & termination – Applet Architecture – simple applet display methods – status window – HTML applet tag.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can understand the object oriented benefits in various programming levels.	K2
CO2	Students can learn the various operators used in coding and discussing the different looping used in programming.	K2,K4
CO3	Students will understand the user defined functions and various build in functions exist in Java programming.	K3
CO4	To know the differentiate the class concept with abstract classes and also to link multiple program using Inheritance.	K2,K4
CO5	Students to know how Applet programming will be used in coding level and its functions.	K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		2	2			1			
CO2	3	2	1		3		2			
CO3		2	2	2	1		1			
CO4	2		2	2	1					
CO5	2	2		2	1					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Java – Complete Reference	Patrick Naughton & Herbert Schildt	Tata McGraw Hill.	2012
2	Java : A beginners guide	Herbert Schildt	McGraw-Hill Education;	2017- 7 th Edition
3	Beginning Programming with Java for Dummies	Barry Burd	John Wiley & Sons	3rd edition -2012

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Introduction to Programming in Java	Robert Sedgewick	Addison-Wesley Professional	2nd edition-2017
2	Effective Java	Joshua Bloch	Addison Wesley	3rd Edition-2017
3	Java: Programming Basics for Absolute Beginners	Nathan Clark	CreateSpace Independent Publishing Platform;	2 edition -2017

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21515P	Core: Lab IV - Java Programming	4	Practical	-	-

Objective:

To know object oriented programming concepts using various functions available in Java and how it applied in real time applications.

1. Write a -JAVA program to find arithmetic operations using Input statement.
2. Write a JAVA program to find greatest of three numbers from the input list.
3. Create a JAVA program to calculate factorial value for the given number
4. Create a JAVA program to calculate the students' progress details for a semester.
5. Write a JAVA program to calculate the electricity bill calculation for a month.
6. Create a JAVA program for various arithmetic operation using classes.
7. Create a JAVA program to check for a string is PALINDROME or not.
8. Write a JAVA program consist of Inheritance concept for any logic.
9. Write a JAVA program using Applet viewer for displaying face object.
10. Write a JAVA program for calculating the Employee salary for a month.
11. Create a JAVA Program using switch case concept for printing values.
12. Write a JAVA Program consist of Applet viewer for displaying basic shapes.
13. Write a JAVA to calculate Area of triangle using input values.
14. Create a JAVA Program to check for given number is Even or Odd.



Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Students can learn practical knowledge in handling object oriented programming concepts using user defined functions and build in functions. To learn how the applet programming is differ from other programs and how it performed in real time applications.	K2 K3 K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO		1		3	2	1	3	2	2	

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Teaching /learning methods:

Teaching/Learning methods

- Lecture
- PPT Presentation
- Demonstration
- E-Contents

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21515UI	Elective – I: Introduction to Artificial Intelligence	2	Theory	-	100

Objective: Artificial Intelligence deals with solving hard and insolvable problems using reasonable time duration and deals with knowledge to handle the various applications to enhance the existing state.

Unit – I -INTRODUCTION

(Teaching Hours – 13)

Definition of Artificial Intelligence- Brief history of AI- Scope of AI- Concepts of AI-AI Levels- Types of AI-Approaches of AI- Artificial Intelligence related fields- Techniques of AI- Characteristics of AI- Applications of AI- Advantages and Disadvantages of AI – Role and Importance of AI- AI safety – AI Development & future.

Unit – II-TECHNIQUES

(Teaching Hours – 13)

Branches of AI- Speech recognition – Speaker recognition – Face recognition system- Optical character recognition.

Knowledge management: Importance –Components –Types- Benefits.Machine Learning: Definition- Types-Process-Differences between Machine Learning vs. Data Mining

Data mining: Definition –Process of Data Mining- Deep Learning: Definition -Process

Text mining: Definition –Techniques-Applications

Natural Language Processing: Definition –Benefits & Working Process -Techniques-challenges- Example

Unit- III-EXPERT SYSTEM

(Teaching Hours – 13)

Expert system: Definition –Need of ES -Characteristics-Working Process-components- Advantages and Disadvantages-applications- Expert system Shells components- Knowledge Acquisition- Intelligent Agents and Environments- Nature of environments.

Unit – IV –ROBOTS & AGENTS

(TeachingHours–13)

Robot-Robotics-Characteristics of Robot-Types of Robot-Robot Locomotion-components- Robotics process Automation. Computer Vision: Application-Tasks- Working Process of computer Vision- Virtual agent – Decision Management

UNIT –V-THREATS & SECURITY

(Teaching Hours – 13)

Threats and security: Cyber security fundamentals - crime Vs Cyber Crime – Types of Cyber Crime, Differences between Information Security & Cyber security. Cyber Law: Legal issues on Internet, cyber law for e-mail and cyber law for identity theft– Countermeasures.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' understand the history of AI and basic concept of AI.	K1, K2
CO2	Students' get to know the basic understanding of the Artificial intelligence and techniques	K2,K3
CO3	Students' are well acquainted with expert system	K2,K3,K5
CO4	Students' learn about basics of Robotics ,vision and Agent	K2,K4
CO5	Students get to understand concept of Security and cyber law	K2,K3

- **Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1							
CO2	3	2	2		1		1			
CO3	3	3	2		2		2			
CO4	3	3	2					2		
CO5	2	1			1					3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Principles of Artificial Intelligence	Nils.J.Nilsson	Morgan Kaufman Publishers	1982
2.	Artificial Intelligence Simplified: Understanding Basic concepts	Binto George, Gail carmichael	CSTrends LLP	1 st edition, 2016
3.	E-Mail Hacking	Ankit Fadia	Vikas Publishing House Pvt Limited	2009.
4.	The Unofficial guide to Ethical Hacking	Ankit Fadia	MacMillan Publication ,Second edition	2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Artificial Intelligence	Peggy Thomos, Thomson	Publication and Information directorate, New Delhi	1992
2	Artificial Intelligence	K D Pavate	Gale	2005
3	Artificial Intelligence	Michael C Harris	Marshall Cavendish bench mark	1992

Pedagogy: Lecture,PPT Presentation,Assignment,E-Contents,Quiz



Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21515S	Skill based Subject : Institutional Training	2	Practical	-	-

GUIDELINES FOR DOING INSTITUTIONAL TRAINING

OBJECTIVE

This Institutional Training is to be done during the summer break after Semester 4 and is encouraged in order to enable students to gain practical experience in the field of their study. The type of Institutional Training needs to be approved by the Director. A request letter will be given to the student when approaching an organisation for Institutional Training opportunity.

GUIDELINES FOR STUDENTS

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. Students can select only the Private/Public limited companies for their Institutional Training.
3. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
4. No two students can select the same company/department for doing Institutional Training.
5. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
6. The students are suggested to choose the nature of the company in which they have interest.
7. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
8. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
9. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
10. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21615A	CORE: AUDITING	4	Theory	-	100

Objective: To familiarize with auditing principles and its procedures.

UNIT I – Concepts of Auditing

(Teaching Hours:12)

Origin of Auditing - Definition - Difference between auditing and accountancy - objectives of auditing - Types of Errors and Fraud - Advantages and limitations of auditing - Difference between Auditing and investigation - qualification and qualities of an auditor.

UNIT II – Classes of Audit

(Teaching Hours:14)

Different classes of audit – Mode of audit - Continuous audit - Final audit - Interim Audit - Balance sheet audit - Audit procedure - Planning of audit - Audit Programme - Audit Note book - Audit working papers - Internal control - Internal check and internal audit - Internal check as regards, wages, sales.

UNIT III - Vouching Procedures

(Teaching Hours:11)

Vouching – Definition – objectives – Auditors duties regarding vouching of cash receipts - vouching of cash payments – vouching of credit purchase - vouching of credit sales – vouching of impersonal ledger – outstanding assets and liabilities.

UNIT IV – Verification of Assests and Liabilities

(Teaching Hours:14)

Verification of assets and liabilities – Definition – objectives – Difference between vouching and verification - valuation of assets and liabilities - meaning – objectives - Auditors position in respect of valuation of assets – plant and machinery – building – stock – debtors - Auditors duties regarding verification and valuation of liabilities - capital – creditors – loans and advances.

UNIT V – Company Audit

(Teaching Hours:14)

Company Audit - Appointment and removal of auditors – Rights, duties and Liabilities of Company auditors - Audit of share capital and share transfer.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn about origin of Auditing and its basic concepts	K1, K2
CO2	To know different classes of Audit	K1, K2
CO3	To learn about vouching and its procedure	K4, K5,
CO4	To know the procedure of valuation of assets and liabilities	K4, K5
CO5	To learn the procedures involved in Company Audit	K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		2	3	2	3	3	2	2	3
CO2	3		2	3	2	3	3	2	2	3
CO3	3		2	3	3	2	3	1	1	3
CO4	2		1	2	3	3	3	1	1	2
CO5	2		1	2	3	3	3	1	1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Practical Auditing	Tandon, B.N,	Sultan Chand & Company Ltd,	1982
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Auditing: Principles And Practice	Ravinder kumar, Virender sharma	PHI Learning Pvt Ltd	2015 Third Edition
2	Auditing	S K Basu	Pearson Education	2010
3	Auditing :Theory and Practice	Arun Kumar, Rachana Sharma	Atlantic Publisher and Distributor	2001
4	Contemporary Auditing	Kamal Gupta	Tata McGraw-Hill Education	2004

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21615B	CORE: INTERNET OF THINGS	4	Theory	-	100

Objective: The main purpose of Internet-connected devices has been to enable people to communicate with each other and to access online data and processes.

UNIT I – Fundamentals of IOT

(Teaching Hours: 13)

Introduction to Internet of Things – Definition & Characteristics of IoT - Key Features - Concepts to Internet of things- -Application of IoT – Advantages and Disadvantages of IoT - Potential and Challenges of IoT– IoT Framework.

UNIT –II- IOT Architecture

(Teaching Hours: 13)

IoT Architecture -IoT Common uses- IoT Reference Model - Domain Model - Information Model - Functional Model -Communication Model – IoT Hardware – IoT Software –Technology behind IOT-Wireless sensor network technology.

UNIT – III- IOT in Networks

(Teaching Hours: 13)

IoT Protocols- Types of IoT Connections- Types of IoT Networks- Requirements for IoT Networks-Communication Protocols – Standards – Technologies-Internet of Everything-IoT Devices.

UNIT –IV –Data and Knowledge management

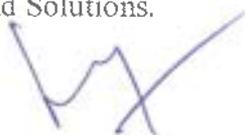
(Teaching Hours: 13)

IoT Data and Knowledge management: Introduction – Stream processing in IoT- Challenges and future directions-IoT Robustness and Reliability: IoT Characteristics and Reliability issues-Error Detection & Fault Prevention.

UNIT –V- Security and Governance

(Teaching Hours: 13)

Governing IoT: IoT Governance-Applied Internet of Things: Introduction-Scenario-Architecture Overview-Sensors-The Gateway-Data Transmission-RFID in IoT- IoT Security: Security in IoT Protocols and Technologies- Security issues and Solutions.



Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can learn the basic functions associated with Internet of Things and how it plays a role in current technology.	K2
CO2	Students can learn the complete outline and architecture of IOT and its key functions related to it.	K2,K4
CO3	Students will understand the IOT functionality and how it applied in various networks with devices.	K3,K4
CO4	To know about the data and knowledge management using various technologies through IOT.	K3
CO5	Students to know how the securities has been handled in IOT with various protocols.	K2,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		3	2	2		1			
CO2	2	2		3	2		2			
CO3	1	2		2	2					
CO4	2	2	2	1			2			
CO5		2	2	2			2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Internet of Things A to Z: Technologies and Applications	Qusay F. Hassan	John Wiley & Sons	2018
2	Internet of Things: Principles and Paradigms	RajkumarBuyya, Amir VahidDastjerdi	Elsevier,	2016.
3	Internet of Things	Raj Kamal	McGraw-Hill Education	2017
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Building Internet of Things	MaciejKranz	Wiley	1st edition, 2016
2	The Internet of things	Samuel Greenard	The MIT Press	2015
3	Learning Internet of Things	Peter Waher	Packt Publishing	2015

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21615U1	Elective - II : ENTREPRENEURIAL DEVELOPMENT	4	Theory	-	100

Objective: To understand the project formulation, Entrepreneurial Development, EDP Schemes and the approaches to attain the goals of the business.

UNIT I - Concept of Entrepreneurship (Teaching Hours: 14)

Concept of Entrepreneurship – Definition and functions of Entrepreneur –Personality traits of an Entrepreneur - Types of Entrepreneurs – Distinguish between an entrepreneur and a manager –Entrepreneurial Development Programme - Development of Women entrepreneurs and Rural entrepreneurs.

UNIT II - Identifying New Venture Opportunities (Teaching Hours: 13)

Creating and leading an Entrepreneurial Organization: Identifying new venture opportunities – Environment scanning – Idea processing and Selection, SWOT and PEST analysis.

UNIT III – Role of Government and Other organization (Teaching Hours: 13)

Incentives and subsidies offered by the Central and State Government – Institutional finance to entrepreneurs SFC, SIPCOT, SIDB, – Role of Government and other organizations in entrepreneurial growth.DIC, NSIC, IRCL. Overview of Micro financial institutions.

UNIT IV – Creativity and Innovation (Teaching Hours: 13)

Growth strategy – objectives, stages of growth – types of growth strategy - Entrepreneurial motivation – motivating factors – creativity and innovation – creativity process – components of creativity performance.

UNIT V - Project Management (Teaching Hours: 12)

Project management: - Project classifications - Identifications - formulation and design - feasibility analysis - Preparation of Project Report and presentation.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the concept of Entrepreneurship	K1, K2
CO2	To learn about New Venture opportunities	K1, K2
CO3	To know the role of Government and Other Organizations in Entrepreneurial Development	K4, K5,
CO4	To analyse Creativity and Innovation involved in Entrepreneurship	K4, K5
CO5	To analyse the formulation and design of Project Management	K2, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		1	3	3	3	1	3	3	3
CO2	2		1	3	3	3	1	3	3	2
CO3	2		2	3	3	3	1	3	3	2
CO4	3		2	2	3	2	2	3	3	2
CO5	3		2	2	3	2	2	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Entrepreneurial Development	Gordon & Natarajan,	Himalaya Publishing House	2017 6 th Revised Edition
2	Entrepreneurial Development	Gupta C.B and Srinivasan, N.P,	Sultan Chand & Sons	Reprint 2015
3	Entrepreneurial Development	S.S.Khanka	S.Chand & Company, New Delhi	Reprint 2012
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Entrepreneurship Development in India	Sanjay Tiwari & Anshiya Tiwari	Sarup And Sons	First Edition 2007
2	Entrepreneurship Development	S.Anil Kumar	New Age International Publishers	2011
4	Entrepreneurial Development	Abishek Nirjar	World Press Publisher, New Delhi	2011

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21615V1	ELECTIVE – III : INVESTMENT MANAGEMENT	4	Theory	-	100

Objectives: To examine the types, concepts, and techniques of investment for effective management in the private and government sectors. To understand the various reputed theories on instruments for effective investment management and Mutual Funds.

UNIT I – NATURE OF INVESTMENT

(Teaching Hours: 13)

Meaning and Definition of Investment – Concepts – Nature and features of Investment – Relationship between Risk & Return – Scope or types of Investment – Types of Investors – Stages in Investment – Difference between Investment, Speculation & Gambling – Types of Speculators in Stock market – Introduction to D-MAT A/C.

UNIT II – NEW ISSUE MARKET

(Teaching Hours: 13)

New issue market - meaning, Importance, Functions – Methods of Issuing securities – Reforms in NIM – Stock Exchange – meaning and definition – structure – membership – functions – types of transactions – listing – procedure and condition – advantages – OTCEI – NSE – powers and functions of SEBI.

UNIT III – SECURITY ANALYSIS

(Teaching Hours: 13)

Security analysis – meaning – methods – fundamental analysis – economic analysis factors – industry analysis – company analysis, technical analysis – meaning – assumption – tools used – types of charts – Dow theory, efficient market theory – meaning – Weak form, semi-strong form, strong form.

UNIT IV – SECURITY VALUATION

(Teaching Hours: 13)

Security valuation – common stock – present value approach, one year holding period, multiple year holding, P/E ratio model, Portfolio management – meaning – process – Markowitz model- Assumptions- features – Sharpe's model

UNIT V – MUTUAL FUNDS

(Teaching Hours: 13)

Mutual Funds- Meaning, Definition, Mutual funds Industry in India, Importance of Mutual Funds, Classification of Mutual Funds, Advantages of Investing in Mutual Funds, Mutual funds abroad & in India, Difference between open ended mutual funds and close ended mutual funds, RBI Guidelines.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students' get to know the basic understanding of the nature of investments	K1, K2
CO2	Students' are well acquainted with learning about the new issue market.	K1,K2
CO3	Students' are well educated and developed skills in security analysis.	K1,K2,K3,
CO4	Students' learn concepts on the security valuation.	K2,K4
CO5	Students get to understand concept of mutual funds.	K2,K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1			2	2	2	3	3	2	
CO2	1			1	1	2		3	2	
CO3	1		1	1	1	2	1	3	2	
CO4	1		1	2		2	2	3	1	
CO5	1			2	2	1		3	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Investment Management	Bhalla	K, S.Chand and Company Ltd	13 th edition - 2014
2	Investment Management	P. Singh	HimalayaPublishing House	11 th edition - 2014
3	Securities Analysis & Portfolio Management	Donald E.Fischer and Ronald J.Jordan	Prentice-of India Hall	2 nd edition - 1995
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Investment Management	Avadhani	V.A, Himalaya Publishing House	11 th edition - 2010
2.	Fundamentals of investment Management	V K Bhalla	S Chand Group	1 st edition - 2006
3	Investment Management	Robert L. Hagin	John wiley & sons	2 nd edition- 2004

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21615C	SKILL BASED SUBJECT: HUMAN RESOURCE MANAGEMENT	2	Theory	-	100

Objective: To familiarise students with the human resource management involving planning, Placement and training ,significance of performance appraisal and methods of compensation.

UNIT I:Management of human resources (Teaching Hours – 13)

Meaning and Introduction of Personnel Management - Scope - Objectives – Importance - Principles of Personnel Management –Evolution of personnel management in India . Qualities of personnel manager- Strategic role of personnel manager.

UNIT II : Personnel Policies (Teaching Hours-13)

Personnel policies - Meaning and importance objectives - contents and development of personnel policies - ideal personnel policy - Man power planning – Objectives, process of manpower planning.

UNIT III :Job analysis and Recruitment (Teaching Hours-13)

Job analysis - Job description - Job specification – Recruitment – Method, objectives – Selection – Method – Interview techniques.

UNIT IV :Placement and Training (Teaching Hours – 13)

Training – Meaning, purpose, importance, method of training. Development – Meaning, importance, method.

UNIT V :Industrial Relations (Teaching Hours – 13)

Industrial relations - Workers participation in management – wage compensation – grievance handling procedures.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO 1	To aiming to enable the students in Human resource management	K1, K2, K4
CO 2	To introduce the students about personnel policies and man power planning	K2, K4
CO 3	To facilitate the knowledge about performance appraisal, job analysis and recruitment.	K1, K2
CO 4	To design and various HRM process such as training development ,reward systems and ethical behavior.	K2, K4
CO 5	To provide an idea about different compensation policies and industrial relations.	K1, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2			1	1		2	
CO2	3	2			1	2				
CO3			2	3	2			1	1	
CO4			3	2			1	2		
CO5		2	3	2			1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Personnel Management	CB Memoria	Himalaya Publications	2017, VII Edition
2	Personnel Management	L.Tripathy	Sultan Chand & Sons	2010, I edition
3	Personnel management and Industrial relations	R S Davar	Vikas Publishing House	1998, X edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Human Resource Management	P G Aquinas	Vikas Publishing house	2007, I Edition
2	Organisational Behaviour	S S Khanka	Kalyani Publications	2008,
3	Personnel Management	R J Reddy	A P H Publishing	2004

Pedagogy: Lecture, PPT Presentation, Assignment, E-Contents, Quiz

FI-01

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS) 2021-22
COIMBATORE - 641014

BA ENGLISH LITERATURE

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

BA ENGLISH LITERATURE

Programme Outcome	
PO1	To educate students in augmenting English language through the study of literature and other contemporary forms of culture.
PO2	To enlighten students with ideal literary and cultural texts in a period of similar geographical, historical and artistic backgrounds.
PO3	To facilitate students to apply critical and theoretical approaches to the review and reasoning of literary texts in various genres.
PO4	To guide students to be competent in writing empirically among the array of compositions including critical reviews, essays and research papers. Notably the students must fixate in reflective writing of secondary sources.
PO5	To develop intellectual, intimate and qualified capabilities through adequate communicative proficiency to ensure immense standard of behavioral approach through various literary subjects.
PO6	To intensify the employability of the students by promoting their linguistic proficiency and communicative skills.
PO7	To examine discrete extensive cultural and philosophical topics that are addressed in Literature and to analyze the diverse genres of Literature namely Poetry, prose, drama, fiction and nonfictional works.
PO8	To empower students to be meticulous both in oral and written intelligence so that they will be substantial in Grammar and its usage.
PO9	To aid students in adapting the ethical gathering and evaluation of data from a range of both drafted and electronic sources.
PO 10	To aid students to figure out the process of communicating and interpreting the human experience through the representation of literature by utilizing historical contexts and legitimate methodologies.

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2021-22

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BA ENGLISH LITERATURE
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Programme Specific Outcome	
PSO1	To promote the capability to acknowledge perception and to think critically.
PSO2	To acquaint students with minor and major forms of literature in English and to aid students to appreciate the creative use of language and literature.
PSO3	To expertise students with the concepts of phonology in English which would enable them to do better pronunciation and to speak better English.
PSO4	To embolden students to undergo a intricate study of distinct masterpieces of English Literature from disparate parts of the world.
PSO5	To make students as proficient users of English in real life situations, and to make them devote to overall personality and soft skills.

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BA ENGLISH LITERATURE

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	I	21100T	TAMIL I							
I	I	21100H	HINDI I							
I	I	21100F	FRENCH I	3	25	75	100	5	3	THEORY
I	I	21100M	MALAYALAM I							
I	II	21100E	ENGLISH I	3	25	75	100	6	3	THEORY
I	III	21192A	CORE: POETRY	5	25	75	100	5	3	THEORY
I	III	21192B	CORE: LITERARY FORMS AND TERMS	5	25	75	100	6	3	THEORY
I	III	21192C	ALLIED: SOCIAL HISTORY OF ENGLAND	5	25	75	100	5	3	THEORY
I	IV	21100G	SKILL BASED SUBJECT: GENERAL AWARENESS	2	25	75	100	4	3	THEORY
II	I	21200T	TAMIL II							
II	I	21200H	HINDI II							
II	I	21200F	FRENCH II	3	25	75	100	5	3	THEORY
II	I	21200M	MALAYALAM II							
II	II	21200E	ENGLISH II	3	25	75	100	6	3	THEORY
II	III	21292A	CORE: DRAMA	5	25	75	100	5	3	THEORY
II	III	21292K	ONLINE COURSE	2						
II	III	21292B	ALLIED: HISTORY OF ENGLISH LITERATURE	5	25	75	100	5	3	THEORY
II	III	21292C	SKILL BASED SUBJECT: GRAMMAR AND USAGE	2	25	75	100	4	3	THEORY
II	IV	21200G	ENVIRONMENTAL STUDIES: ENVIRONMENTAL AWARENESS	2	25	75	100	4	3	THEORY

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Dr. C

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BA ENGLISH LITERATURE

(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Sem.	Part	Subject Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
III	I	21300T	TAMIL III							
III	I	21300H	HINDI III							
III	I	21300F	FRENCH III	3	25	75	100	5	3	THEORY
III	I	21300M	MALAYAM III							
III	II	21300E	ENGLISH III	3	25	75	100	5	3	THEORY
III	III	21392A	CORE: FICTION	4	25	75	100	5	3	THEORY
III	III	21392B	CORE: PROSE	4	25	75	100	5	3	THEORY
III	III	21392C	ALLIED: THE EVOLUTION OF THE FREEDOM STRUGGLE OF INDIA	5	25	75	100	5	3	THEORY
III	IV	21300B	BASIC TAMIL I							
III	IV	21300A	ADVANCED TAMIL I		100	NA	100			
III	IV	21300N	NON MAJOR ELECTIVE I : PERSONALITY DEVELOPMENT AND SOFT SKILLS	2	40	60		2	3	THEORY
III	IV	21300G2	SKILL BASED SUBJECT: PROFESSIONAL COMMUNICATION	2	25	75	100	4	3	THEORY
III	V	21392S	EXTENSION ACTIVITY : NSS	1			GRADE	-	3	PRACTICAL
IV	I	21400T	TAMIL IV							
IV	I	21400H	HINDI IV							
IV	I	21400F	FRENCH IV	3	25	75	100	5	3	THEORY
IV	I	21400M	MALAYALAM IV							
IV	II	21400E	ENGLISH IV	3	25	75	100	5	3	THEORY
IV	III	21492A	CORE: BRITISH LITERATURE	5	25	75	100	5	3	THEORY
IV	III	21492B	CORE: INDIAN WRITING IN ENGLISH	4	25	75	100	5	3	THEORY

PI-04
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Sem.	Part	Subject Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
IV	III	21492C	ALLIED: LITERARY CRITICISM	5	25	75	100	5	3	THEORY
IV	III	21492D	SKILL BASED SUBJECT: PHONETICS AND COMMUNICATIVE ENGLISH	2	25	75	100	4	3	THEORY
IV	IV	21400B	BASIC TAMIL II	2				2	3	THEORY
IV	IV	21400A	ADVANCED TAMIL II		100	NA	100			
IV	IV	21400N	NON MAJOR ELECTIVE II: BASICS IN BUSINESS PROCESS OUTSOURCING		40	60				
IV	IV	21400G1	VALUE EDUCATION: INDIAN SOCIETY, PEOPLE AND CULTURE	2	25	75	100	4	3	THEORY
V	III	21592A	CORE: AMERICAN LITERATURE	4	25	75	100	6	3	THEORY
V	III	21592B	CORE: ENGLISH LANGUAGE TEACHING	4	25	75	100	5	3	THEORY
V	III	21592C	CORE: INTENSIVE STUDY OF AN AUTHOR -- RABINDRANATH TAGORE	4	25	75	100	5	3	THEORY
V	III	21592U1	ELECTIVE I: ENGLISH FOR COMPETITIVE EXAMINATIONS	5	25	75	100	4	3	THEORY
V	III	21592V1	ELECTIVE II: STUDYING NOVELS	5	25	75	100	4	3	THEORY
V	III	21592D	SKILL BASED SUBJECT: PUBLIC SPEAKING	2	25	75	100	4	3	THEORY
VI	III	21692A	CORE: TWENTIETH CENTURY LITERATURE	4	25	75	100	6	3	THEORY
VI	III	21692B	CORE: SHAKESPEARE	5	25	75	100	6	3	THEORY
VI	III	21692C	CORE: INDIAN LITERATURES IN ENGLISH TRANSLATION	5	25	75	100	6	3	THEORY

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Sem.	Part	Subject Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
VI	III	21692U1	ELECTIVE III: THEATRE STUDIES	5	25	75	100	4	3	THEORY
VI	III	21692D	SKILL BASED SUBJECT: MEDIA WRITING	2	25	75	100	4	3	THEORY
			TOTAL	140	980	2820	3800	141		

Sem.	Part	Subject Code	Subject Name
			ELECTIVE I & II
V	III	21592U1	ELECTIVE I: ENGLISH FOR COMPETITIVE EXAMINATIONS
V	III	21592V1	ELECTIVE II: STUDYING NOVELS
			ELECTIVE III & IV
VI	III	21692U1	ELECTIVE III: THEATRE STUDIES

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100T	TAMIL I	2	2	1	1	2	2	1	1	1	1
21100H	HINDI I	2	2	1	1	2	2	1	1	1	1
21100F	FRENCH I	2	2	1	1	2	2	1	1	1	1
21100M	MALAYALAM I	2	2	1	1	2	2	1	1	1	1
21100E	ENGLISH I	2	2	1	2	2	2	3	2	2	2
21192A	CORE: POETRY	3	3	3	2	2	2	2	2	3	3
21192B	CORE: LITERARY FORMS AND TERMS	2	2	3	3	2	2	2	2	2	3
21192C	ALLIED: SOCIAL HISTORY OF ENGLAND	2	1	2	2	2	2	2	2	2	2
21100G	SKILL BASED SUBJECT: GENERAL AWARENESS	1	1	2	2	2	2	1	1	2	2
21200T	TAMIL II	2	2	1	1	2	2	1	1	1	1
21200H	HINDI II	2	2	1	1	2	2	1	1	1	1
21200F	FRENCH II	2	2	1	1	2	2	1	1	1	1
21200M	MALAYALAM II	2	2	1	1	2	2	1	1	1	1
21200E	ENGLISH II	2	2	1	1	2	2	1	1	1	1
21292A	CORE: DRAMA	2	2	1	2	2	2	3	2	2	2
21292K	ONLINE COURSE	3	3	3	2	2	2	3	2	2	2
21292B	ALLIED: HISTORY OF ENGLISH LITERATURE	3	3	2	2	2	2	1	1	3	2
21292C	SKILL BASED SUBJECT: GRAMMAR AND USAGE	1	1	3	3	3	3	1	3	1	1
21200G	ENVIRONMENTAL STUDIES: ENVIRONMENTAL AWARENESS	1	1	2	2	1	1	1	2	2	2
21300T	TAMIL III	2	2	1	1	2	2	1	1	1	1
21300H	HINDI III	2	2	1	1	2	2	1	1	1	1
21300F	FRENCH III	2	2	1	1	2	2	1	1	1	1
21300M	MALAYAM III	2	2	1	1	2	2	1	1	1	1
21300E	ENGLISH III	2	2	1	2	2	2	3	2	2	2

Dr. C

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2021-22

**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
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BA ENGLISH LITERATURE**

**(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022**

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21392A	CORE: FICTION	2	2	2	3	2	2	3	2	2	2
21392B	CORE: PROSE	3	3	2	2	2	2	3	2	2	2
21392C	ALLIED: THE EVOLUTION OF THE FREEDOM STRUGGLE OF INDIA	3	3	2	2	2	2	3	2	3	3
21300B	BASIC TAMIL I	1	1	3	1	2	2	1	2	1	1
21300A	ADVANCED TAMIL I	2	2	3	3	3	3	1	2	2	1
21300N	NON MAJOR ELECTIVE I: PERSONALITY DEVELOPMENT AND SOFT SKILLS	2	2	3	2	2	2	2	3	3	2
21300G2	SKILL BASED SUBJECT: PROFESSIONAL COMMUNICATION	1	1	3	3	3	3	1	3	2	2
21392S	EXTENSION ACTIVITY : NSS					3	2		1		2
21400T	TAMIL IV	2	2	1	1	2	2	1	1	1	1
21400H	HINDI IV	2	2	1	1	2	2	1	1	1	1
21400F	FRENCH IV	2	2	1	1	2	2	1	1	1	1
21400M	MALAYALAM IV	2	2	1	1	2	2	1	1	1	1
21400E	ENGLISH IV	2	2	1	2	2	2	3	2	2	2
21492A	CORE: BRITISH LITERATURE	3	3	2	3	2	1	3	1	2	2
21492B	CORE: INDIAN WRITING IN ENGLISH	3	3	3	2	1	1	3	2	2	2
21492C	ALLIED: LITERARY CRITICISM	2	3	3	2	2	2	2	2	2	2
21492D	SKILL BASED SUBJECT: PHONETICS AND COMMUNICATIVE ENGLISH	2	2	3	2	3	3	1	2	3	3
21400B	BASIC TAMIL II	1	1	3	1	2	2	1	2	1	1
21400A	ADVANCED TAMIL II	2	2	3	3	3	3	1	2	2	1
21400N	NON MAJOR ELECTIVE II: BASICS IN BUSINESS PROCESS OUTSOURCING	1	1	3	3	3	3	1	1	2	2
21400G1	VALUE EDUCATION: INDIAN SOCIETY, PEOPLE AND CULTURE	2	2	2	3	2	2	1	1	2	2
21592A	CORE: AMERICAN LITERATURE	3	3	2	2	1	1	3	2	2	2
21592B	CORE: ENGLISH LANGUAGE TEACHING	2	2	3	2	3	3	1	2	2	2
21592C	CORE: INTENSIVE STUDY OF AN AUTHOR – RABINDRANATH TAGORE	3	3	1	2	1	1	3	1	2	2
21592U1	ELECTIVE I: ENGLISH FOR COMPETITIVE EXAMINATIONS	1	1	3	3	3	3	1	3	2	2

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Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
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BA ENGLISH LITERATURE

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21592V1	ELECTIVE II: STUDYING NOVELS	3	3	3	2	3	2	3	2	2	2
21592D	SKILL BASED SUBJECT: PUBLIC SPEAKING	2	2	2	1	3	3	1	2	2	2
21692A	CORE: TWENTIETH CENTURY LITERATURE	3	3	2	2	2	2	3	2	2	2
21692B	CORE: SHAKESPEARE	3	3	2	3	2	2	3	2	2	2
21692C	CORE: INDIAN LITERATURES IN ENGLISH TRANSLATION	3	3	3	3	1	1	3	1	2	3
21692U1	ELECTIVE III: THEATRE STUDIES	1	1	1	1	1	1	2	1	3	3
21692D	SKILL BASED SUBJECT: MEDIA WRITING	1	1	3	3	3	3	1	3	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

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2021-22

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E	ENGLISH - I	3	Theory	-	100

OBJECTIVES OF THE COURSE:

To introduce the students to know the various genres-Prose, Poetry, Short story, etc.

To enable the students to use error-free sentences by solving exercises in grammar.

To strengthen the students familiar in Communicative Competence.

UNIT-I-PROSE

(12 hrs)

- With the Photographer-Stephen Leacock
- Sweets for Angels-R.K. Narayan
- My Early Days-Dr.A.P.J. Abdul Kalam

UNIT-II-POETRY

(12 hrs)

- The Road not Taken-Robert Frost
- Laugh and be Merry-John Masefield
- When to the session of sweet silent thought-Shakespeare

UNIT-III-SHORT STORIES

(12 hrs)

- The Model Millionaire-Oscar Wilde
- The Open Window-H.H. Munro
- Two Gentlemen of Verona-A.J. Cronin

UNIT-IV-GRAMMAR

(12 hrs)

- Present and Past
- Present Perfect and Past
- Future
- Modals
- Conditionals and 'wish'
- Spotting Errors

UNIT-V-SOFT SKILLS

(12 hrs)

- Empathy
- Intrapersonal Skills
- Intrapersonal Skills
- Problem solving skills
- Corporate Etiquette

Total number of instruction hrs: 60

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the passage and grasp its meaning.	K2,k4
CO2	To train the emotions, feelings and imaginations of the students.	K2,k5
CO3	Students will be able to recognize the element of short stories.	K2,k4
CO4	To create a desire to fulfill individual goals.	K2,k3,k5
CO5	To enable the learners to achieve linguistics competence.	K2,k3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	2	2	1	3	1	3	1	1
CO2	1	1	2	1	1	1	3	2	1	1
CO3	1	3	1	1	2	1	1	3	1	1
CO4	2	1	1	3	1	1	1	1	1	1
CO5	2	1	3	3	1	1	1	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	English for Young Readers-I-	Dr.N. Poonkodi Shri & M. Divya Moorthy,	New Century Book house (p) ltd	2014(A Compiled Book)
2	Intermediate English Grammar	Raymond Murphy	cambridge	1999
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Prose for the Young Reader.	D.K. Sebastian,	Macmillan	2016

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21192A	CORE: POETRY	5	Theory	-	100

OBJECTIVES OF THE COURSE:

To introduction to the various outcomes of poetry.

To know how poetry can impact their lives and improve their understanding of the world.

To create understanding of rhyme scheme and meter.

UNIT I: SONNET (15hrs)

John Milton – On his blindness

P.b.Shelley _ Ozymandias

Gerard Manley Hopkins -The Windhover

John Donne- Death be not proud

Wallace Stevens- The Snow Man

UNIT II: ELEGY (15hrs)

John Milton – Lycidas

Thomas Gray-Elegy written in the Country Churchyard

Walt Whitman – O Captain My Captain

UNIT III: ODE (15hrs)

Edmund Spenser – Epithalamion

Keats – Ode to a Nightingale

Alexander Pope – Solitude – An Ode

UNIT IV: BALLAD (15hrs)

Samuel Taylor Coleridge (1772-1834)- The Rime of the Ancient Mariner

John Keats- La Belle Dame sans Merci

Edgar Allan Poe- Bridal Ballad

UNIT V: DRAMATIC MONOLOGUE (15hrs)

Sylvia Plath- Lady Lazarus

Robert Browning- My Last Duchess

Lord Alfred Tennyson- Ulysses

Total Hours of Instruction: 75

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students will feel comfortable with reading, writing, and interpreting poetic texts, and will understand the formal structure of a sonnet. Students will gain understanding of the poetic speaker's feelings, and become acquainted with a few of the mysteries surrounding Shakespeare's personal life.	K2, K4
CO2	Students first learn about elegies by reading a modern one, written as a song, and a classic one, written as a poem. After they uncover the form of the traditional elegy, students further explore this type of writing by producing an original work.	K1, K3
CO3	To examine ode as a kind of poem, usually praising something. An ode is a form of lyric poetry, expressing emotion and it's usually addressed to someone or something, or it represents the poet's musings on that person or thing.	K2, K3
CO4	To provide sense to the students that The ballad is a poem that is typically arranged in quatrains with the rhyme scheme ABAB. Ballads are usually narrative, which means they tell a story. Ballads began as folk songs and continue to be used today in modern music.	K1, K2, K4
CO5	To assert the use of dramatic monologue as a poetic device, within its historical and literary context.	K2, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	3				3	2	2	
CO2		1				2	3	2	1	3
CO3	1		3				2	1	1	
CO4		2				1	1	1		1
CO5	3		1				1	1	1	

Indicators: 1. Reasonable 2. Significant 3.Strong

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	On His Blindness	John Milton	Gale, Study Guides	25 July 2017
2	Ozymandias	Percy Bysshe Shelley	Hoopoe Books	1 March 1999
3	Lycidas	Professor John Milton	Nabu Press	30 September 2010
4	An Elegy Written in a Country Churchyard	Thomas Gray	Nabu Press	13 May 2012
5	Rime of the Ancient Mariner	Samuel Taylor Coleridge	Arcturus Publishing Ltd	1 September 2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Edmund Spenser's Amoretti and Epithalamion	Kenneth J Larsen	Andesite Press	8 August 2015

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21192B	CORE: LITERARY FORMS AND TERMS	5	Theory	-	100

OBJECTIVES OF COURSE:

To inculcate in the beginners a proper understanding of all the Literary Terms and Forms and thus enable them to understand each form in isolation and in relation to other forms.

UNIT I: Poetry (18hrs)

Lyric - Definition -Kinds

Ode - Definition (Types- the Pindaric, Horatian & Irregular)

Sonnet- Definition- Kinds (Shakespearean & Petrarchan)

Elegy - Definition -Kinds

The Idyll- Definition -Style

Epic - Definition

Ballad -Definition- Origin-Features-Kinds

SATIRE-Origin-Meaning

UNIT II: LITERARY TERMS (18hrs)

Absurd Literature, Aestheticism, Parable, Ambiguity, Blank Verse, Burlesque, Cliché, Comic Relief, Euphemism, Euphony & Cacophony, Folklore, Haiku, Imagery, Malapropism, Masque, Meter, Onomatopoeia, Paradox.

UNIT III: Prose (18hrs)

Prose -Definition, Essay -Definition - Origin- Kinds, Biography & Autobiography -Definition-Kinds

UNIT IV: Drama & Fiction (18hrs)

Drama -Definition -Structure-Types-Time-Place- Action-Theme-Prologue -Epilogue Novel -Definition-Forms-Structure-Plot Construction-Technique-Characterization Short stories -Definition -Origin-Structure

UNIT V: Literary Devices (18hrs)

Simile, Metaphor, Hyperbole, Alliteration, Soliloquy, Allegory, Assonance, Dramatic Monologue, Oxymoron, Epigram, Allusion, Figurative Language, Irony, Narrative and Personification, Pun, Refrain, Satire, Surrealism, Denouement.

Total No of Instruction Hours: 90

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To figure out the tools of poetry to know how it enhances the meaning and intensify a mood or feeling	K1, K2
CO2	To analyze and understand the technique, style, and formatting used by writers and speakers for an embellished way of language use.	K2, K3
CO3	To examine the objectives and similarities of prose, essay writing and biographies.	K2, K5
CO4	To ascertain the dramatic devices and the various nuances of its application in drama and fiction.	K1, K2, K4
CO5	To facilitate them with the diverse components of literary devices for an enhanced level of application.	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	1	1	1		2		1	3
CO2		3			2		1		2	3
CO3		3	1	2			3		2	
CO4	2		1		3					2
CO5	2	2					2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	A Glossary of Literary Terms	Abrams M.H	Abrams M.H	2007
2	Literary Forms Trends & Movements	Raghukul Tilak	Rama Brothers India Pvt Ltd	2014
3	A Companion to Literary Forms	Padmaja Ashok	The Orient Blackswan	2015
4	The Penguin Dictionary of Literary Terms and Literary Theory: Fifth Edition	J.A.Cuddon	Penguin Books	5 edition September 2015
5	The Oxford Dictionary of Literary Terms	Chris Baldick	Oxford University Press	4 th edition 2015
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Literary Forms, Trends & Movements	Raghukul Tilak	Rama Brothers India Pvt Ltd	2014

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21192C	ALLIED : SOCIAL HISTORY OF ENGLAND	5	Theory	-	100

OBJECTIVES OF THE COURSE:

To introduce and make them understand the social history of England.

UNIT I: **(15hrs)**

The Renaissance -The Reformation -The Dissolution of the Monasteries -The Religion of England -The Tudor Navy and the Armada -The Elizabethan Theatre

UNIT II: **(15hrs)**

The East India Company -Colonial Expansion -The Civil War and its Social Significance - Puritanism -Restoration England -The Origin and Growth of Political Parties in England

UNIT III: **(15hrs)**

Age of Queen Anne -Coffee-house Life in London -The Union of England and Scotland -The Agrarian Revolution -The Industrial Revolution -The Methodist Movement

UNIT IV: **(15hrs)**

Other Humanitarian Movements -The War of American Independence -England and Ireland -Effects of the French Revolution -The Reform Bills

UNIT V: **(15hrs)**

The Victorian Age -Development of Education in the Victorian England -Means of Transport and Communication -The World Wars and Social Security -Trade Unionism in England.

Total No of Instruction Hours: 75

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To give an in depth knowledge about the social and literary history of England during the Renaissance and Reformation which led to the Dissolution of Monasteries.	K1, K2

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CO2	To study about the Origin of East India Company that paved way for the Colonial Expansion and origin of Puritanism and Religion of Restoration.	K1, K2
CO3	To learn about the Educational system, Change in Social life, growth of Coffee houses and the Union of England and Scotland.	K2, K3
CO4	To focus on the Victorian age, Development of Education, Transport and Communication and the causes and effects of World war.	K1, K2
CO5	To know about the Trade Unionism, Royal Commission and the Trade Union Act	K1, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	1	1			2			2
CO2	2	3	1	2			1			2
CO3	3	3	2	2	1		3		1	3
CO4	2	3	2		1		2		2	2
CO5	2	2	1	1	2		1		1	2

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	An Introduction to the Social History of England	A.G.Xavier	S. Viswanathan Publication Pvt. Ltd.	2007
2	Social History of England	Thailambal	Penguin Books	1986
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	A History of English Literature	Michael Alexander	Palgrave Macmillan	3 rd Edition
2	Outline of English Literature	Prof. B.L. Yadav	Manglam Publishers & Distributors	Edition 2007

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100G	SKILLED BASED SUBJECT : GENERAL AWARENESS	2	Theory	10	90

OBJECTIVES OF THE COURSE:

On successful completion of the course the students will be able to:

To Understand the basic concepts of QUANTITATIVE ABILITY, the basic concepts of LOGICAL, REASONING Skills, Acquire satisfactory competency in use of VERBAL REASONING, Solve campus placements aptitude papers covering Quantitative Ability, Logical Reasoning and Verbal Ability, Compete in various competitive exams like CAT, CMAT, GATE, GRE, GATE, UPSC, GPSC etc.

PART – A (Teaching hours: 2 classes per week)

1. Verbal Aptitude
2. Numerical Aptitude
3. Abstract Reasoning
4. Tamil and other Literature
5. General Science and Technology
6. Computer
7. Economics and Commerce
8. Social Studies
9. Sports
10. Current Affairs

PART B

Based On issues of Socio-economic development and general importance such as

1. Nature – an asset to humanity.
2. Books are our best friends.
3. Happiness – key to success.
4. The power of Music.
5. Pros and cons of new technologies.
6. Food Adulteration.
7. Social networking and Youth.
8. Time Management.
9. Women Empowerment.
10. Child Labor.
11. Unemployment in India

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12. Social Media Impact
13. Environmental Awareness
14. Youth Problems
15. Cyber Crime
16. Child Trafficking
17. Water Scarcity
18. Black Money
19. Illiteracy
20. Anti Socialism

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	To Understand the basic concepts of Quantitative ability, Logical Reasoning, Verbal Reasoning, to face the competitive exams.	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	1	1	1	3	2	1	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	General Awareness 100G (E-Book)	Department Publication	-	2020

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E	ENGLISH - II	3	Theory	-	100

OBJECTIVES OF THE COURSE:

To introduce the students with various genres – Prose , Poetry , Short Story, etc,
To enable the students to use error – free sentences by solving exercises in grammar.
To strengthen the students Communicative Competence.

UNIT –I - PROSE

(12Hrs)

- Old Major's speech in Animal farm – George Orwell
- Head ache – R.K.Narayan
- The Best Investment I Ever Made – A.J.Cronin

UNIT –II- POETRY

(12Hrs)

- Stopping by woods on a snowy evening – Robert Frost
- The Village School Master –GoldSmith
- The Brook – Alfred Lord Tennyson

UNIT –III – SHORT STORIES

(12Hrs)

- The Tell Tale Heart –Edgar Allan Poe
- The Nightingale and the Rose –Oscar Wilde
- A Work of Art – Anton Chekhov

UNIT –IV – GRAMMAR

(12Hrs)

- Gerund and the Infinitive
- Articles and Nouns
- Pronouns and Determiners
- Relative Clauses
- Prepositions
- Spotting Errors

UNIT –V –SOFT SKILLS

(12Hrs)

- Self –Management
- Self –awareness
- Self – critique
- Term work
- Ability to take others point of view

Total number of instruction hrs: 60

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the passage and grasp its meaning.	K2,k4
CO2	To train the emotions, felings and imaginations of the students.	K2,k5
CO3	Students will be able to recognise the element of short stories.	K2,k4
CO4	To create a desire to fulfill individual goals.	K2,k3,k5
CO5	To enable the learners to achieve linguistics competence.	K2,k3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	2	2	1	3	1	3	1	1
CO2	1	1	2	1	1	1	3	2	1	1
CO3	1	3	1	1	2	1	1	3	1	1
CO4	2	1	1	3	1	1	1	1	1	1
CO5	2	1	3	3	1	1	1	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	English for Young Readers-I-	Dr.N. Poonkodi Shri & M. Divya Moorthy,	New Century Book house (p) ltd	2014(A Compiled Book)
2	Intermediate English Grammar	Raymond Murphy	cambridge	1999
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Prose for Communication	T.Sashisekharan & R.Kaladharan	Bharathidasan University Edition	1997

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21292A	CORE: DRAMA	5	Theory	-	100

OBJECTIVES OF THE COURSE:

To make the students familiarize with the field of drama with special emphasis on social problems and solutions.

To enable the students to dramatise the plays.

UNIT I: (24hrs)

Marlowe: Dr. Faustus

UNIT II: (23hrs)

John Osborne: Look Back in Anger

UNIT III: (23hrs)

Lorraine Hansberry: A Raisin in the Sun

Total number of instruction hrs: 70

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To analyze the play Dr. Faustus and to learn the usage of blank verse. To interpret the chief philosophical and mythical elements in the play Dr. Faustus.	K1, K4
CO2	To focus on the life and marital conflicts of the protagonist and to explore the emphasis of masculinity in the play Look back in Anger.	K1, K2, K4
CO3	To assert that dreams and its struggles with oppressive circumstances, to inspect the racial discrimination in the play A Raisin in the Sun	K2, K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	1	1	1		2		1	3
CO2	2		1		2					2
CO3	2	2					2			

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Doctor Faustus	Christopher Marlowe	Mathuen and Co.Ltd	1965.
2	Look Back in Anger	John Osborne	Penguin plays	1982
3	A Raisin in the Sun	Lorraine Hansberry	Research and education Association	1994
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	American drama criticism : interpretations	Floyd Eugene Eddleman	Hamden, Conn. : Shoe String Press	1890-1977

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21292B	ALLIED- HISTORY OF ENGLISH LITERATURE	5	Theory	-	100

OBJECTIVES OF THE COURSE:

To enable the students to understand English thought, culture and History reflected in Literature to through the major writers and their works in a chronological order.

UNIT -I: Medieval Age (14hrs)

English Literature before Chaucer -The age of Chaucer

UNIT -II: Elizabethan Age (14hrs)

The age of Shakespeare -The age of Milton

UNIT -III: Restoration Period (14hrs)

The age of Dryden -The age of Pope

UNIT -IV: Romantic Era (14hrs)

The age of Johnson -The age of Wordsworth and the younger poets

UNIT -V: Victorian Age (14hrs)

The age of Tennyson -The age of Hardy and the present age

Total No of Instruction Hours: 70

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To analyses the significance of the Age of Chaucer and medievalism to an era of rational inquiry and critical understanding. It marks the beginning of a new language and literature.	K1,K2
CO2	To familiarize the learners with the period of Elizabethan age, and the significant of literary creativity of flourished sovereign writers like Milton and Shakespeare.	K1,K2,K4
CO3	To focus on the Restoration period and literature with the spirit of moral laxity which were predominant in the social life and its reflections.	K1,K2,
CO4	To learn about the Romantic period and its Revolution, Democracy, republicanism, imagination, Transcendence, Proto-Psychology and Imagination	K1 ,K2
CO5	To focus on the Age of Tennyson and it embodies the spirit of Victorian period. It reflects the influences of an era with the world's history	K1,K2 K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2		1		3			
CO2	3	2			1		3			
CO3	3	2	2		1		3			
CO4	3	2			1		3			
CO5	3	2	2		1		3			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	An Outline History of English Literature	W.H.Hudson	B.I Publications	2006-first
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	History of English Literature - Edward Albert, Oxford University Press 2004	Edward Albert	Oxford University Press	2004
2	The Cambridge history of English literature.	Ed. A. W. Ward, A. R. Waller	New York; London: Putnam.	1907
3	A Student's History of English Literature.	W E Simonds	Boston Houghton Mifflin & Co Cambridge Riverside Press	1947
4	A History of English literature	Arthur Compton	Jack, Dodge publishing co. in London, New York	1912
5	History of English Literature - Edward Albert, Oxford University Press 2004	Edward Albert, Oxford University Press 2004	Oxford University Press	2004

PEDAGOGY: Interactive Lecture, Seminar, Assignment, PPT Presentation, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21292C	SKILL BASED SUBJECT-GRAMMAR AND USAGE	2	Theory	-	100

OBJECTIVES OF THE COURSE:

To help students segment and classify different aspects of Grammar

To enable students to recognize techniques in writing

To train them in creative writing

Unit I – The parts of the speech (11 hrs)

Nouns, Classification of Nouns, Gender, Adjectives, Adverbs, Conjunctions & Interjections

Unit II – Sentence Structure (11 hrs)

Subject&Predicate, Forms of 'be', Agreement or Concord, Linking Verbs, Tag Questions, Complements & Adjuncts.

Unit III – Past, present & Future Tenses (11 hrs)

Transitive & Intransitive, Active & Passive, Regular & Irregular, Some verbs and their complements, Tenses, Models & Other related Phrases, Phrasal verbs

Unit IV – Sentences & Clauses (11 hrs)

Noun Clauses, Reported Speech, Adjective Clauses, Infinitives, Adverbial Clauses, Conditional Clauses, Conjunctions, Subordinate Clauses.

Unit V – Words and composition (11 hrs)

Precise Writing, Paraphrasing, Hint Developing, Comprehension, Letter Writing, Descriptive Writing & Essay.

Total No of Instruction Hours: 55

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To analyses the significance of the parts of speech and its classification .To relate and understand its functions in sentences as well as grammatically within the students.	K1,K2
CO2	To familiarize the learners with the sentence structure and its forms in linking mechanisms like verbs, complements etc.	K3,K4
CO3	To identify the various tenses and its usage in sentences. To insight the study of other related Phrases and verbs.	K2,K3
CO4	To focus on different aspects of sentences, clauses, and its uses in grammer methodologies.	K3
CO5	To learn the functional-proficiency in reading and writing. To familiar the specific perspectives and value embedded pattern in language behaviour.	K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2			2	1			3		
CO2								3		
CO3	2			2	1			3		
CO4					1			3		
CO5	2			2				3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Modern English (A Book of Grammar usage and composition)	N.Krishnaswamy	Macmillan	1976 -first
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	English for Competitive Examinations by R.P.Bhatnagar (Macmillan) Third edition	R.P.Bhatnagar	(Macmillan) Third edition	1996

PEDAGOGY: Interactive Lecture, Seminar, Assignment, PPT Presentation, Quiz

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200G	ENVIRONMENTAL STUDIES : ENVIRONMENTAL AWARENESS	2	Theory	-	100

OBJECTIVES OF THE COURSE:

On successful completion of the course the students will be able to:

To make the students aware of the richness and greatness of our environment, to familiarize them about effect of environmental pollution in future, to acquire knowledge about environmental conservation.

UNIT I- Environment

10 hrs

Natural resources-Forests, Land (Ecology and Environment- PD Sharma, pg nos: 315-353)

Water – (Environmental chemistry- BK Sharma, pg. Nos: 3-16)

Plants, animals, man- (Ecology and Environment- PD Sharma, pg nos: 291- 314)

Urbanization, (pg. Nos: 210-213)

Population Explosion- - (Textbook of Environmental Studies, Erach Barucha) Family planning and welfare program

UNIT II- Ecosystem

10 hrs

Principles and concepts- (Ecology and Environment- PD Sharma, pg nos: 220- 266)

Components of ecosystem- (Ecology and Environment- PD Sharma, pg nos: 278-290)

Terrestrial - (Ecology and Environment- PD Sharma, pg nos: 278-290) Fresh water- (Ecology and Environment- PD Sharma, pg nos: 278-290)

Brackish water and marine- (Ecology and Environment- PD Sharma, pg nos: 278-290)

Biotic and Abiotic factors- (Ecology and Environment- PD Sharma, pg nos: 278-290)

Production and productivity- (Ecology and Environment- PD Sharma, pg nos: 278-290)

Food chain- (Ecology and Environment- PD Sharma, pg nos: 278-290) Food web- (Ecology and Environment- PD Sharma, pg nos: 278-290)

Pyramids and habitat approach- (Ecology and Environment- PD Sharma, pg nos: 278-290)

Organizational approach- (Ecology and Environment- PD Sharma, pg nos: 278-290)

Diversity of organisms.

UNIT III- Energy system

10 hrs

Solar energy (Ecology and Environment- PD Sharma, pg nos: 374-388, Environmental Chemistry- BK Sharma, Section- IX)

Radiation energy (Ecology and Environment- PD Sharma, pg nos: 374-388, Environmental Chemistry- BK Sharma, Section- IX)

Nuclear energy (Ecology and Environment- PD Sharma, pg nos: 374-388, Environmental Chemistry- BK Sharma, Section- IX)

Fossil fuel (Ecology and Environment- PD Sharma, pg nos: 374-388, Environmental Chemistry- BK Sharma, Section- IX)

Hydroelectric energy (Ecology and Environment- PD Sharma, pg nos: 374- 388, Environmental Chemistry- BK Sharma, Section- IX)

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Wind energy (Ecology and Environment- PD Sharma, pg nos: 374-388, Environmental Chemistry- BK Sharma, Section- IX)

Tidal energy (Ecology and Environment- PD Sharma, pg nos: 374-388, Environmental Chemistry- BK Sharma, Section- IX)

Unit IV- Environmental pollution

10 hrs

Aquatic pollution and Control – (Environmental Chemistry by BK Sharma, Section IV, pg. Nos: 3-12)

Sources and types of water pollution- (Environmental Chemistry by BK Sharma, Section IV, pg. Nos: 3-12)

Pesticides pollution- (Environmental Chemistry by BK Sharma, Section IV, pg. Nos: 3-12)

Industrial pollution- (Environmental Chemistry by BK Sharma, Section IV, pg. Nos: 3-12)

Sewage pollution- (Environmental Chemistry by BK Sharma, Section IV, pg. Nos: 3-12)

Heavy metal pollution- (Environmental Chemistry by BK Sharma, Section IV, pg. Nos: 3-12)

Effects of pollution on aquatic resources- (Environmental Chemistry by BK Sharma, Section IV, pg. Nos: 3-12)

Air pollution and control- (Environmental Chemistry by BK Sharma, Section III, 3-100)

Sources and types of air pollution- (Environmental Chemistry by BK Sharma, Section IV, pg. Nos: 3-12)

Land pollution and control- (Environmental Chemistry by BK Sharma, Section V)

Sources of land pollution- (Environmental Chemistry by BK Sharma, Section V)

Agricultural and industrial-land pollution monitoring- (Environmental Chemistry by BK Sharma, Section V)

Noise pollution-(Environmental Chemistry by BK Sharma, Section VIII) Thermal pollution- (Environmental Chemistry by BK Sharma, Section VII)

Environmental protection, Laws and agency- (Ecology and Environment, PD Sharma, pg nos: 523-552, 483-489)

Unit V- Environment and Man

10 hrs

Human health hazards and public health importance- (Textbook of Environmental Studies, by Erach Barucha, pg. No: 213-226)

Environmental education and awareness- (Ecology and Environment, PD Sharma, pg. nos: 531-552)

Human involvement in environmental protection- Man and Biosphere Program (Ecology and Environment, PD Sharma, pg. nos: 531-552)

Green house gases- (Environmental Chemistry, BK Sharma, Section III- Chapter 4, 5 and 6)

Ozone layer depletion- (Environmental Chemistry, BK Sharma, Section III- Chapter 4, 5 and 6)

Global warming and consequences- (Environmental Chemistry, BK Sharma, Section III- Chapter 4, 5 and 6)

Displacement and resettlement due to big projects- (Environmental Chemistry, BK Sharma, Section III- Chapter 4, 5 and 6)

Desertification- (Ecology and Environment, PD Sharma, pg. nos: 326-331)

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	To Understand the basic concepts of Environment, Environmental pollution in future, Environmental conservation.	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	2	2	1	1	1	2	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1.	Environmental Awareness 200G (E-Book)	Department Publication	-	2020

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21300E	ENGLISH - III	3	Theory	-	100

OBJECTIVE OF THE COURSE:

To impact the Students with various literary genres – prose, poetry, fiction, and drama. To make the students use error-free sentences with the usage of Grammar. To strength the students' communicative competence.

UNIT I: - POETRY

(12hrs)

Gitanjali (Where the mind is without fear)-Rabindranath Tagore)

Incident on the French Camp – Robert Browning

Lochinvar – Sir Walter Scott

UNIT II: PROSE

(12hrs)

The Tree Speaks – C.Rajagopalachari

A Day in the Country – Samuel Pepys

Advice to Youth – Mark Twain

UNIT III: PERSONALITIES

(12hrs)

Kiran Bedi –Parmesh Dangwal

Mother Teresa – Kushwant Singh

Abraham Linclon – Dorothy King

UNIT IV: ONE ACT PLAYS

(12hrs)

The Refund – Fritz Karinthy

The Bishop's Candle Sticks- NormanMcConnell

The Ghost of the Jerry Bundler – w.w.Jacobs and Charles Rock

UNIT V: GRAMMAR

(12hrs)

Simple, compound and complex Sentences

Idioms and Phrases

Active and Passive

Precise Writing

Total number of instruction hrs: 60

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Poetry can have a positive impact on the social and emotional learning of student. It may offer them a new way of thinking about something.	K2,k5
CO2	It enables the learners to extend their knowledge of vocabulary and structures and to become more proficient in the four language skills.	K2,k5
CO3	Reading the success stories of such global personalities will create an indelible imprint on the minds and hearts of students, inspiring them to follow their footsteps	K2,k3,k4
CO4	The student will be able to work with a group to act out a short play using vocabulary words.	K2,k5
CO5	Students can make use the grammar to talk the language. Grammar names the types of words and word groups that make up sentences not only in English but in any language.	K2,k3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2		1	1	3			
CO2	1		1		2		3			
CO3	1	3	1		2					2
CO4		2		2	1	3				
CO5	2			3		1		3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	English for Young Readers-I-	Dr.N. Poonkodi Shri & M. Divya Moorthy,	New Century Book house (p) ltd	2014(A Compiled Book)
2	Intermediate English Grammar	Raymond Murphy	cambridge	1999
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Inspiring Lives	Nageswara Roa	Emerald Publishers,	1982

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21392A	CORE: FICTION	4	Theory	-	100

OBJECTIVE OF THE COURSE:

On successful completion of the paper the students should have an understanding of fiction.
 On successful completion of the paper the students should have known of more Novels and Novelists.

UNIT – I (25hrs)
 Treasure Island – R.L.Stevenson

UNIT – II (25hrs)
 The Heart of Darkness – Joseph Conrad

UNIT – III (25hrs)
 Lord of the Flies - William Golding

Total No of Instruction Hours: 75

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	'Treasure Island' is a delight to the young readers towards the quest of adventure and buried treasures. To evaluate the greatness of man by mirroring himself in all possible ways.	K4, K5
CO2	'The Heart of Darkness' recalls the literal events. To analyse the purpose of Marlow's journey and his spiritual side. To identify the major symbols.	K1, K2, K4
CO3	'The Lord of Flies discuss the role of human nature and his character. To understand the loss of innocence. To clarify the symbolic objects.	K2, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	1	2						
CO2	2		1		2					2
CO3	2	2					2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Treasure Island	R.L.Stevenson	Macmillan	2005
2	The Heart of Darkness	Joseph Conrad	Macmillan	1999
3	Lord of Flies	William Golding	Macmillan	2003
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Emotion Thesaurus	Angela Ackerman	Cyber Witch press	2012

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21392B	CORE: PROSE	4	Theory	-	100

OBJECTIVES OF THE COURSE:

On successful completion of the paper the students should have known about the writers of prose in English.

UNIT I (15hrs)

1. Cinderella
2. Vivekananda's World Mission

UNIT II (15hrs)

3. Ranjit my Husband
4. The Lesson of the Seagull
5. The Best Investment I ever made.

UNIT III (15hrs)

1. Galileo and the Telescope
2. A Nation's Strength

UNIT IV (15hrs)

3. Search for a Stranger
4. A Snake in the Grass

UNIT V (15hrs)

5. At School
6. A Rare Fish

Total No of Instruction Hours: 75

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To analyze the character of Cinderella. To interpret the chief philosophical ideas and vision of Swami Vivekanada.	K1,K2,K4, K5
CO2	To understand the life and struggle faced by Ranjith. To analyze the struggles faced by seagull and the greatest lesson learnt by the author in The Best Investment I have Ever Made.	K1,K2,K3, K4, K5
CO3	To examine the superstition belief of people during Galileo's period. To understand the key ideas of A Nation's Strength.	K2,K3,K4, K5

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CO4	To focus on the life and conquest of the author in Search for a Stranger. To examine the character of Dasa "Laziest Servant" in A Snake in the Grass.	K1, K2, K4
CO5	To understand and analyze principles laid by Gandhi In At School. To find the meaning of adventure and discovery of new species.	K1, K2, K3, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	2	2			1		1	3
CO2	1	2	2	1			1		1	3
CO3	1	2	1	2			3		1	3
CO4	1	2	1	1			2		1	3
CO5	1	2	1	1			2		1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Cindrella Vivekananda's World Mission	Arthur Rackham Bhabani Bhattacharya	Trinity	Third & 2017
2	Ranjit my Husband The Lesson of the Seagull The Best Investment I ever made.	Vijayalakshmi Pandit Claude Metier-Di Nunzio A.J Cronin	Trinity	Third & 2017
3	Galileo and the Telescope A Nation's Strength	William and Stella Nida Karan Singh	Trinity	Third & 2017
4	Search for a Stranger A Snake in the Grass	Gordon S. Livingston R.K. Narayan	Trinity	Third & 2017
5	At School A Rare Fish	Mohandas Karmchand Gandhi Thor Heyerdahl	Trinity	Third & 2017
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Current Prose for Better Learning	Vimala Rama Rao	Trinity.	2017

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21392C	ALLIED: THE EVOLUTION OF THE FREEDOM STRUGGLE OF INDIA	5	Theory	-	100

OBJECTIVES OF THE COURSE:

To pave the foundation for the study of freedom struggle.
To introduce the writers during the Indian Independence struggle.

Unit – I (15 hrs)

The rebellion of 1857
Rise of the organised movements
Rise of the Indian nationalism.

Unit – II (15 hrs)

Partition of Bengal, 1905
All India Muslim League
The First World War
Nationalist response to war
The Simon Commission

Unit – III (15 hrs)

British reforms
Gandhi arrives in India
First non-co-operation movement
PurnaSwaraj

Unit – IV (15 hrs)

Elections and the Lahore resolution
Revolutionary movement
Final process of Indian self-rule movement
Azad Hind Fauj (Indian National Army)
The Second World War

Unit – V (15 hrs)

Quit India Movement
Christmas Island Mutiny and the Royal Indian Navy Revolt
Impact of World War 2
Sovereignty and the partition of India

Total Number of Instruction Hours: 75

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand about the movements which lead towards independence.	K1, K2
CO2	To analyze the partition of Bengal, rise of Muslim League , World War I, and Simon Commission.	K1, K4
CO3	To focus on various non co-operation movements.	K1, K5
CO4	To know about Elections, Second World War and Final process of Independence.	K3, K4
CO5	To perceive various movements - Quit India Movement, Christmas Island Mutiny and the Royal Indian Navy Revolt, Impact of World War 2 and Sovereignty and the partition of India	K2, K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3								1
CO2		1	1		3					
CO3		1				2	2			
CO4			1						2	2
CO5	2	2								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Freedom at Midnight	Dominique Lapierre and Larry Collins	HarperCollins; UK	Edition (12 June 1997)
2	India: A history	John Keay	Grove Press	Edition (April 10th 2001)
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Discovery of India	Jawaharlal Nehru	Penguin India	Edition (7 May 2004)

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21300N	NON-MAJOR ELECTIVE I: PERSONALITY DEVELOPMENT AND SOFT SKILLS	2	Theory	-	100

OBJECTIVES OF THE COURSE:

To give realistic perspective of work and work expectations. To help formulate problem solving skills and to guide students in making appropriate and responsible decisions. To create a desire to fulfill individual goals and to educate students about unproductive thinking, self-defeating emotional impulses, and self-defeating behaviors.

UNIT I:

(4hrs)

Soft skills –self-awareness, self-esteem-intra and inter personal relationship- empathy-decision making- goal setting- confidence building and assertive behavior.

UNIT II:

(4hrs)

Art of writing - resume' writing- e-mail drafting-reporting-interview skills- types of interviews- interview techniques- time management and stress management.

UNIT III:

(4hrs)

Presentation skills – technical reports – visual presentation – documentation – ICT(Information Communication Technology) – managing conference and events.

UNIT IV:

(4hrs)

Leadership skills – life altering skills establishing rapport -team Building and team work- problem solving skills- stress management.

UNIT V:

(4hrs)

Creative process- convergent and divergent thinking – neruro linguistic programming – transactional analysis – ego states – life positions – types of transactions – Edward De Bono's Six Thinking Hats

Total number of instruction hrs: 20

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To facilitate positive interactions with others and the ability to overcome challenges. Students will be able to better handle interpersonal relationships with a strong sense of empathy.	K2,k3,k5
CO2	Writing will improve student's communication skills: Writing skills filter student's knowledge and brain to the point of value.	K2,k3,k5
CO3	Presentations are a fantastic way to contribute to English language learning experience. They enable students to practice all language areas.	K2,k3,k5
CO4	Leadership skills are very helpful for students to achieve their dreams and goals.	K2,k3,k5
CO5	To educate students about unproductive thinking and to guide students in making appropriate and responsible decisions	K2,k3,k5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			2		2	3	3		3	2
CO2			1	3		3	3		3	
CO3			2		1	3	3		3	
CO4			2		3	3	3		3	2
CO5			1			3	3		3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Development Management Skills	David A. Whetten Kim S. Cameron	Pearson	2011 & 8th
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Theories of Personality	Calvin S Hall	Wiley Publication.	1957

PEDAGOGY: Lecture method, Seminar, Assignment, Quiz, PPT presentation, e-content

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21300G2	SKILL BASED SUBJECT: PROFESSIONAL COMMUNICATION	2	Theory	-	100

OBJECTIVES OF THE COURSE:

- To achieve communication competence.
- To redefine the role of the professional including new roles as the intercultural mediator And facilitator of communication processes.
- To establish a cooperative working relationship with the professional field.

UNIT I

(8 hrs)

Communication-Basics of communication-Types of communication-barriers in the path of - channels of communication-Building positive communication formal and Informal-communication-non-verbal cues-signposting-rephrasing-assertive/positiveCommunication-importance of positive communication.

UNIT II

(8 hrs)

Speaking skills-active listening-listening and responding-four basic reasoning skills-(Spatial, Logical, numerical and verbal) short responses-types of speeches-persuading-influence model.

UNIT III

(8 hrs)

Elements of phonology-diction, pitch, Intonation, clarity in articulation-pronunciation, stress, Allophones-accent-grammar for effective speaking.

UNIT IV

(8 hrs)

Appropriate use of register, lexis, style-positive resume action verbs-positive indicators.

UNIT V

(8 hrs)

Interpreting Gestures-Intra and interpersonal skills-interpersonal communication ethics-the basis of Group dynamics-group interaction and communication-how to be effective in groups-Assertive training-negotiation-compromise-feedback matrix.

Total number of instruction hrs: 40

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Ability to convey and share information with others in an efficacious way.	K2,k3,
CO2	Students need to have good speaking skills that will help them to present their ideas in an effective and efficient way.	K2,k3
CO3	To create awareness is even important for reading and other kinds of writing systems.	K2,k3,k5
CO4	To redefine the role of the professional including new roles as the intercultural mediator. And facilitator of communication processes.	K2,k3
CO5	To establish a cooperative working relationship with the professional field.	K2,k3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2		3	3	2		3	2
CO2	2		1		3	3	2		3	1
CO3	1		1		3	3	1		3	1
CO4	1		2		3	3	2		3	2
CO5	2		2		3	3	1		3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Communicating at Work: "Principles and Practices for Business and the Professions"	Adler, Ronald B	McGraw-Hill Humanities	1995 & 10 th edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	. "English for Technical Communication"	Lakshminarayanan, K.R.	2 nd ed. Scitech Publications,	2001

PEDAGOGY: Lecture method, Assignment, Interactive Lecture, e-content, PPT presentation

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21400E	ENGLISH - IV	3	Theory	-	100

OBJECTIVES OF THE COURSE:

To impart the Students with various literary genres – prose, poetry, fiction, and drama. To make the students use error-free sentences with the usage of Grammar. To strength the students' communicative competence.

UNIT I: PROSE

(12hrs)

To Madras Disciples – Swami Vivekananda
Of Studies- Bacons
University Days- James Thurber
Knowledge and wisdom- Bertrand Russell

UNIT II: POETRY

(12hrs)

Paradise Regained Book 1 (1-40 lines) – John Milton
Ulysses- Lord Tennyson
Bangle seller- Sorojini Naidu

UNIT III: FICTION

(12hrs)

Dark Holds No Terrors- Shashi DEshpande

UNIT IV: DRAMA

(12hrs)

The Post Office- Rabindranath Tagore

UNIT V:- GRAMMAR

(12hrs)

Reported Speech
Questions and Auxiliary Verbs
Adjectives and Adverbs
Conjunctions and Prepositions
Phrasal verbs

Total number of instruction hrs: 60

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Teaching prose enables the students to understand the passage, to read fluently, to enrich their vocabulary and to enjoy reading and writing.	K2,K4
CO2	Poetry is a form of expression. Writing it lets us get out our feelings and thoughts on a subject while reading it encourages us to connect and find meaning in our experiences.	K2, K5
CO3	Fiction is a uniquely powerful way to understand others, tap into creativity.	K2
CO4	Drama allows students to communicate with and understand others in new ways. It is an important tool for preparing students to live and work in a world that is increasingly team-oriented rather than hierarchical. drama also helps students develop tolerance and empathy.	K2, K4
CO5	Grammar is important because it is the language that makes it possible for us to talk about language. Grammar names the types of words and word groups that make up sentences not only in English but in any language.	K1,K2, K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		2		2	1	3			
CO2	1		2		2	2	3			
CO3		3	1		1	3	3			3
CO4	2	1		1	2		3			3
CO5	1			2	1	2		3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	English for Young Readers-I-	Dr.N. Poonkodi Shri & M. Divya Moorthy	New Century Book house (p) ltd	2014(A Compiled Book)
2	Intermediate English Grammar	Raymond Murphy	cambridge	1999

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Paradise Regained Book 1 (1-40 lines)- and Minor Poems –	John Milton	A.A.Manavaian- , New Century Book House(P) Ltd.,	2002
2	Heritage of English – An Anthology of Verse Prose	Devendra Rohli- Harish Trivedi	Macmillan	1980

PEDAGOGY:Lecture method, Seminar, Assignment, Interactive Lecture

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21492A	CORE: BRITISH LITERATURE	5	Theory	-	100

OBJECTIVES OF THE COURSE:

To pave the foundation for the study of British Literature.

To introduce the writers of British Literature from Chaucer to Miltonic age.

UNIT I: POETRY

(14hrs)

- William Wordsworth: Tintern Abbey
John Keats: Ode to a Nightingale
Robert Browning: Rabbi Ben Ezra
Alfred Tennyson: Lotus Eaters

UNIT II: SHORT STORIES

(14hrs)

- Charles Dickens: A Child's Dream of a Star
Virginia Woolf: A Haunted House
Graham Greene: The End of the Party

UNIT III: PROSE

(14hrs)

- Bacon's Essays: Charles Lamb:
Of Truth, Of Parents and Children, Of Studies,
Essays of Elia - Dream Children Reverie, The Praise of Chimney Sweepers,
Dissertation upon a Roast Pig.

UNIT IV: DRAMA

(14hrs)

- Bernard Shaw: Pygmalion
Oscar Wilde: Importance of Being Earnest -

UNIT V: FICTION

(14hrs)

- Emily Bronte: Wuthering Heights
Sir Arthur Conan Doyle: The Hound of the Baskervilles

Total number of instruction hrs: 70

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To analyze the various elements of poetry, such as diction, tone, form, genre, imagery, figures of speech, symbolism, theme, etc.	K1,K4
CO2	Students will explore, share, and reconstruct expressions of the human experience within the context of the past and present.	K1,K3,K4
CO3	It enables the learners to extend their knowledge of vocabulary and structures and to become more proficient in the four language skills.	K1,K2
CO4	To Pinpoint instances of humor, sarcasm, and irony in the play and satire to critique Victorian society; identify the main arguments the play makes about romantic love.	K2,K3,K4
CO5	To understand the complex relationships between a writer's experience and her creations.	K2,K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2		1		3			
CO2		3	1		2	2	2	1		2
CO3						3	2	2		2
CO4					1		3			
CO5	2	1	2	2			2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	College Poetry	Colin Swatridge	Macmillan	1998
2	College Prose	T. Shriraman	Macmillan	2007
3	Wuthering Heights	Emily Bronte	Fingerprint	2013
4	Importance of being Earnest	Oscar Wilde	Fingerprint	Edition (2015)
5	Pygmalion	Bernard Shaw	Penguin Classics	2003
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Essays of Elia	Charles Lamb	Unique publisher	Edition: 2016
2	Collection of Essays	Francis Bacon	Penguin	Edition: 1985

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21492B	CORE: INDIAN WRITING IN ENGLISH	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To introduce the learners to a wide range of critical methods and literature in Indian Writing in English.

To enable the students to use the various critical approaches and advanced literary theories.

To familiarize the learners with the trends and cross-disciplinary nature of literary theories in Indian Writing in English.

UNIT I: POETRY (14hrs)

Aurobindo: Tiger and the Deer

A.K.Ramanujan : Obituary

Gieve Patel: Killing a Tree

UNIT II: PROSE (14hrs)

Vivekananda: Secret of Work

Nirad Chaudari: On Marriages

R.K.Narayan: A Snake in the Grass

UNIT III: DRAMA (14hrs)

Vijay Tendulkar: Silence! The Court is in Session

UNIT IV: FICTION (14hrs)

Anita Nair: Ladies Coupe

UNIT V: CRITICISM (14hrs)

Bharatmuni- On Natya and Rasa: Aesthetic of Dramatic Experience, Rasa- Siddhanta

Anandvardhana- Dhavani: Structure of Meaning, Dhavani- Siddhanta

Total number of instruction hrs: 70

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Recognize poetry from a variety of regional cultures, languages and historic periods. Understand and appreciate poetry as a literary art form. Analyze the various elements of poetry, such as diction, tone, form, genre, imagery, figures of speech, symbolism and theme.	K1, K2, K5
CO2	To understand the passage and grasp its meaning. To read with correct pronunciation, stress, intonation, pause and articulation of voice. To enable students to understand the passage by silent reading. To enrich their active and passive vocabulary.	K1, K2, K4
CO3	To understand Indian theatre arts and writers. Analyse the various themes, social requirements and didactic elements that is to be conveyed to the readers.	K2, K4, K5
CO4	Importance of reading and the need to understand the sequence of narration. Emphasize on Characters, plot and narrative styles to be grasped while reading.	K1, K2, K3, K4
CO5	To analyse and evaluate a work of art with the merits and demerits. Philosophical and critical elements, critics, etc to be stressed	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	3	1		2			2
CO2	2	1	1	3	2	2	1	3	2	3
CO3	3	3	1		1	2	1	2		2
CO4	2	1		3	1	2	1	2		2
CO5	2	2	3	3	1		2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	New Indian English Poets and Poetry	Dr. Raghukul Tilak	Rama Brothers Pvt. Ltd	2009
2	Contemporary Indian Poetry in English	Saleem Preeradina	Macmillan India Ltd	2007
3	Silence! The Court is in session -	Vijay Tendulkar	Oxford	2001
4	Ladies Coupe	Anita Nair	Penguin Books	2001

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	An Anthology of popular Essays and Poems	A.G.Xavier	Macmillan India Ltd,	2008
2	Collected Stories	Sashi Deshpande	Penguin books	2003
3	A New anthology of English Prose	DR. T. Prabakar	Emerald Publications	2006
4	Indian Literary Criticism in English: Critics, Texts, Issues-	Rajan. P. K	Rawat Publishers	2004

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz, Group discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21492C	ALLIED : LITERARY CRITICISM	5	Theory	-	100

OBJECTIVES OF THE COURSE:

To develop the skills of criticizing, reviewing, as well make the students to command over the language.

To make the students familiarize about the literary criticism and critics.

UNIT I

(14Hrs)

Plato and Aristotle

UNIT II

(14Hrs)

Dryden and Pope

UNIT III

(14Hrs)

Wordsworth and Coleridge

UNIT IV

(14Hrs)

Mathew Arnold, T.S. Eliot and I.A. Richards

UNIT V

(14Hrs)

Structuralism, Post Structuralism and Deconstruction

Total number of instruction hrs: 70

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To acquaint the learners with the basics of criticism and know how the foundation of literary criticism was laid by the ancient Greek philosophers.	K2, K4
CO2	To familiarize the learners with the critical ethos of the Neo - classical age and acquaint the students with the mode of criticism of that age.	K2, K3
CO3	To become familiar with the critics of the Romantic period and to examine the various critical concepts of Wordsworth and Coleridge.	K2, K4
CO4	To understand the development of criticism in the modern era and acquaint the learner with the various critical aspects with reference to the modern critics prescribed.	K2, K3,

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CO5	To provide an insight into the development of criticism in the 20 th century with special reference with the most modern theories.	K2, K4
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Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	1		1			1
CO2	1	2	3		1		2		2	3
CO3		3	1	2			3		1	
CO4	1		1		2					2
CO5	2	2	3				2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	English Literary Criticism & Theory	M.S Nagarajan	Orient Black Swan Publishers	2006
2	Contemporary Literary and Cultural Theory	Pramod K.Nayar	Pearson	2010
3	An Introduction to Literary Criticism	Prasad B	Laxmi Publication	2004
4	Modern Criticism and Theory	David Lodge & Nigel Wood	Pearson Publication	2010
5	Deconstruction Theory & Practice	Christopher Norris	Rediff Publication	1977
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	A history of literary Criticism	Dumas A	Laxmi Publication	2008
2.	An Introduction to Literary Theory and Criticism	Anand Kulkarni	Orient Blackswan	2014

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21492D	SKILL BASED SUBJECT: PHONETICS AND COMMUNICATIVE ENGLISH	2	Theory	-	100

OBJECTIVES OF THE COURSE:

To serve as an introduction to History of English language.

To seek important aspects of the subjects- Vocabulary, Grammar, Syntax, Pronunciation, Sound Change and Etymology.

To enable the students to acquire a theoretical background of the Sound System in English and to equip them in Written and Spoken skills.

UNIT I: Origin of English Language & Dialects

(11hrs)

Origin of Language- Significance of Spoken Communication- Theories- Descent of the English Language- Diversity of tongues- Indo-European family of languages- Grimm's law and Verner's law

UNIT II: Great Vowel Shift

(11hrs)

Renaissance and after- Biblical contribution and Shakespeare- Effect of printing press-Synonyms- Pronunciation and conflict- Grammatical changes

UNIT III : Phonological Changes

(11hrs)

Growth of Vocabulary- Types- Change of Meaning- Evolution of standard English-Idioms and Metaphor- Foreign contribution

UNIT IV: Phonetics

(11hrs)

Introduction to speech organs- Classification of sounds- Consonants, Vowels- identifying pure vowels- identifying diphthongs- identifying nasal sounds - Stress- Intonation- Syllable- Rhythm.

UNIT V: Articulation & Phonetic Activity

(11hrs)

Phonetic Transcription-Primary and Secondary articulation- Reading Practice-Situational Conversation /Information Gap- Speaking on a general topic- Face- to-Face.

Total number of instruction hrs: 55

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To know about the Origin and Theories of Language which gave way to the Descents and Diversity that resulted in the Indo-European language family.	K2,K3
CO2	To focus on the Biblical and Shakespearean contribution, Effects of printing press and the Grammatical changes in the language.	K2, K3
CO3	To know about the Growth of Vocabulary, Change of Meaning, Idioms and Metaphor, Foreign contributonal which led to the Evolution of Standard English.	K3
CO4	To expose to the Speech organs, Classification of sounds, Consonants, Vowels, Diphthongs and to identify the nasal sounds.	K2,K3
CO5	To learn the Phonetic transcription of words and a given paragraph through understanding Stress, Intonation, Syllable and Rhythm. To educate about Situational Conversation /Information Gap, Speaking on a general topic and to learn Face- to-Face conversations.	K2,K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		1	2	1	2		1		1
CO2	1		1	2	1	1		2		1
CO3			2	2				1	2	
CO4	1		1			2				1
CO5	1		2		2	3			1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	English Phonology and Phonetics	Peter Roach	Cambridge University Press.	2000
2	An Outline History of the English Language. Madras	Wood, Fredrick T	The MacmillanCompany	1978

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3	A History of the English Language.	Baugh, Albert C. and Thomas Cable	of India Limited London: Rout ledge	2002
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	A Textbook of English Phonetics for Indian Students-	T.Balasubramanian		
2	The study of language	George Yule		second edition

PEDAGOGY: Lecture method, Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21400N	NON MAJOR ELECTIVE II: BASICS IN BUSINESS PROCESS OUTSOURCING	2	Theory	-	100

OBJECTIVE OF THE COURSE:

Students will explore interpersonal communication, developing their speaking and listening skills, improving their “customer friendly” vocabulary, learning to handle conflict and diffuse difficult situations and understanding the basic psychology behind successful communication.

Students will develop the skills of customer focused sales including listening skills, professional sales techniques, negotiating, developing trust and handling objections.

Unit I : Introduction (4hrs)

- i. BPO Introduction- Limitations and Threats
- ii. Advantages and Disadvantaged, Benefits

Unit II Business communication (4hrs)

- i. Self- introduction – Expansion of ideas- Mini Talks – Dialogue
- ii. Characteristics of Good Writing- Formal and Informal Letter Writing – E-Mail
- iii. Listening – Tips for a being good listener- How to improve listening

Unit III Principles of Salesmanship (4hrs)

- i. Customer focused sales –Professional Sales Techniques – Negotiating
- ii. Developing Trust- handling objections.

Unit IV Telephone Etiquettes (4hrs)

- i. How to attend a call – common Telephone Courtesy Hints
- ii. How to answer Professional Calls and attend calls for others – How to improve your telephone etiquette

Unit V Required skills in BPO (4hrs)

- i. Interpersonal communication skills
- ii. Customer Service Representative Skills.

Total number of instruction hrs: 20

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	It helps to get a taste of the work life experience, honing their skills and making them more responsible citizens.	K2,k4

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CO2	Helps students develop confidence in their ability to tackle any communication challenge.	K2,k5
CO3	Students will develop the skills of customer focused sales including listening skills, professional sales techniques, negotiating, developing trust and handling objections.	K2,k3
CO4	Improve their "customer friendly" vocabulary, and learn to handle conflict and diffuse difficult situations.	K2,k3
CO5	Students will explore interpersonal communication, developing their speaking and listening skills.	K2,k4,k5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			1	2	1	3	2		3	
CO2			1	1	2			2		
CO3				1	2	3				2
CO4				1	3	3		3		3
CO5				1	2	3				3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Information Technology Outsourcing Transactions: Process, Strategies, and Contract	John K. Halvey	Wiley	2005 & 2nd
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Customer Relationship Management: Concepts and Technologies	Francis Buttle, Stan Maklan	Routledge;	2019, 4th edition

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz, e-content

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21400G1	VALUE EDUCATION: INDIAN SOCIETY, PEOPLE AND CULTURE	2	Theory	-	100

OBJECTIVE OF THE COURSE:

On successful completion of the course the students will be able to:

To introduce the realities of our Indian society to students, to promote the sense of national unity and integration among the students. to realise the importance of marriage and family as an institution, to prepare the students to face the current socio cultural Issues with confidence.

UNIT I

10 hrs

- a. Cultural diversity
- b. Regional diversities – Disparities- Discriminations and their impact on socio cultural dynamics.

UNIT II

10 hrs

- a. Society- meaning- characteristics – Community- difference between society and community.
- b. Socialisation- agents- role of culture in socialization.
- c. Social control- meaning- nature – function – purpose- agencies.

UNIT III

10 hrs

- a. Marriage – meaning- importance- forms- recent trends in Hindu marriage.
- b. Family – meaning- functions- types- traditional family- joint family- changing family patterns.
- c. Cast- class- power- definition- merits & demerits of caste system- difference between caste and class.

UNIT IV

10 hrs

- a. Contemporary social problems.
- b. Problems of youth and the aged.
- c. Women in India – problems- status- empowerment- position of women: Future prospects.

UNIT- V

10 hrs

- a. Modernisation- process- Characteristics- problems.
- b. Social change – nature- characteristics- causes of social change- role of values- role of greatmen- role of IT.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	To get the knowledge about the realities of our Indian society, sense of national unity and integration, the importance of marriage and family, to face the current socio cultural Issues	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	2	3	2	3	2	1	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1.	GENERAL STUDIES –III/IV INDIAN SOCIETY, PEOPLE AND CULTURE (E-Book)	Department Publication	-	2020

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21592A	CORE : AMERICAN LITERATURE	4	Theory	-	100

OBJECTIVE OF THE COURSE:

To familiarize the Students with the various genres of American writing by introducing the popular writers.

UNIT I: POETRY (18Hrs)

Emily Dickinson – A bird came down a walk

Langston Hughes - The weary Blues

Walt Whitman – Time to Come

UNIT II: PROSE (18Hrs)

Emerson - American Scholar

Edgar Allan Poe - The Philosophy of Composition

UNIT III: FICTION (18Hrs)

Mark Twain – The Adventures of Tom Sawyer

UNIT IV: DRAMA (18 Hrs)

Tennessee Williams - The Glass Menagerie

UNIT V: CRITICISM (18Hrs)

T.S.Eliot-Tradition and Individual Talent

Total no of Instruction hours: 90

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To analyze the poems Raven, The Old Flame and Age to learn the usage of rhyme schemes and hidden elements of the poem. To interpret the chief philosophical elements in the poems.	K1, K2, K4
CO2	To figure out the use of philosophical ideas and structure to demonstrate the formation of prose are the source of these works in American Scholar and Philosophy of Composition.	K2,K4, K5

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CO3	To Examine, The adventures of Tom Sawyer as a book of celebration and a humorous portrayal of a young boys who are perfect and universal.	K2, K5
CO4	To focus on the lives of characters in play The Glass Menagerie as they face difficulty to accepting and relating to reality	K1, K2, K4
CO5	To emphasis tradition and individual talent. It is a critical attack on views of Romanticism particularly on the idea of a poem. The poet must develop a sense of the pastness of the past.	K2, K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	1	1	1		2		1	3
CO2	1	2	1	2	1		2		1	3
CO3		3	1	2			3			3
CO4	2	1	1		2		1			2
CO5	2	2	1				2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Emily Dickinson – A bird came down a walk Langston Hughes - The weary Blues Walt Whitman - Time to come	Emily Dickinson Langston Hughes Walt Whitman	The Columbia Anthology of American Poetry Columbia University Press	1995
2	American Scholar The Philosophy of Composition	Emerson Edgar Allan Poe	Andesite Press Grin Verlag	2017 2007
3	Gone with the Wind	Margaret Mitchell	American Publishing Company	1999
4	The Glass Menagerie	Tennessee Williams	Bloomsbury Publishing India Private Limited	2014
5	Tradition and Individual Talent Keats	T.S.Eliot	LAP Lambert Academic Publishing	2015

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Introduction to American poetry and prose	Oxford	Houghton Mifflin	1971

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21592B	CORE: ENGLISH LANGUAGE TEACHING	4	Theory	-	100

OBJECTIVES OF THE COURSE:

- To introduce students to methods of teaching English
- To enable them teach communication
- To enable them teach Grammar and Literature

Unit I: (15 hrs)

English as International Language -Cultural values and utilitarian values -Psychological Principles in Language Learning -Behaviorist school of Psychology -Cognitive school of Psychology -Mother tongue and English Language Learning

Unit II: (15 hrs)

Methods of Teaching English -Grammar -Translation Method -Dr. West's Method of Reading - Direct Method -Substitution Method -Play way Method -Group Method

Unit III: (15 hrs)

Communicative Language Teaching -Procedures and Techniques in Communicative Language Teaching -Using visuals -Using drama

Unit IV: (15 hrs)

Innovative Techniques in Language Teaching -Using News Papers -T.V and Video -Computer Simulation and Replication

Unit V: (15 hrs)

(Internship) Teaching Prose -Teaching Poetry -Teaching Grammar -Teaching Composition -Teaching Reading -Teaching Writing -Teaching Spoken English -Testing Language Skills

Total no of Instruction hours: 75

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To identify and develop their ability to the teaching ways and methods of English	K1, K3
CO2	To analyze the role of an English Teacher and the nuances of teaching and training.	K2, K3
CO3	To attain and enhance competence in the four modes of language:	K2, K4

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	writing, speaking, reading and listening	
CO4	To appraise the Language Teaching forms of English and the use of these forms in specific communicative as well as in written contexts	K1, K2, K5
CO5	To develop their ability as critical readers and writers of English, Students will undergo an Internship.	K2, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	1	2		2		1	3
CO2		2			1		1		2	3
CO3		3	1	2			3		1	
CO4	2		1		2					2
CO5	1	2	2	2		2	2		3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	English Language Teaching: Approaches and Methodologies	Navita Arora	McGraw Hill Education	2017
2	Approaches and Methods in Language Teaching	Jack.C. Richards	Cambridge English	2014
3	Methods of Teaching English	N.Krishnasamy , Laitha Krishnaswamy	Laxmi Publications	First edition 2014
4	Methods Of Teaching English	Dr. R.V. Anuradha , Dr. Girija Raman Syngye	Nirmal Publishing;	2016, First edition
5	Techniques and Principles in Language Teaching	Larsen-Freeman	Oxford University Press	Third edition 2012
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Methods of Teaching English	N.Krishnasamy , Laitha Krishnaswamy	Laxmi Publications	First edition 2014

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21592C	CORE: INTENSIVE STUDY OF AN AUTHOR -RABINDRANATH TAGORE	4	Theory	-	100

OBJECTIVES OF THE COURSE:

To make the students familiarize with the works of great Indian icon of literature Rabindranath Tagore.

UNIT I: POETRY (15 Hrs)

1. Waiting
2. Friend
3. Thou hast made me endless
4. Paper Boats
5. Freedom

UNIT II : PROSE (15 Hrs)

From The Religion of Man
Man's Universe (Chapter – I)
The Creative Spirit (Chapter – II)

UNIT III: SHORT STORIES (15 Hrs)

1. Hungry Stones
2. The Renunciation

UNIT IV: FICTION (15 Hrs)

1. The Wreck

UNIT V: PLAY (15 Hrs)

1. Sacrifice
2. The King and the Queen

TOTAL INSTRUCTION HOURS: 75

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To focus on freedom lies in the perfect harmony of the relationships which we realize in the world.	K1,K2
CO2	To make the students understand that nature is the guiding force to inculcate the spirit of learning in the mind of a student to pursue the education he likes. It will shape his behavior and character.	K1,K2,K3
CO3	To educate students about class system and dichotomy of India	K1,K2
CO4	To aid students to figure out the ideas of Western culture and revolution against the Western culture.	K2,K3
CO5	To assert that the message of kindness as well as love to prevent unwanted sacrifice of living beings in the name of religion.	K1,K2,K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2	2		2		2			
CO2		1	2		3		2			2
CO3		2	2				2		1	
CO4	3	3	3							
CO5	3	2	2	1			2			2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Gitanjali	Rabindranath Tagore	Vayu Education of India.	2016
2	The Religion of Man	Rabindranath Tagore	Aitbs Publishers and distributors- Delhi	2004.
3	Sacrifice and other plays	Rabindranath Tagore	Martino fine Books	2013
4	The Wreck	Rabindranath Tagore	Rupa publications	2003

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Hungry Stones and other stories	Rabindranath Tagore	Rupa Publications India	2003

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21592U1	ELECTIVE I : ENGLISH FOR COMPETITIVE EXAMINATIONS	5	Theory	-	100

OBJECTIVES OF THE COURSE:

On successful completion of the paper the students should have come to know of Various tools that are essential for competitive Exams

UNIT I (12Hrs)

Basics of English – Errors and how to avoid them- spotting errors

UNIT II (12Hrs)

Sentence completion- reconstructing passages – how to write a précis

UNIT III (12Hrs)

Reading comprehension – composition- letter writing

UNIT IV (12Hrs)

Report writing – spellings- vocabulary

UNIT V (12Hrs)

Some notions – conventional and idiomatic expressions-Phrasal verbs – spoken English

TOTAL INSTRUCTION HOURS: 60

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To frame error free sentences for a faultless language acquisition	K2, K3
CO2	To expertise in the expression of words for a perfect writing.	K3, K4
CO3	To examine and understand statements, questions, instructions and commands to achieve good communication	K2, K4, K5
CO4	To check and share the ideas for successful business transactions	K1, K2, K4
CO5	To grade the statements and instructions in a high order of language	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		4	2	1	1	1	2		1	3
CO2	2	2			3		1		2	3
CO3		3	1	2		2	3		1	
CO4	2				2	1				2
CO5	2	3		3		3	2			1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	English for Competitive Examinations	R.P Bhatnagar	Macmillan India	Third edition, 2013
2	Verbal & Non Verbal Reasoning	RS Agarwal	S. Chand publishing	2019
3	Objective General English	S.P. Bakshi	Arihant Publication	Latest Edition (2018)
4	Essential English for Competitive Examinations	Dr. Rashmi Singh	Disha Publication;	2nd Edition -2019
5	Tips & Techniques in English for Competitive Exams	Disha Experts	Disha Publication	Apr 2018, 2nd Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	English for Competitive Examinations	R.P Bhatnagar	Macmillan India	Third edition, 2013

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21592V1	ELECTIVE II: STUDYING NOVELS	5	Theory	-	100

OBJECTIVES OF THE COURSE:

To help students segment and classify different aspects of a Novel

To enable students to recognize themes and techniques

To train them in writing critiques of novels

Unit I – Authors (12 Hrs)

Unit II – Characters (12 Hrs)

Unit III – Setting (12 Hrs)

Unit IV - Plot and Story (12 Hrs)

Unit V – Themes (12 Hrs)

TOTAL INSTRUCTION HOURS: 60

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Novel study aims at the student to anchor across multiple facets of real time environment.	K1, K2
CO2	To boost up the creative skills, imagination is triggered through the diverse characters in the novel	K3, K5
CO3	To instill and create the mood and set the tone for the literary piece.	K3, K5
CO4	To focus on the life events relate to each other in a pattern or a sequence and the organization of events in the plot of the story.	K1, K2, K4
CO5	To equip the student with various themes to analyze and reflect on the social taboos	K3, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	1	1		2			2
CO2		2		2	3	1	1		2	3
CO3		3	1	2			3		1	
CO4	2		1		2			2		2
CO5	2	2					2			1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Mastering English Literature	Richard Gill	MacMillan	1998
2	The Seven Basic Plots: Why We Tell Stories	Christopher Booker	Continuum Publications	1st Edition, 2005
3	The Science of Storytelling: Why Stories Make Us Human, and How to Tell Them Better	Will Storr	William Collins	April 2019
4	The Writer's Process: Getting Your Brain in Gear Kindle Edition	Anne Janzer	Cuesta Park Consulting (10 June 2016)	June 2016
5	Plot & Structure	James Scott Bell	F+W Media	2004
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Mastering English Literature	Richard Gill	MacMillan	1998

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21592D	SKILL BASED SUBJECT:PUBLIC SPEAKING	2	Theory	-	100

OBJECTIVES OF THE COURSE:

- To help students overcome the fear of facing an audience
- To train students in planning a speech and then draft it
- To acquaint students with the major practices in effective public speaking

Unit I - Rudiments of Public Speaking (Theory) (12 Hrs)

Unit II - Techniques of Public Speaking (12Hrs)

Unit III - Planning and Writing a Speech (12 Hrs)

Unit IV - Overcoming fear and understanding audience (12Hrs)

Unit V - Model speeches (12Hrs)

1. I have a dream - Martin Luther King
2. Yes We Can – Obama
3. Chicago - Swami Vivekananda

TOTAL INSTRUCTION HOURS: 60

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To analyze the essentials elements and rudiments in public speaking.	K1, K3, K4
CO2	To figure out the key ideas and methodologies in applying the techniques of public speaking.	K2, K3
CO3	To Understand and evaluate the importance of planning and techniques in writing a speech.	K2, K3, K4, K5
CO4	To focus on the life aspects to overcome the fear and gain self confidence and reacting to audience response.	K1, K2, K3, K4
CO5	To comprehend the ideas and executing the famous personality speeches of Obama, Martin Luther King and Swami Vivekananda	K2, K3, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1		2	2	2			2	3
CO2			1	1		2		1	2	3
CO3		1	2	3		1		3	2	3
CO4	1	2	1	2	3	2		3	2	3
CO5	1	2		1			2			3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Rudiments of Public Speaking	Dale Carnegie	Macmillan	2013
2	Techniques of Public Speaking	Dale Carnegie	Macmillan	2013
3	Planning and Writing a Speech	Dale Carnegie	Macmillan	2013
4	Overcoming fear and understanding audience	Dale Carnegie	Macmillan	2013
5	Model speeches	Dale Carnegie	Macmillan	2013
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Public Speaking	Dale Carnegie	Macmillan	2013

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21692A	CORE: TWENTIETH CENTURY LITERATURE	4	Theory	-	100

OBJECTIVE OF THE COURSE:

To make the students understand the works of Twentieth Century Literature and about the writers.

UNIT I: POETRY

(17hrs)

T.S.Eliot - The Waste land

Hopkins - The Windhover

A. D. Hope - Australia

Rosie Scott - For my daughters

UNIT II: PROSE

(17hrs)

Virginia Woolf - Women and Fiction

UNIT III: DRAMA

(17hrs)

Wole Soyinka- Lion and the Jewel

UNIT IV: FICTION

(17hrs)

Bapsid Sidwa- Water

UNIT V: CRITICISM

(17hrs)

A.C.Bradley- Poetry for Poetry Sake

Total Hours of Instruction: 85hrs

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To recognize poetry from a variety of culture, language and historic period. To appreciate poetry as literary art. To analyse tone, form, symbols, imagery and theme	K1, K5
CO2	To analyse the feministic goals by defining, establishing, and defending equal civil, political and social rights for women in the prose Women and fiction	K2, K3, K4
CO3	To examine and understand the tradition, modernity, manipulation, gender and legacies of colonization in the drama lion and the jewel	K2, K4
CO4	Water focuses on the theme of child marriage and sufferings of young widow till her death.	K1, K2, K4
CO5	To consider poetry in its essence. To value the means of culture or religion. To determine the matter of poem and its form through the	K2, K3, K3, K5

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criticism poetry for poetry sake.

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	3	1			2		3	3
CO2	1	2		2	2		3			
CO3	2	3								3
CO4	2		1		2		1			
CO5	2	2	2				2		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Twentieth century verse	C.T.Thomas	Macmillan	2005
2	A Room of one's own	Virginia Woolf	Penguin Books	2019
3	Lion and the Jewel	Wole Soyanka	Three crowns books	1974
4	Water	BapsiSidwa	Milkweed Editions	(April 28, 2006)
5	Poetry for poetry sake	A.C.Bradley	Create space independent publishing platform	2014
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Twentieth century mind in 3 volumes	C.B.Cox and Dyson	Oxford university press	1996

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21692B	CORE: SHAKESPEARE	5	Theory	-	100

OBJECTIVES OF THE COURSE:

- To enable students to understand Shakespeare's importance in English Literature
- To enable them to identify communicative strategies in the prescribed plays
- To orient them to a concrete understanding of his Universality which means his ability to communicate to all sections of society at all times to train them to recognize and appreciate his skills.

Unit I: (17 hrs)

1. Elizabethan Theatre and Audience
2. Literary Criticism and Approaches -Shakespeare's works (18th to Early 20th century)
3. Elizabethan theatre types of plays and analysis

Unit II: (17hrs)

Macbeth

Unit III: (17 hrs)

As You Like It

Unit IV: (17 hrs)

Julius Caesar

Unit V: (17 hrs)

Sonnet 5,17,18,29,70,100 &154

Total Hours of Instruction: 85

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To analyze the style and settings of Elizabethan Theatre and Audience.	K1, K4
CO2	To guide the students to understand that how ambition and greed can overpower morality and overrun human nature.	K2, K3
CO3	To explore love in many forms -romantic love, familial love, or the love between friends.	K2, K4
CO4	To focus on moral dilemma of Brutus as he joins a conspiracy led by Cassius to murder Julius Caesar to prevent him from becoming	K1, K2, K4

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	dictator of Rome. Following Caesar's death, Rome is thrust into a period of civil war, and the republic the conspirators sought to preserve is lost forever.	
CO5	To aid students to understand Shakespearian Sonnet and his love toward his friend through his sonnets.	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2				2		1	2
CO2	2	3	3				3			2
CO3	2	2	2		2		2			2
CO4	3	3	2		2		2			1
CO5	1	1	3		2		2			2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Macbeth	William Shakespeare	Macmillan Collector's Library	Edition (August 23, 2016)
2	As You Like It	William Shakespeare	Simon & Schuster	Edition (July 1, 2004)
3	Julius Caesar	William Shakespeare	Oxford University Press	Edition (April 12, 2010)
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Oxford Shakespeare The Complete Sonnets and Poems	William Shakespeare	Oxford University Press	Edition (May 15, 2008)

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21692C	CORE :INDIAN LITERATURES IN ENGLISH TRANSLATION	5	Theory	-	100

OBJECTIVE OF THE COURSE:

On successful completion of the paper the students should have come to know of Indian Works written in Indian Languages and Translated In English.

UNIT I : - Poetry (17 hrs)

Gitanjali - Tagore, Verses 1 to 30 (Macmillan)

Thirukkural - Verses 1 to 30

UNIT II : - Prose (17 hrs)

Is there an Indian way of thinking? - A. K Ramanujam

UNIT III: Drama (17hrs)

Tughlaq - Girish Karnad

Aurangzeb - Indira Parthasarathy (Seagull)

UNIT IV: Fiction (17 hrs)

Chemeen - Thakazhi Sivasankara Pillai

Legends of Khasak – O V Vijayan

UNIT V: Short Story (17 hrs)

Still Bleeding from the wound – Ashok Mitran

Draupadi – Mahaswetha Devi, Trans. Gayathri Spivak

TOTAL INSTRUCTION HOURS: 85

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To analyze the poems, Gitanjali and Thirukkural and to learn the usage of style. To interpret the chief philosophical and spiritual elements in the poems. Also to figure out and understand the underlying meaning of Thirukkural.	K2, K3, K4, K5
CO2	To analyse the underlying concepts in translation of prose and make correct choice of words in order to retain the essence of the original version of text.	K2
CO3	To analyze the use of history in a dramatic text, the underlying politics and ideology of a literary product, and the modes by which	K2, K4

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	the materials are shaped through dramaturgy in Aurangzeb and Tughlaq.	
CO4	To focus on the life of the protagonist and to explore the social life and hurdles the characters face in the prescribed novels. Also to analyse the role of the translator in translating the novel.	K2, K4
CO5	To understand the social elements underlying in the short stories and their connect to the author. Also to analyse the role of translator in the translation process from regional to English language	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	1	1			2		1	3
CO2	1	2					2		2	3
CO3		3	1	1			3		1	2
CO4	1	2	1				1		1	2
CO5	2	2	2				3			1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Gitanjali	Tagore	Macmillan	2007
2	Thirukkural	Gopala Krishna Gandhi	Aleph Book Company	2015 & First edition
3	Aurangzeb	Indira Parthasarathy (Seagull)	Seagull Book	2004
4	Chemeen	Thakazhi Sivasankara Pillai	Greenwood Press	1979
5	Tughlaq	Girish Karnad	Oxford University Press	1996
6	Legends of Khasak	O V Vijayan	Penguin Books	1994
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Gitanjali	Tagore	Macmillan	2007

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21692UI	ELECTIVE III: THEATRE STUDIES	5	Theory	-	100

OBJECTIVE OF THE COURSE:

- To sensitize students that theatre is praxis
- To develop the listening and writing skill of students
- To help students appreciate theatre
- Respond creatively to the world around

Unit - 1 (11 hrs)

Origin of Western theatre, Origin of Drama, eminent Greek playwrights
Chorus and its evolution, miracle, morality and mystery plays, Aristotle's theory of drama, Elizabethan stage, Restoration theatre.

Unit - 2 (11 hrs)

Introduction to Indian theatre, Bharata and Natya sastra, relevance, contributions of Bhasa and Kalidasa dance drama
folk theatre, theatre in Tamilnadu, folk theatre in Tamilnadu, recent trends in Indian theatre.

Unit - 3 (11 hrs)

Sub genres, Problem Play, trends in 20th century drama, Epic theatre
Absurd theatre, Postcolonial theatre.

Unit - 4 (11 hrs)

Praxis, Writing dialogues, Preparation of script for acting based on narratives/stories/reports,
Learning the process of staging a play through an enactment of the prepared script(s) which may be group activity in the class.

Unit - 5 (11 hrs)

Study of Stage setting, properties, make up and music which can finally lead to the production of the script.

TOTAL INSTRUCTION HOURS: 55

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To focus about the Origin of Western theatre, and drama and its eminent Greek playwrights and its evolution. To know about its evolution, miracle, morality and mystery plays, To view Aristotle's theory, Elizabethan and Restoration theatre.	K1, K2

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CO2	To know about the Indian theatre, Bharata and Natya sastra, and its contributions of Bhasa and Kalidasa dance drama. To focus on folk and Indian theatre.	K1,K2,K4
CO3	To examine the sub genres and its trends in 20th century drama. To know about Epic , Absurd, and Postcolonial theatre,	K1,K2.
CO4	To know about the Praxis, Writing dialogues, and acting based on the prepared script , stage play and group activities .	K2,K4,K5
CO5	To examine the study of stage setting, properties, make up, music and the production of the script.	K2,K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	1	2	1		2			1
CO2	1	3	1	1	1		2			
CO3	1	3	1	1	1		2			1
CO4	2	3	1	2	1		2			1
CO5	1	2	1	1	1		2			1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The Reader's Encyclopedia of World Drama.	John Gassner and Edward Quinn.	London: Methuen	1975
2	Greek Drama.	Harold Bloom	Philadelphia Chelsea House.	1846
3	English Renaissance Drama.	Peter Womack	Oxford: Blac.kwell.	2006
4	Martin Esslin. The Theatre of the Absurd	Martin Esslin	Britain Penguin.	1980
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Semiotics of Theatre and Drama	Keir Alam	Methuen,London.	1890

PEDAGOGY: Lecture method, Seminar, Assignment, Interactive Lecture, Quiz

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21692D	SKILLED BASED SUBJECT: MEDIA WRITING	2	Theory	-	100

OBJECTIVES OF THE COURSE:

- To introduce students to Media Writing.
- To enhance the students for writing and editing skill in Print Medium and Broadcast writing.
- To strengthen students writing skills for Advertising and Public Relations and New Media

UNIT 1 : (15 hrs)

Writing for Print Media – Definition of News - Characteristics of News – News Values, News Elements - News Writing – Source attribution-Inverted pyramid style- Lead, Types of lead, Headlines - Types of headlines- Deadline - Features- Types of Features - Basics of Editing– Assignments and Practical Exercises.

UNIT 2 : (15 hrs)

Writing for Radio – Characteristics – Elements of a Radio News Story - Radio for Information, Education and Entertainment Programmes- News for Radio, News features, Docudramas- Interviewing techniques for Radio – AIR& FM Radio - Assignments and Practical Exercises.

UNIT 3: (15 hrs)

Television Writing- Characteristics – Elements of Television News Story - Audio and Visual Elements - Principles and Methods of Script Writing - News – Informational, Educational and Entertainment Programmes- Features Interviews –Language and Style of Presentation- Writing to Picture - Assignments and Practical Exercises.

UNIT 4 : (15 hrs)

Writing for Advertising –Definition - Characteristics – Types of Advertising – Appeals Advertising Agency- Structure and Functions - Copy Writing–Preparing Print - Radio & TV Commercials, - PR - Writing - Press Release - ASCI– Advertising Industry in India – Advertising as a tool of Communication - Assignment and Practical Exercises.

UNIT 5 : (15 hrs)

Web Writing–Definition of New Media - Internet as a Medium - Nature and Characteristics – Users Profile – World Wide Web - Newspapers Online –Language and Style — Contents Online - Informational, Educational and Entertainment – Website Planning – Creating and Promoting a Blog - Online Communities - New Media and Ethics - Piracy, Copyright and Open Source.

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TOTAL INSTRUCTION HOURS: 75

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Print Media Characteristics	K2,K1
CO2	Functions of the Radio	K2,K3
CO3	Television Programme's	K3,K4,K5
CO4	Advertising Industry	K3, K4,K5
CO5	New Media Writing	K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	1	2	2	2	2	1	2
CO2	2	3	3	3	1	2	2	1	3	1
CO3	2	2	2	3	1	3	3	2	2	2
CO4	3	2	2	1	2	2	3	1	2	1
CO5	3	2	3	2	3	2	3	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No	Title	Author	Publishers	Year of Publications
1	The Sub-editors companion	Michael Hides	Prakasan (for the Press Institute of India)	1967
2	Hand book of public relation and communication	Philip Lesley	Jaico Publishing House	
3	Advertising Excellence	Court Land L Bovee, John. V. Thill, George P Dovel	Marriam Burk Wood Publisher - Mc Graw. Hill. Inc.	1995 (First Edition).
4	Understanding Media	Mc Luhan	Powell Books	(1964 -1994)
5	The Language of New Media	Lev Manovich	MIT Press	2001 2nd Edition.

Reference Books				
S.No	Title	Author	Publishers	Year of Publications
1	News Reporting and Writing	Mencher. Melvin	New York. McGraw Hill Publishers	2003

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2	Journalism Today	Navin Chandra & Chaghan	New Delhi. Kanishka Publishers	1997
3	Radio and TV Journalism	Shrivastava, K.M	New Delhi. Sterling Publishers	1989
4	Understanding New Media	Siapera, Eugenia	Sage Publications	2011
5	Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media	Garrand, Timothy	CRC Press	2006

PEDAGOGY: Interactive Lecture, Seminar, Assignment, AV Screenings, Quiz

Dr. C

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Programme Outcome	
PO1	Offers a wide knowledge with different concepts of various branches of management like production, marketing, human resource and financial and systems management.
PO2	To train the students in communication skills effectively.
PO3	To inculcate Entrepreneurial skills.
PO4	To recognize and solve business problems in an ethical manner.
PO5	To enrich the creativity and apply them practically.
PO6	Understand the problems faced by the business sector in the Current scenario.
PO7	Understand the dynamic and complex working environment of Business.
PO8	Determine conceptual and analytical abilities required for effective decision making.
PO9	Analyze the various aspect of business research in the area of marketing, human resource and finance.
PO 10	To empower the leadership and interpersonal ability of the students.

Programme Specific Outcome	
PSO1	To provide adequate basic understanding about Management Education among the students.
PSO2	To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
PSO3	To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of the society.
PSO4	To stimulate the research focus and be decisive on their career choice.
PSO5	Enhancing the students with the entrepreneurial skills.

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SCHEME OF EXAMINATIONS

Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category	
						CA	TEE	TOTAL				
I	I	21100T/ 21100H/ 21100F/ 21100M	-	Tamil I/ Hindi I /French I /Malayalam I	3	25	75	100	5	3	THEORY	
		21100E1	-	Contemporary English I	3	25	75	100	5	3	THEORY	
	III	21116A	Core	Principles of Management	4	25	75	100	6	3	THEORY	
	III	21116B	Allied	Mathematical Techniques for Management	5	25	75	100	5	3	THEORY	
	III	21116C	Skill Based Subject	Business Communication	2	25	75	100	5	3	THEORY	
	IV	21100G	Skill Based Subject	General awareness	2	25	75	100	4	3	THEORY	
	II	I	21200T/ 21200H / 21200F/ 21200M	-	Tamil II/ Hindi II /French II /Malayalam II	3	25	75	100	5	3	THEORY
			21200E1	-	Contemporary English II	3	25	75	100	5	3	THEORY
III		21216A	Core	Business Economics	4	25	75	100	5	3	THEORY	
III		21216B	Allied	Applied Operations Research	5	25	75	100	5	3	THEORY	
III		21216K	Online SWAYAM	Introduction to Banking and Financial Markets	4							
IV		21200G	Environmental Studies	Environmental Awareness	2	25	75	100	4	3	THEORY	

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Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
						CA	TEE	TOTAL			
IV	IV	21300B/ 21300A	-	Basic Tamil I / Advanced Tamil I	2	100	NA	100	2	3	THEORY
		21300N	Non-Major Elective-I	Personality Development and Soft Skills		40	60	100			
III	III	21316A	Core	Organisational Behaviour	4	25	75	100	6	3	THEORY
	III	21316B	Core	Financial Accounting	4	25	75	100	6	3	THEORY
	III	21316C	Core	Marketing Management	4	25	75	100	5	3	THEORY
	III	21316D	Core	Business Organisation	4	25	75	100	5	3	THEORY
	III	21316E	Skill Based Subject	Business Environment	2	25	75	100	4	3	THEORY
	IV	IV	21300G1	Value Education	Indian Society, People and Culture	2	25	75	100	4	3
IV	IV	21400B/ 21400A	-	Basic Tamil II / Advanced Tamil II	2	100	NA	100	2	3	THEORY
		21400N	Non-Major Elective-II	Basics in Business Process Outsourcing		40	60	100			
IV	III	21416A	Core	Financial Management	4	25	75	100	6	3	THEORY
	III	21416B	Core	Operations Management	4	25	75	100	6	3	THEORY
	III	21416C	Core	Human Resource Management	4	25	75	100	5	3	THEORY
	III	21416K	Online SWAYAM	Management Information System	4						
	III	21416P	Core	Practical-PC Applications in Business	4	40	60	100	4	3	PRACTICAL
	IV	IV	21400G2	Skill Based Subject	Professional Communication	2	25	75	100	2	3

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Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category	
						CA	TEE	TOTAL				
V	III	21516A	Core	Cost and Management Accounting	4	25	75	100	6	3	THEORY	
	III	21516K	Online SWAYAM	Entrepreneurship Development	4							
	III	21516B	Core	Legal Aspects in Business	4	25	75	100	5	3	THEORY	
	III		Elective	Elective I	5	25	75	100	5	3	THEORY	
	III		Elective	Elective II	5	25	75	100	5	3	THEORY	
	III	21516C	Skill Based Subject	Research Methods for Management	2	25	75	100	3	3	THEORY	
VI	V	21516S	Extension Activities	Institutional Training	1				GRADE*			
	III	21616A	Core	Digital Marketing	4	25	75	100	5	3	THEORY	
	III		Elective	Elective III	5	25	75	100	5	3	THEORY	
	III		Elective	Elective IV	5	25	75	100	5	3	THEORY	
	III	21616S	Core	Project and Viva Voce	11	25	75	100	12	3	PRACTICAL	
	III	21616B	Core	International Business	4	25	75	100	3	3	THEORY	
				TOTAL	140	910	2490	3400				

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Sem.	Part	Subject Code	Subject Name
ELECTIVE I & II			
V	III	21516U1	ELECTIVE: ORGANISATIONAL DEVELOPMENT
V	III	21516V1	ELECTIVE: RURAL MARKETING
V	III	21516W1	ELECTIVE: TAXATION
ELECTIVE III & IV			
VI	III	21616U1	ELECTIVE: INDUSTRIAL RELATIONS
VI	III	21616V1	ELECTIVE: SERVICES MARKETING
VI	III	21616W1	ELECTIVE: INVESTMENT MANAGEMENT



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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	CONTEMPORARY ENGLISH I		3	2	2	3			1		2
21116A	CORE: PRINCIPLES OF MANAGEMENT	3	3	2	2	2	3	3	3	3	3
21116B	ALLIED: MATHEMATICAL TECHNIQUES FOR MANAGEMENT	2	3	2	1	2	1	2	2	1	3
21116C	SKILL BASED SUBJECT: BUSINESS COMMUNICATION	3	2	2	3	3	3	3	3	2	2
21200E1	CONTEMPORARY ENGLISH II		3	2	2	3			1		2
21216A	CORE: BUSINESS ECONOMICS	3	2	3	3	3	3	3	3	2	2
21216B	ALLIED: APPLIED OPERATIONS RESEARCH	3	2	2	3	3	3	3	3	3	2
21216K	ONLINE SWAYAM: INTRODUCTION TO BANKING AND FINANCIAL MARKETS										
21316A	CORE: ORGANISATIONAL BEHAVIOUR	3	2	3	3	2	3	3	3	2	3
21316B	CORE: FINANCIAL ACCOUNTING	3	3	3	2	3	3	2	3	3	3
21316C	CORE: MARKETING MANAGEMENT	3	3	3	3	3	3	2	2	3	3
21316D	CORE: BUSINESS ORGANISATION	3	2	3	3	3	3	3	2	3	3
21316E	SKILL BASED SUBJECT: BUSINESS ENVIRONMENT	3	3	3	3	3	3	3	3	3	3
21416A	CORE: FINANCIAL MANAGEMENT	3	3	2	3	2	3	3	3	3	3
21416B	CORE: OPERATIONS MANAGEMENT	3	1	3	2	2	3	3	2	3	3
21416C	CORE: HUMAN RESOURCE MANAGEMENT	3	3	3	3	2	3	3	3	3	3
21416K	ONLINE SWAYAM: MANAGEMENT INFORMATION SYSTEM										
21416P	CORE: PRACTICAL - PC APPLICATIONS IN BUSINESS	2	3	2	1	3	1	3	1	3	3
21516A	CORE: COST AND MANAGEMENT ACCOUNTING	3	3	3	3	2	3	2	3	3	3
21516K	ONLINE SWAYAM: ENTREPRENEURSHIP DEVELOPMENT										

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21516B	CORE: LEGAL ASPECTS IN BUSINESS	3	3	3	3	2	3	3	3	3	3
21516C	SKILL BASED SUBJECT: RESEARCH METHODS FOR MANAGEMENT	3	3	3	3	3	3	3	3	3	3
21516U1	ELECTIVE: ORGANISATIONAL DEVELOPMENT	3	3	2	3	3	3	3	3	3	3
21516V1	ELECTIVE: RURAL MARKETING	3	2	2	1	2	3	3	3	3	2
21516W1	ELECTIVE: TAXATION	2	3	3	3	2	3	3	3	1	3
21516S	EXTENSION ACTIVITIES: INSTITUTIONAL TRAINING	3	3	3	2	3	3	3	3	3	3
21616A	CORE: DIGITAL MARKETING	3	3	3	3	3	2	3	3	3	3
21616B	CORE: INTERNATIONAL BUSINESS	2	3	3	3	3	3	3	2	2	3
21616U1	ELECTIVE: INDUSTRIAL RELATIONS	2	2	2	3	2	3	3	3	2	2
21616V1	ELECTIVE: SERVICES MARKETING	3	2	3	2	2	3	3	3	3	2
21616W1	ELECTIVE: INVESTMENT MANAGEMENT	3	3	3	3	3	3	3	3	3	3
21616S	CORE: PROJECT AND VIVA VOCE	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E1	CONTEMPORARY ENGLISH I	3	THEORY	-	100

Objective of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

[10 Hours]

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors.

Unit-II: Basics of Communication

[10 Hours]

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words.

Unit-III: Spoken English

[10 Hours]

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills

[10 Hours]

Listening skills-Videos on Self-motivation and Phonetics,
 Speaking skills-Phone Conversations and Conversational Fillers,
 Reading skills-Newspaper Article Review and Reading Comprehension,
 Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature

[10 Hours]

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.

Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, IInd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, IInd Ed
4	Understanding and Using English Grammar	Betty Schramper Azad	Orient Backswam	2009

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21116A	CORE: PRINCIPLES OF MANAGEMENT	4	Theory	-	100

Objective : To learn about the different concepts and principles of management.

UNIT I **(Teaching Hours: 10)**

Management – Definition, Nature, scope and function of Management. Management as an art, science, and profession- Scientific Management – Administrative Management – Contribution of Henri Fayol- Thoughts and principles of various schools of management.

UNIT II **(Teaching Hours: 10)**

Planning – Meaning - Nature - Importance-limitations, steps – Kinds of planning- Decision Making- Meaning-Process-factors involved in Decision Making.

UNIT III **(Teaching Hours: 10)**

Organizing - Nature-Steps-Significance, Formal & Informal organization, Organizational structure – Types - line, line & staff, functional, project, matrix organizations. Span of Management – Definition, Impact on Tall and Flat organization structures, Factors governing span of management.

UNIT IV **(Teaching Hours: 10)**

Delegation – Principles - Advantages - Departmentation, Basis of departmentation, Centralisation and De-centralization - factors, advantages and disadvantages. Authority – Nature and Responsibility.

UNIT V **(Teaching Hours: 10)**

Directing – Nature and purpose of Directing, Coordination-Techniques to achieve coordination, controlling – Concept-Nature- Process-Factors-Significance, Traditional & Modern techniques of controlling.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Administrative and scientific Management	K2, K1
CO2	Planning and decision making	K4, K2
CO3	Organising	K3, K1
CO4	Directing	K3, K1
CO5	Controlling and Co-ordinating	K5, K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

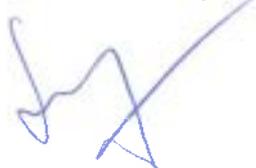
Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1		1	1			1	
CO2	2	1		1	1	1	2	1	2	1
CO3	1	1					2	1		2
CO4	1	1	2	1		2	2			2
CO5	1	2	1		1		2	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Management	Dinkar Pagare	Sultan Chand & Sons	2008, Seventh
2	Principles & Practice of Management	L M Prasad	Sultan Chand & Sons	2007, Sixth
3	Principles of Management	T Ramasamy	Himalaya	2006, Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles & Practice of Management	T N Chhabra & S K Grover	Dhanpat Rai & CO	2010, Eighth
2	Principles of Management	P C Tripathy & P N Reddy	Tata McGraw Hill	1998, Eleventh
3	Essentials of Management	Herald Koontz & Heinz Wehrich	Tata McGraw Hill	2003, Twentieth

Pedagogy: Lecture, PPT Presentation, Assignment.



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21116B	ALLIED: MATHEMATICAL TECHNIQUES FOR MANAGEMENT	5	Theory	80	20

Objective: To introduce basics of business mathematics.

UNIT-I

(Teaching Hours: 10)

Sets and Set Operation-Venn Diagrams –Elements of Co-ordinate System Matrices - Fundamental ideas about Matrices and their Operational Rules -Matrix Multiplication - Inversion of Square Matrices of not more than 3rd order.

UNIT-II

(Teaching Hours: 10)

Mathematics of Finance: Simple and Compound interest- Annuities - Sinking funds – (Discounts and Present Values.*) (*Theory)

UNIT-III

(Teaching Hours: 10)

(Meaning and definition of Statistics – Scope and Limitations. Statistical enquiries – Scope of the Problem - Methods to be employed - Types of Enquiries*) (*Theory)- Presentation of Data by Diagrammatic and Graphical Method – Formation of Frequency Distribution

UNIT-IV

(Teaching Hours: 10)

Measures of Central Tendency: Arithmetic Mean, Median, Mode, Measures of Dispersion: Range, Quartile deviation, Mean, Mean deviation, Coefficient of variation.

UNIT-V

(Teaching Hours: 10)

Simple Correlation - Scatter Diagram - Karl Pearson's Co-efficient of Correlation –Rank Correlation Index number - Unweighted Indices - Consumers' Price and Cost of Living Indices.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to set theory & Matrices	K1 & K2
CO2	Mathematics of finance	K1 & K2
CO3	Statistical representation of data	K2, K3, K5
CO4	Measures of central tendency & dispersion	K1, K2 & K3
CO5	Simple Correlation	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1	2	3	3	3	3	3	1	2
CO2	2	2	3	3	3	3	3	3	1	2
CO3	3	3	3	3	3	3	3	3	3	3
CO4	2	3	2	3	3	3	2	3	2	2
CO5	3	3	2	3	3	2	2	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Mathematics & Statistics	Navaneethan. P	Jai publishers	2011
2	Statistical Methods	Gupta S.P	S.Chand & Sons publishers Pvt.Ltd	1995
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	An introduction to Business Mathematics and Statistical Methods	Sundaresan and Jayaseelan	S.Chand & Sons Publishers Pvt.Ltd.	1974
2	Business Statistics	S.P.Gupta, M.P.Gupta	S.Chand & sons Publishers.Pvt.Ltd	2011

Pedagogy: Lecture, Chalk & Talk, PPT presentation, Assignments.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21116C	SKILL BASED SUBJECT: BUSINESS COMMUNICATION	2	Theory	--	100

Objectives:

- To study about definition and types of communication, objectives and barriers.
- To explain organisation, structure and layout of the business letter and sales letter.
- To study about report writing, classifications of report and its characteristics.

UNIT I

(Teaching Hours: 10)

Basic elements and Objectives of Communication - Role of communication in business, Main forms of communication in Business, Communication process, Barriers to communication - Use of silence in Communication.

UNIT II

(Teaching Hours: 10)

Speech – Presentations: written and oral. Report Writing: Parts of Report, Qualities of Good report, Reports of different kinds –annual report, status report, survey report, proposals, memorandums, interviews, profile of institutions, speeches, responding to enquiries and complaints. Characteristics of a good report.

UNIT III

(Teaching Hours: 10)

Business Letter – Characteristics- Organisation, Structure and Layout of a business letter. Letter of Enquiries and Replies, Offers and quotations-Credit and Status Enquiries-Complaints, Claims and adjustment.

UNIT IV

(Teaching Hours: 10)

Sales Letters – Circulars. Bank Correspondence. Conducting Meetings, Writing Minutes, Writing E-Mails – Correspondence of a Company Secretary.

UNIT V

(Teaching Hours: 10)

Career strokes: Online Practical modules: Communication skills – Group Discussion – Interviews – Team work – Time management – Business Awareness.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Types and medias of communication	K2, K5
CO2	Business correspondence	K2, K3
CO3	Business Letters	K2, K3, K4
CO4	Report Writing	K1, K4
CO5	Group Discussion	K2, K3

Note: K1- Remembering; K2 -- Understanding; K3 -- Applying; K4 -- Analysing; K5 -- Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3		3	3		2			3
CO2	1	3	2	2	2	3	2	1	1	2
CO3	2	2	3	2	2	3	3	3	3	2
CO4	2	2	2			3		2		2
CO5	3	3	3		2	2	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Communication	Dr. K.K. Ramachandran,	Macmillan	2008
2	Essentials of Business Communication	RajendraPal, J.S.Korlahalli	Sultan Chand & Sons	
3	Essentials of Business Communication	Reddy Raja rao,	Himalaya Publishing	
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Communication	Vainder Bhatia	Khanna Publishing	2000
2	Business Communication	Dr V K Jain, Dr. O P Biyani,	S.Chand group	2008

Pedagogy: Lecture, PPT Presentation.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E1	CONTEMPORARY ENGLISH - II	3	THEORY	-	100

Objective of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

[10 Hours]

Phrases, Clauses, Sentence Structures, Idioms, Lexical Skills.

Unit-II: Effective Communication

[10 Hours]

Social English, Writing Paragraphs, CV (Resume) / Job interviews, Presentations-Structure and Key phrases, Presentations-Being lively and Persuasive

Unit-III: Communication Practice

[10 Hours]

Communication Exercises, Real life incidents, Face to Face training, Presentation Skills, Group Discussion and Seminars

Unit-IV: LSRW Skills

[10 Hours]

Listening skills-Interview with a COE & Marketing Director, Nature: Changing opinions, Extended multiple Choice and Task based activity
 Speaking skills-Pronunciation -Word Stress, Stress Shift, Contrastive stress, Emphasis, Compound Adjectives, Past Simple endings.
 Reading skills - Information & Communication Technology, Globalisation and Economic Policy.
 Writing skills - Feature Writing, Interviewing and Ad writing

Unit-V: Literature

[10 Hours]

Prose -"I have a dream" by Martin Luther King Jr and Words of wisdom by Chetan Bhagat
 Poetry - A prayer for my daughter by W B Yeats and Palanquin Bearers by Sarojini Naidu
 Short Stories - The Last leaf by O'Henry and Glory at twilight by Bhabani Bhattacharya

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	2015 1st Ed
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, IInd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, IInd Ed
4	Listening and Speaking Skills	Barry Cussack & Sam McCarter	Macmillan	2007
5	Active English	Alma S Juneja & Vaseem Qureshi	Alma S Juneja & Vaseem Qureshi	2014
6	Business English Handbook Advance	Paul Emerson	Macmillan	2007

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21216A	CORE: BUSINESS ECONOMICS	4	Theory	--	100

Objective: Business decisions are taken based on certain basic principles and concepts of economics. This paper aims to equip students with the knowledge & application of those basic principles, concepts and analytical tools in business. The focus of the paper is on Micro Economics.

UNIT-I

(Teaching Hours: 10)

Nature and scope of economics – Difference between Business economics and Economics – Business Economics and other disciplines – Fundamental concepts associated with business economics – Scope of business economics.

UNIT –II

(Teaching Hours: 10)

Demand analysis: The meaning of demand, Price demand relationship, law of demand, Movement along demand curve, and Shift in demand curve, Demand classifications.

Elasticity of demand – Measurement of elasticity of demand (Percentage Method), factors affecting elasticity of demand, Importance of elasticity of demand, different concepts of elasticity of demand – Income elasticity, Cross elasticity, Advertising elasticity.

Supply –Meaning and determinants.

UNIT –III

(Teaching Hours: 10)

Production analysis – Factors of production – Production function- Law of variable proportions – Isoquant – Marginal rate of technical substitution – Law of Returns to Scale –Comparison between returns to factor and returns to scale.

UNIT-IV

(Teaching Hours: 10)

Cost analysis – Concept of cost, various types of cost – Cost function – Total cost, Average cost, and Marginal cost curves – Relationship between average cost and marginal cost, Relationship between Product and Cost – Long run cost curves.

UNIT-V

(Teaching Hours: 10)

Market structure – Perfect competition, Monopoly, Monopolistic and Oligopoly competition. Pricing policies – Steps in pricing, Pricing Decisions, Pricing Methods – Macroeconomics – Business Cycles – Stages.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to business economics	K1, K2
CO2	Demand analysis	K3, K4
CO3	Production analysis	K3, K4
CO4	Cost analysis	K3, K4
CO5	Market structure	K2, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	2	2	3	3	3	2
CO2	3	2	2	3	2	3	3	3	3	2
CO3	3	2	2	3	2	3	3	3	3	2
CO4	3	2	2	3	2	3	3	3	3	2
CO5	3	2	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Economics-Text & Cases	D.D. Chaturvedi	Gagotia Publishing Company	Fourth Edition 2000
2	Business Economics	Dr.S.Sankaran	Margham Publications	Second Edition 1998
3	Managerial Economics & Financial Analysis	S.A.Siddiqui & A.S.Siddiqui	New Age International Publishers	Tenth Edition 2005
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Managerial economics	R.L. Varshney, V.L.Maheswari	Sultan Chand and Sons	Third Edition 1999
2	Business economics	V.G. Mankar	Machillen India Limited	First Edition 2001

Pedagogy: lecture, PPT presentation, Assignments.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21216B	ALLIED:APPLIED OPERATIONS RESEARCH	5	Theory	70	30

Objective: To enable the students to learn the techniques of Operations Research and resource management and their application in business management.

UNIT-I

(Teaching Hours: 10)

Introduction to Operations Research – Meaning – Scope – Models – Limitations. Linear Programming – Formulation - Graphical Solution– Dual of a Linear Programming Problem.

UNIT-II

(Teaching Hours: 10)

Transportation Model – Initial Basic Feasible Solutions – Optimum Solution (Only for non – degeneracy) – Simple problems – Assignment Model – Simple problems.

UNIT-III

(Teaching Hours: 10)

Game Theory- Games with Saddle Point – Games with Mixed Strategies – Dominance Theory – Solving games by the Graphical method - Simple problems.

UNIT-IV

(Teaching Hours: 10)

Network Models - CPM – Principles – Construction of Network for Projects – Critical path. PERT – Time Estimates – Critical path – Probability of completion of project.

Waiting Line Models – Structure of Model – M / M / 1 for infinite population – Simple problems.

UNIT-V

(Teaching Hours: 10)

Deterministic Inventory Models – EOQ – EOQ with Price Breaks – Simple problems.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to OR & LPP	K1, K2, K4
CO2	Solving transportation problems	K2 & K3, K4
CO3	Game theory – solving games	K2 & K3, K4
CO4	Network models & waiting line models	K2, K3, K5
CO5	Deterministic inventory models	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	3	3	3	2	3	3	1
CO2	3	2	2	3	3	3	3	2	3	2
CO3	3	2	2	3	3	3	3	3	3	2
CO4	3	3	2	3	3	3	3	3	2	1
CO5	3	2	3	3	3	3	2	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Operations Research	Kanti swarup,P.K.Gupta and Man Mohan	Sultan Chand & Sons Publications	Eighth Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Operations Research	Kalavathi	Vikas Publishing House Pvt Ltd	2004
2	Quantitative Techniques	C.R.Kothari	Chennai: Vikas Publishing	2012
3	Statistical Methods	Gupta S.P.	Newdelhi: Sultan Chand	1995

Pedagogy: Lecture, Chalk & Talk, PPT presentation, Assignments.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21216K	ONLINE SWAYAM: INTRODUCTION TO BANKING AND FINANCIAL MARKETS	4	-	--	-

Objective: In this course the students will learn about

- The theory and concepts underlying Banking and financial markets.
- The products and instruments that are offered by Banks and Financial Markets to meet the financial needs of individuals, businesses and governments.
- The underlying market mechanisms and how the financial instruments are traded (i.e. bought and sold)

The students will be learning this course through online mode from SWAYAM website.

The link followed for accessing this course is

https://swayam.gov.in/nd2_imb20_mg39/preview

COURSE LAYOUT

Week 1: Overview of the Financial System

- Role of Banking and Financial Markets in any Economy
- How and Why are Banks Different From Manufacturing Companies?
- How and Why are Financial Markets Different From Product Markets?
- 'Market for Lemons' and it's Relevance for Banking and Financial Markets

Week 2: Theory and Structure of Interest Rates

- Determinants of Interest Rates
- Term Structure of Interest Rates
- Recap of Time Value of Money
- Yield, Yield-to-Maturity and Bond Pricing
- Bond Valuation

Week 3: Short Term Financial Markets

- Financial Markets: An Overview
- Call Money Market
- Treasury Bills Market
- REPO Market
- CBLO Market
- Commercial Paper Market
- Market for Certificate of Deposits
- Bankers' Acceptance
- Pricing Money Market Instruments

Week 4: Long Term Financial Markets

- Bond Market
- Equity Stock Market
- Private Equity Market

Week 5: Other Important Financial Markets

- Foreign Exchange Market
- Derivatives Market
- Mortgages Market

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21316A	CORE: ORGANISATIONAL BEHAVIOUR	4	Theory	--	100

Objective: To acquaint the students with the fundamentals of OB related to individuals & groups in Organizations.

UNIT I **(Teaching Hours: 10)**

OB – Meaning – Importance and Challenges - Hawthorne Experiments – Personality- Meaning - types, tests – Determinants of Personality,

UNIT II **(Teaching Hours: 10)**

Perception –Meaning- Process of Perception, Factors affecting perception - Motivation – Theories – Maslow, Herzberg, Vroom and McClellands theory, Financial and non financial motivation.

UNIT III **(Teaching Hours: 10)**

Learning-meaning-Determinants of Learning - Theories of Learning – Attitude – meaning, factors and theories of Attitude formation. Values – factors and types.

UNIT IV **(Teaching Hours: 10)**

Group-Definition, Characteristics of Group - Reasons for joining in groups, Types of Groups, Stages in group development. Understanding teams – types of teams– Team development process.

UNIT V **(Teaching Hours: 10)**

Conflict - Types of conflict - Resolution of Conflict - Power and Politics Leadership – Types – Theories.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Personality	K2, K3
CO2	Perception and Motivation	K4, K5
CO3	Learning	K1
CO4	Group Development	K3
CO5	Leadership	K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	3	2	1	2	3	1	3
CO2	2	3	1	3	2	2	3	1	2	1
CO3	3	2	2	3	3	1	2	3	1	2
CO4	2	3	1	2	3	1	3	2	3	3
CO5	3	2	1	12	3	2	3	2	3	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Organisational Behaviour	S.S.Khanka	Sultan Chand & Sons	2009
2	Organisational Behaviour	Ghosh	Himalaya Publishing	2009
3	Organisational Behaviour	Jain.N.K	Atlantic Publishers	2009
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Organisational Behaviour	L.M.Prasad	S.Chand & Company	2008
2	Organisational Behaviour	Mishra.M.N	Vikas Publishing	2008

Pedagogy: Lecture, PPT Presentation

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21316B	CORE: FINANCIAL ACCOUNTING	4	Theory	60	40

Objective: The objective of this paper is to help the students to acquire conceptual knowledge of the financial accounting and impart skills for recording various kinds of business transactions.

UNIT –I (Theory and Problems) (Teaching Hours: 10)

Introduction to Accounting - Book Keeping & Accounting - Accounting Concepts and Conventions - Preparation of Journal - Ledger - Trial Balance.

UNIT – II (Problems only) (Teaching Hours: 10)

Subsidiary Books for cash and credit transactions – Rectification of errors.

UNIT - III (Problems only) (Teaching Hours: 10)

Final accounts - Trading account - Profit and loss account - Balance sheet - Preparation of Final Accounts with simple adjustments.

UNIT – IV (Theory and Problems) (Teaching Hours: 10)

Bank Reconciliation Statement - Difference between cash book and pass book - preparation of bank reconciliation statement – Capital and Revenue Transactions – Deferred revenue transactions – Revenue expenditure, Capital expenditure and Deferred revenue expenditure – Distinction – Capital profit and revenue profit – Capital loss and revenue loss (simple problems only).

UNIT – V (Theory and Problems) (Teaching Hours: 10)

Depreciation – meaning - Definition - Reasons for providing depreciation – Causes of depreciation – Computation of the Amount of Depreciation - Methods of Depreciation: Straight line method- Written down value method - Bills of exchange (simple problems only).

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Accounting	K1,K2,K3,K4
CO2	Subsidiary Books - cash and credit transactions	K1,K2,K3,K4
CO3	Preparation of Final Accounts	K1,K2,K3,K4
CO4	BRS - Capital and Revenue Transactions	K1,K2,K3,K4
CO5	Depreciation - Bills of exchange	K1,K2,K3,K4

Note: K1- Remembering; K2 -- Understanding; K3 -- Applying; K4 – Analysing; K5 -- Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	3	3	3	3	3	2	3	3
CO2	3	3	2	3	3	2	1	3	3	3
CO3	3	3	3	3	3	2	3	3	2	3
CO4	2	3	3	1	3	3	3	2	3	3
CO5	3	3	3	3	2	3	3	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advanced Accountancy - Volume I	S.P.Jain and K.L.Narang	Kalyani Publishers	2014 & 18 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Advanced Accounting	R.S.N.Pillai, V.Bhagavathi and S.Uma	Sultan Chand Publications, Newdelhi	2013 & 5 th Edition
2	Advanced Accountancy - Volume I	R.L.Gupta and M.Radhaswamy	Sultan Chand Publications, Newdelhi	2010 & 13 th Edition
3	Financial Accounting	T.S.Reddy and A.Murthy	Margam Publications	Reprint 2015 & 7 th revised Edition
4	Advanced Accounts - Volume I	M.C.Shukla, T.S.Grewal and S.C.Gupta	Sultan Chand Publications, New Delhi	2013 & 18 th Edition

Pedagogy: Lecture, PPT presentation, Assignment, Group Discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21316C	CORE: MARKETING MANAGEMENT	4	Theory	--	100

Objective: To gain the knowledge of basic marketing concepts, consumer behavior and retailing techniques.

UNIT 1: Introduction **(Teaching Hours: 10)**

The Nature & Scope of Marketing- Definition –Markets, Marketing; Marketing Philosophies - Concept of Customer Value- Marketing Information Systems –Consumer Markets- Business Markets.

UNIT II: Analysing Markets **(Teaching Hours: 10)**

Market Segmentation – Benefits- Bases – Procedure; Market Targeting –Strategies; Dealing with Competition – Positioning – Marketing Mix - Online buying behavior

UNIT III: Creating Value **(Teaching Hours: 10)**

Product – Levels- Product Life Cycle Stages -Product Mix Decisions - New Product Development - Product Failure - Branding – Packaging and Labeling.

UNIT IV: Capturing and Communicating Value **(Teaching Hours: 10)**

Pricing – Importance& Objectives -Factors Affecting Pricing Decisions, Strategies in Pricing – Promotion Planning– Advertisement, Sales Promotion, Public Relations and Personal Selling-Digital Marketing.

UNIT V: Delivering Value **(Teaching Hours: 10)**

Distribution – Nature and Types, Channel Design and Management, Physical Distribution – Transportation and Warehousing. Designing Global Market Offerings- Decisions.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to marketing management	K1 & K2 & K3
CO2	Analyzing Markets	K2 & K3 & K4
CO3	Creating Value in marketing	K2 & K3 & K4
CO4	Capturing and Communicating Value	K2 & K4 & K5
CO5	Delivering Value for people	K2 & K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	1	3	3	3
CO2	3	3	3	2	2	1	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	2	3	3	3	3	3	3	2	2
CO5	3	3	1	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Marketing Management	T.N Chhabra and S.K Grover	Dhanpat Rai &Co	Fourth Edition 2009
2	Principles of Marketing	Philip Kotler and Armstrong	Prentice hall of India	Eleventh Edition 2009
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Marketing Management	R.S.N. Pillai, Bagavathi	S.Chand & Company Ltd.	First Edition 2010
2	Marketing Management – Global Perspective Indian Context	V.S.Ramaswami, S.Namakumari	Macmillan Publication	Fourth Edition 2010
3	Modern Marketing Principles & Practice	D.Chandrabose,	PHI Learning Pvt., Ltd.,	2010 Edition
4	Introduction to Marketing	Mc Daniel / Lamb / Hair	Saurabh Printers Pvt., Ltd	Eighth Edition, 2008.

Pedagogy: PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21316D	CORE: BUSINESS ORGANISATION	4	Theory	--	100

Objective of the Course:

To impart knowledge on various aspects of business and its organization.

UNIT I

(Teaching Hours: 10)

Business essentials: Meaning and scope of business, Classification of Business Activities: Characteristics and objectives of Business Organisation, Evolution of Business Organisation - Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

UNIT II

(Teaching Hours: 10)

Forms of Business Organisation, Sole Proprietorship, Joint Hindu Family Firm, Partnership, Joint Stock Companies & Co-operatives Limited Liability Partnership.

UNIT III

(Teaching Hours: 10)

Choice of Form of Organisation, Government - Business Interface; Rationale and Forms of Public Enterprises. International Business. Multinational Corporations.

UNIT IV

(Teaching Hours: 10)

Business Combination: Meaning - Concepts- Causes- Objectives and Types, Forms of Mergers - Takeovers - Acquisitions and Amalgamation.

UNIT V

(Teaching Hours: 10)

Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Stock Exchange: Meaning - History - Capital Market - Stock exchanges in India.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Essentials and opportunities of Business	K2, K3
CO2	Forms of Business	K1, K5
CO3	Forms of Organisation	K2, K5
CO4	Business Combination	K1, K4
CO5	Business Finance	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	3	2	3	2	1	2
CO2	1	1	3	2	3	2	3	3	2	3
CO3	1	1	2	1	3	3	2	2	1	2
CO4	2	2	3	3	3	3	3	3	2	2
CO5	2	2	3	2	3	3	3	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Organisation and Management	Bhushan Y.K	Sultan Chand & Co Ltd	2013, Nineteenth
2	Modern Business Organization and Management	S. A. Sherlekar and V. S. Sherlekar	Himalaya Publishing House	2018, Fourth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business organisation and management	Shukla	S chand & co.Ltd	2008, Eighteenth
2	Business Management	Dinkar pagare	Sultan Chand & Sons	2018, Sixth

Pedagogy: Lecture, PPT presentation, Activity, Assignments.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21316E	SKILL BASED SUBJECT: BUSINESS ENVIRONMENT	2	Theory	--	100

Objective: To gain the knowledge of basic concepts of Micro and Macro Environment of business and their importance in formulating business strategies.

UNIT -- I **(Teaching Hours: 10)**
 Nature and Scope of Business environment: Characteristics of today's Business – Business in the 21st century – Business Goals – Nature of Environment – Benefits and Limitations of Environment – Organization for Analysis – Sources for Scanning.

UNIT --II **(Teaching Hours: 10)**
 Political Environment: Political Institutions – The constitution of India – The preamble, The fundamental rights, Directive principles of state policy – Nature and extent of state regulation – Reasons for state intervention, Types of intervention, Extent of intervention – Problems of Control

UNIT – III **(Teaching Hours: 10)**
 Economic environment: Nature of economic environment – Economic factors – Growth strategy – Basic Economic systems – Economic planning - New Economic policy.

UNIT – IV **(Teaching Hours: 10)**
 Social and Cultural Environment: Culture and business – Social Responsibility of Business – Business and Society – Social Audit

UNIT – V **(Teaching Hours: 10)**
 Technological Environment: Features of Technology, Impact of Technology – Technology and Society – Technology and Economy – Status of technology in India – Technology policy. Natural Environment: Nature of physical environment, Impact on business.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Nature and Scope of Business environment	K1 & K2 & K3
CO2	Political Environment	K2 & K3 & K4
CO3	Economic environment	K2 & K3 & K4
CO4	Social and Cultural Environment	K2 & K3 & K4
CO5	Technological Environment	K2 & K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	1	1	3	3	3
CO2	3	3	3	2	2	2	3	3	3	3
CO3	3	3	3	3	1	3	3	2	3	3
CO4	2	3	3	1	3	3	3	3	2	2
CO5	3	3	1	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Essentials of Business Environment	K.Aswathappa	HPH	2008 –Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Environment	Francis Cherunilam,	HPH	2008 – Edition Unit I – V
2	Business Environment	Justin Paul,	Tata Mc.Graw-Hill	1998, Eleventh(2009 – Second Edition.)
3	Business Environment	Shaik Saleem	Pearson Publication	Second Edition 2010

Pedagogy: PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21416A	CORE: FINANCIAL MANAGEMENT	4	Theory	25	75

Objective: To familiarize the students with financial management concepts and its application.

UNIT-I (Theory)

(Teaching Hours: 10)

Financial Function: meaning – Definition and scope of finance functions - Financial management meaning - Definition – Objectives - Importance – Scope - Sources of Finance – Short term - Bank sources - Long term – Equity shares – Preference shares – Debentures.

UNIT-II (Theory and problems)

(Teaching Hours: 10)

Investment Decision: Capital Budgeting- Factors - Importance- Techniques - Payback - Average Rate of Return- NPV- IRR- PI

UNIT-III (Theory and problems)

(Teaching Hours: 12)

Financing Decision: Capital structure –Factors –Optimal capital structure – Theories of capital structure
Cost of Capital – Importance – Cost of Debt, Equity, Preference capital, Retained earnings – Weighted average Cost of capital- Problems.

UNIT-IV (Theory)

(Teaching Hours: 10)

Dividend Decision: Dividend – Types of dividend – Factors affecting dividend – Models of dividend. Leverage – Types of leverage – Operating, Financial and Combined leverage –Significance of leverage – Problems.

UNIT-V (Theory)

(Teaching Hours: 8)

Liquidity Decision: Working capital management – Concept– Need -Types of working capital - Factors determining working capital – Sources of working capital – Approaches for working capital – Estimating working capital requirements.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Financial management	K1,K2,K3,K4
CO2	Capital Budgeting	K1,K2,K3,K4
CO3	Capital structure - Cost of Capital	K1,K2,K3,K4
CO4	Dividend Decision – Leverage	K1,K2,K3,K4
CO5	Working capital management	K1,K2,K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2	3	3	3	3	3	2
CO2	3	3	3	3	2	1	3	3	2	3
CO3	3	3	2	3	3	2	3	1	3	3
CO4	3	3	3	3	3	3	2	3	3	2
CO5	2	3	3	3	3	3	3	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial management- Principles and practice	Dr. S.N.Maheswari	Sultan chand and sons publications	2002 & Fourth Edition
2	Financial Management	I.M.Pandey	Vikas Publishing	2009 & Ninth Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial management	MY Khan and PK Jain	Tata McGraw Hill Publishing Co.	2004 & Fourth Edition
2	Financial management	Shashi.K.Gupta, R.K.Sharma	Kalyani publishers	2016 & 8 th Revised Edition

Pedagogy: Lecture, PPT presentation, Assignment, Group Discussion



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21416B	CORE: OPERATIONS MANAGEMENT	4	Theory	--	100

Objective : To learn the basics of production and materials management.

UNIT-I

(Teaching Hours: 10)

Production Management - Functions – Scope; Plant Location – Factors; Site location –Urban, Rural and Suburban locations manufacturing systems-Continuous and Intermittent manufacturing systems. ; Plant layout – Principles – Process, Product and Fixed position layout - Production Planning and Control – Functions - Information flow - Routing-Scheduling – Dispatching – Control.

UNIT – II

(Teaching Hours: 10)

Material Handling – Importance – Principles - Criteria for selection of Material handling equipments. Maintenance – Types – Breakdown –Preventive – Routine - Relative advantages.
Work Study - Method study – Motion study - Time study – Definitions – Principles and Procedure.

UNIT – III

(Teaching Hours: 10)

Organization of Materials Management - Fundamental Principles – Integrated Materials Management ; Purchasing – Procedure - Principles – Vendor Rating ; Purchase department – Responsibility of Buyer & Seller Relationship

UNIT – IV

(Teaching Hours: 10)

Inventory – Importance – Functions; Tools of Inventory Control – ABC, VED & FSN Analysis - EOQ – Reorder Point - Safety Stock. Store Keeping – Objectives – Functions Storekeeper – Duties & Responsibilities; Location of store – Centralized store room – Security Measures; Stores Ledger – Bin Card.

UNIT – V

(Teaching Hours:10)

Quality Control – Types of Inspection – Centralized and Decentralized ; Benchmarking - Process – Reasons; ISO -Features – Procedure for obtaining ISO ; JIT – Bottlenecks in implementing JIT in Indian Industry ; An introduction to Quality Circles. Overview of TQM,TPM,5S, Six Sigma, Lean Manufacturing, Kanban, Kaizen.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Production planning and management	K1,K2
CO2	Material handling and maintenance	K2,K4
CO3	Organisation of Material management	K1,K2,K4
CO4	Inventory control and store keeping	K2,K4
CO5	Quality control and Inspection	K2,K1,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	3	3	3	2	2	3	2
CO2	3	1	3	2	2	3	1	3	2	2
CO3	3	3	3	3	2	3	3	3	3	3
CO4	3	2	2	3	2	3	2	2	3	3
CO5	3	2	2	3	1	1	2	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Production and Operations Management	Panneerselvam.R	PHI Learning Pvt. Ltd	2006
2	Production and Operations Management	Aswathappa.K, SridharaBhat.K,	Himalaya Publishing	2000
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Production and Operations Management	S.A.Chunawala, Patel.D.K	Himalaya Publishing	2000
2	Production and Materials Management	Saravanavel.P, Sumathi.S	Margham Publication	2008
3	Total Quality Management	Besterfield, Dele.H	Pearson Education	2007

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21416C	CORE: HUMAN RESOURCE MANAGEMENT	4	Theory	--	100

Objective: To enable the students with the process involved in acquiring, retaining and developing the human resources.

UNIT- I

(Teaching Hours: 10)

Human Resource Management – Need and Importance. Human Resource Policies - Objectives of HRM- Functions of HR department – Role of HR manager.

UNIT-II

(Teaching Hours: 10)

Meaning – Importance of Human Resource Planning – Benefits of Human Resource Planning. Job Analysis - Recruitment – Meaning – Methods of Recruitment. Selection – Meaning – Steps in Selection Process.

UNIT – III

(Teaching Hours: 10)

Concept of Induction/Orientation – Objectives of Induction – Training –Need- Importance of Training – Types of Training – Performance Appraisal – Methods /Techniques of Performance Appraisal.

UNIT – IV

(Teaching Hours: 10)

Job Evaluation – Methods of Job Evaluation – Compensation Management - Components of Compensation - Wage Policy .

UNIT –V

(Teaching Hours: 10)

Industrial relations and Labour Welfare- Workers Discipline Administration – Grievance Handling – Redressal Procedures – Labour Welfare, Health and Safety Measures.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	HR Functions	K1, K2
CO2	Job analysis, Recruitment and selection	K3, K4
CO3	Performance appraisal	K1, K5
CO4	Job evaluation	K2, K3
CO5	Health, welfare and safety measures	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	2	2	2	1	2
CO2	3	2	3	2	2	1	2	1		2
CO3	2	1	2	2	2	2	1	3	2	2
CO4	2	1		2	2	3		1	1	1
CO5	2	2	3	2	3	3	2	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Human Resource Management	V.S.P RAO	Sultan Chand & Sons	2007
2	Personnel Management & Industrial Relations	Tripathy	Sultan Chand & Sons	2008
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Human Resorce & Personnel Management	K.Aswathappa	S.Chand & Company	2008
2	Human Resource Management	Fisher Schoenfelt Shaw	All India Publishing	2011

Pedagogy: Lecture, PPT Presentation.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21416K	ONLINE SWAYAM: MANAGEMENT INFORMATION SYSTEM	4	Theory	--	100

Objective: This course introduces the students to existing and upcoming technologies, wide variety of their applications for business and e-Commerce, and issues involved in their management.

The students will be learning this course through online mode from SWAYAM website.

The link followed for accessing this course is

https://swayam.gov.in/nd1_noc20_mg60/preview

COURSE LAYOUT

- Week 1: Introduction to Management Information systems :Types of MIS, Capabilities, Complements, CCR Framework; Role of manager with respect to IT in an organization
- Week 2: Database management systems, Data Warehousing, Foundations of business intelligence, Data and Text Mining.
- Week 3: Strategic Enterprise Systems - ERP, SCM, CRM, SRM.
- Week 4: Strategic Enterprise Systems (contd..)
- Week 5: Operational Support Systems - Manufacturing Systems, Sales and Marketing Systems, HRIS, Finance and Accounting Systems
- Week 6: Operational Support Systems (contd..)
- Week 7: IT Strategy and Balanced Scorecard – IT strategies, IT- business alignment, balanced scorecard, cloud and vendor strategies
- Week 8: Mobile and E-commerce – B2C, B2B and e-procurement, C2C and mobile commerce
- Week 9: Emerging Technologies – Cloud computing, Big Data Technologies, Internet of Things, Bring Your Own Device (BYoD,) Virtual Reality, Augmented Reality, Blockchain, Artificial Intelligence
- Week 10: Emerging Technologies (contd..)
- Week 11: Knowledge Management – Decision Support Systems, Expert Systems, Learning Management Systems, Executive Information Systems
- Week 12: Social , ethical and security Issues in MIS.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21416P	CORE: PRACTICAL-PC APPLICATIONS IN BUSINESS	4	Practical	--	-

Objectives:

- This laboratory oriented course would impart the necessary skills to the students to use the Internet for business purpose with an end-user perspective. Also the paper concentrates on the tags used in Markup language and it provides a hands-on experience on creating static web pages.
- To equip the students in information processing, interpretation and presentation skills using computer software packages and to use information to the benefit of functional and organizational advantage.

UNIT I

(Teaching Hours: 10)

History and growth of Internet – getting connected to the Internet - business applications of Internet – Browsing and Searching the World Wide Web – communicating on the Internet using E-mail – Shopping on the Internet – other uses of Internet – web browser basics – starting the browser – navigating the web by following links.

Creating own E-mail account – sending an E- mail – sending copies of E-mail – Keeping Inbox under control – filtering and forwarding mail automatically – keeping track of addresses – sending files as attachments to E- mail – managing multiple E- mail account - advanced mail management – optional E-mail features – some E-mail conventions – upload photographs and share it with friends – Internet Telephone – voice chat – webcam live chat.

UNIT II

(Teaching Hours: 10)

WORD: Creating a new document with templates & Wizard – Creating own document – Opening/Modifying a saved document – Converting files to and from other document formats – Using keyboard short-cuts & Mouse – Adding symbols & pictures to documents – Headers and Footers – Finding and Replacing text – Spell check and Grammar check – Formatting text – Paragraph formats – Adjusting margins, line space – character space – Changing font type, Size – Bullets and Numbering – Tables – Adding, editing, deleting tables – Working within tables

EXCEL: Working with worksheets – cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns –Using formulas for quick Calculations–Creating and editing charts – Chart elements – Editing a chart – Printing charts.

UNIT III

(Teaching Hours: 10)

POWERPOINT: Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, Editing, Deleting, Copying, Hiding slides – Presentations – Applying new design. Using Animating text – Special effects to create transition slides.

ACCESS: Getting to know Access– opening an existing Database – Exploring Tables – Exploring Queries – Exploring Forms – Exploring Reports – Creating a New Database – Creating Creating tables.

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UNIT IV

(Teaching Hours: 10)

HTML: Introduction – Markup language – Editing HTML – Common tags – Headers – Text styling.
Intermediate HTML: Introduction – Unordered lists – Nested and ordered lists – Basic HTML tables.

UNIT V

(Teaching Hours: 10)

Intermediate HTML and formatting – Basic HTML forms – more complex HTML forms – Internal linking
- <FRAMESET> tags.



Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Internet & E-Commerce	K1,K2,K3,K4,K5
CO2	MS Word & MS Excel	K1,K2,K3,K4,K5
CO3	MS PowerPoint & Access	K1,K2,K3,K4,K5
CO4	Introduction to HTML	K1,K2,K3,K4,K5
CO5	Intermediate HTML & Formatting	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	1	1	1	3	2
CO2	3	3	2	3	3	1	1	1	3	2
CO3	2	3	3	2	3	3	3	3	3	2
CO4	3	3	3	1	2	3	3	2	3	2
CO5	3	2	3	3	3	3	2	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Using Microsoft Office 2000	ED and BOTT	Prentice Hall of India	2000 Edition
2	The Complete Reference: HTML & XHTML	Osborne	McGraw-Hill	fourth edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Office 2000 Complete,	by Dave Evans, Greg Jarboe	BPB Publications	2000 Edition
2	The Internet for Busy people	Christian Crumlish	McGraw Hill USA	Fourth edition

Pedagogy: Lecture, PPT Demonstration, Lab workouts.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21516A	CORE: COST & MANAGEMENT ACCOUNTING	4	Theory	60	40

Objective: To familiarize the students about cost concepts & Accounting methods and various tools to interpret Financial Statements for financial related decision-making.

UNIT-I

(Teaching Hours: 10)

Cost and Management Accounting –Meaning – Definition – Objectives – Scope – Merits and demerits – Differences between Cost and Management Accounting – Cost classification

UNIT- II

(Teaching Hours: 10)

Preparation of cost sheet – Inventory control – EOQ – minimum, maximum and reorder level – Material issues – FIFO –LIFO –simple average and weighted average method.

Labour cost remuneration and incentives: Systems of wage payment – Time wage system, Piece rate system – Individual Premium plan –Halsey Premium Plan, Rowan Premium Plan

UNIT- III

(Teaching Hours: 10)

Financial Statement Analysis: Features – Techniques –Comparative, Common Size & Trend percentage analysis - Ratio Analysis: Liquidity, Solvency and Profitability ratios.

UNIT-IV

(Teaching Hours: 10)

Fund flow analysis and cash flow analysis- Analysis and Cash Flow analysis – Meaning – Importance – Merits and Demerits – Comparison.

Schedule of changes in working capital – funds from operations - Fund Flow statement – Cash flow statement – cash from operations – cash flow statement.

UNIT V

(Teaching Hours: 10)

Budget – Budgetary control – Meaning- Types of budgeting –Preparation of production, purchases, Sales, Cash, and Flexible budgets – Advantages and disadvantages of Budgetary control

Marginal Costing- BE Analysis - Marginal cost statement, BE chart, Breakeven point.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Cost and Management Accounting	K1,K2,K3,K4
CO2	Cost sheet - Inventory control - Level setting - Labour cost	K1,K2,K3,K4
CO3	Financial Statement Analysis - Ratio Analysis	K1,K2,K3,K4
CO4	Fund flow analysis and cash flow analysis	K1,K2,K3,K4
CO5	Preparation of Budgets - Marginal Costing	K1,K2,K3,K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	1	3	2	2	3	3
CO2	3	3	2	3	3	2	3	3	3	3
CO3	2	3	3	2	3	3	1	3	3	3
CO4	3	3	3	3	2	3	3	2	3	3
CO5	3	2	3	3	3	3	2	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cost and Management Accounting	S.P Jain & K.L. Narang	Kalyani Publishers	2014 & 14 th Edition
2	Management Accounting	R.S.N.Pillai & V.Bagavathi	S Chand & Company Limited	2015 & 4 th Revised Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management Accounting	Shashi K.Gupta & R.K.Sharma	Kalyani Publishers	2016 & 13 th Revised Edition
2	Management Accounting	T.S Reddy & Y. Hari Prasad Reddy	Margham Publications	2015 & 5 th Edition
3	Management Accounting	Dr. A Murthy & Dr. S. Gurusamy	Tata Mc Graw Hill Publishing Company Limited	2010 & 2 nd Edition

Pedagogy: Lecture, PPT presentation, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21516K	ONLINE SWAYAM: ENTREPRENEURSHIP DEVELOPMENT	4	-	--	-

Objective: The main objective of this course is develop entrepreneurial abilities by providing background information about support systems , skill sets , financial and risk covering institutions and other for building an enterprise so that future budding entrepreneurs can make right decisions for starting and running a venture. With a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses., and live cases of social , techno, women entrepreneurs along with visit and interaction with entrepreneurship development institutes in India, helps the participants in learning basic fundamentals of decision making towards establishing enterprises in real life situations. This course is intended to be a foundation course for those who plan to work and start a business enterprise.

The students will be learning this course through online mode from SWAYAM website.

The link followed for accessing this course is

https://swayam.gov.in/nd2_ccc20_mg19/preview

COURSE LAYOUT

Unit - 1:Entrepreneurial Management

Unit – 2: Entrepreneurship, Creativity and Innovation Centre of Innovation, Incubation and Entrepreneurship- An expert Interview

Unit – 3: Social entrepreneurship

Unit – 4: Family business and entrepreneurship

Unit – 5: Financing the entrepreneurial business

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21516B	CORE: LEGAL ASPECTS IN BUSINESS	4	Theory	--	100

Objective of the Course:

To provide the student with all the legal aspects of business in day today life.

UNIT--1

(Teaching Hours: 10)

Law of Contract-Contract Act 1872 – Meaning – Types – Essential elements of a Contract, Performance of Contract, Discharge of Contract, Remedies to breach of Contract, Quasi Contracts.

UNIT- II

(Teaching Hours: 10)

Indian companies Act, 1956 – Definition – Features – Types of Companies – Incorporation of company – Memorandum of Association – Articles of Association – Prospectus. Company management – membership of company. Company meetings. Winding up of Company – Types of winding up.

UNIT--III

(Teaching Hours: 10)

The Negotiable Instrument Act, 1881 – Definition – Characteristics – Notes, Bills and Cheques – Classification of Negotiable Instruments – Parties to a Negotiable Instrument – Capacity of parties – Holder in due course – Liabilities of parties – Negotiation – Presentment, Dishonour and Discharge of a negotiable instrument.

UNIT-IV

(Teaching Hours: 10)

Protection of intellectual Property Rights – Patent Law – Trade Mark – Copyrights – Industrial design – Geographical indications – International Conventions – Paris convention – WTO - TRIPS

UNIT-V

(Teaching Hours: 10)

Consumer protection act – Consumer Rights – Procedure for Consumer grievance redressal – Machineries and forums, Information technology Act, 2000 – Objectives – Scope – Definitions – Digital Signature and its Provisions – Electronic Governance – Digital signature certification – Cyber Law – Definition – Categories – Components of Cybercrime – Cyber law issues and solutions.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Law of Contract	K1, K2
CO2	Companies Act	K2, K4
CO3	Negotiable Instrument	K1, K3
CO4	Protection of intellectual property rights	K2, K3
CO5	Electronic Governance	K1, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	3	2	2	3	3	3	2
CO2	2	2	3	3	2	3	3	2	2	3
CO3	2	3	2	3	2	3	2	3	2	2
CO4	2	3	2	3	2	3	3	3	2	3
CO5	2	2	3	3	2	3	3	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Elements of Mercantile Law	N.D.KAPOOR	Sultan Chand & Sons Publications	2007, Twenty Seventh
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Mercantile Law	P.C.Tulsian	National Publication House	2009, Third
2	Legal Systems in Business	P.Saravanavel, S.Sumathi	Himalaya Publishing House	2004, Sixth
3	Essentials of Management	Herald Koontz & Heinz Wehrich	Tata McGraw Hill	2003, Twentieth

Pedagogy: Lecturing, PP Presentation, Case Discussion, Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21516U1	ELECTIVE: ORGANISATIONAL DEVELOPMENT	5	Theory	--	100

Objective: To enable the students need for organizational change & various principles of developing organizations.

UNIT-I

(Teaching Hours: 10)

Organisation Change - Need- Objective - Nature of Change – Importance – Forces of change – Models of Change.

UNIT-II

(Teaching Hours: 10)

Organisation Development – Characteristics – Foundations of Organisation development – Organisational Development Process – Action research and Organisation development.

UNIT-III

(Teaching Hours: 10)

Organisational Development Interventions – Need and Characteristics – Intergroup and Third – party peacemaking interventions – Process Consultation.

UNIT-IV

(Teaching Hours: 10)

Methods or Techniques followed in interventions of Organisation Development- Research on Organization Development.

UNIT-V

(Teaching Hours: 10)

Leadership and Organizational Transformation – Challenges and Future of OD – Role of organization development and transformation through mergers and acquisition.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Organisation change	K1
CO2	Organisational Development	K2, K3
CO3	Organisational Interventions	K4, K5
CO4	Research in Organisation Development	K1, K5
CO5	Leadership and organization transformations	K2, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1		2	2	2	1	2
CO2	3	2	3	2	1	1	2			
CO3	2	1	2	2	2	2	1	3	2	
CO4	2	1	2	1	1	3	3	1	2	
CO5	2	2	3			3		1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Organisation Development	French & Bell	Prentice Hall of India	2007
2	Human Resource Development	Tripathy	Sultan Chand & Sons	2008
3	Designing and Managing Human Resource System	Udai pareek And T.V.Rao	Oxford publishers	
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Human Resource Development	K.Aswathappa	S.Chand & Company	2008

Pedagogy: Lecture, PPT Presentation

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21516V1	ELECTIVE: RURAL MARKETING	5	Theory	-	100

Objectives:

- To enable the students to get a comprehensive understanding of the rural market.
- To give insight into various characteristics, opportunities and problems in marketing the products or services in rural India.
- To understand about the rural specific marketing mix.

UNIT - I

(Teaching Hours: 10)

Introduction

Rural marketing – Definition and scope, Evolution-Opportunities and challenges– myths about rural market – Changing patterns about rural demand.

UNIT – II

(Teaching Hours: 10)

Segmentation Targeting and Positioning in Rural Markets

Segmentation – Concepts, levels – Effective segmentation in rural market, Bases for segmentation in rural markets. Targeting, Positioning in rural markets.

UNIT – III

(Teaching Hours: 10)

Rural Market Research and Buyer Behavior

Rural market research – New Research tools. Rural Consumer Behavior – Factors influencing rural consumer behavior – Rural market profile – Consumers characteristics-opinion leadership process.

UNIT – IV

(Teaching Hours: 10)

Product and Pricing Strategies

Product classification – product mix decision – Rural product category – New product development – consumer adoption process – product life cycle – pricing in rural markets – Concepts, policies and strategies.

UNIT – V

(Teaching Hours: 10)

Promotion and Distribution Strategies

Media choice – Target audience profile – Promotion strategies. Distribution in rural markets – Channels. Evolution of rural distribution system – Channel Behavior – Distribution of FMCG and durable goods companies. Role and management of rural sales force.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Rural Marketing	K1 & K2
CO2	Segmentation, Targeting and Positioning in Rural Markets	K2 & K3 & K4
CO3	Rural Market Research and Buyer Behavior	K2 & K3 & K4
CO4	Product and Pricing Strategies	K2 & K4 & K5
CO5	Promotion and Distribution Strategies	K2 & K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	3	2	1	1	2
CO2	3	3	2	1	2	3	2	3	3	3
CO3	3	3	2	2	3	3	3	3	3	3
CO4	3	3	2	1	2	3	2	3	2	2
CO5	3	3	2	2	2	3	2	2	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Rural Marketing:Text and Practice	Pradeep Kashyap and SiddhartaRaut	Biztantra Dream Tech Press, New Delhi	2009, Revised Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Rural Marketing: Text and Cases	C.S.G Krishnamacharyulu and LalithaRamakrishnan	Pearson Education Pvt Ltd.	2011, 2E
2	New Perspectives on Rural Marketing	Ramkishen Y	Jaico Publishing House.	2009, 2E

Pedagogy:Powerpoint presentation, Video Analysis, Assignment, Quiz, Interactive Class room Discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21516W1	ELECTIVE: TAXATION	5	Theory	40	60

Objective: To gain knowledge of basic concepts of income tax, heads of income, types of direct and indirect taxes, and income tax authorities and their powers.

UNIT – I (Theory)

(Teaching Hours: 10)

The Income Tax Act 1961 – Definition of Income – Assessment year – Previous Year- Assesses – Types of Assesses – Scope of income – Charge of Tax – Residential status – Exempted Income u/s 10. Tax Systems – Tax Evasion & Tax Avoidance

Direct Taxes: Basis of charge – Residential Status.

UNIT – II (Theory and Problems)

(Teaching Hours: 10)

Heads of Income: Income from Salary: Definition - Characteristics - Computations of income from Salary

UNIT – III (Theory and Problems)

(Teaching Hours: 10)

Computation of Income from House Property: Characteristics – exempted income from house property- Deductions – Computation of income from House Property.

Income from Business and Profession: Meaning of Business and profession – Expenses expressly allowed- Expenses expressly disallowed.

UNIT – IV(Theory and Problems)

(TeachingHours:10)

Computation of Income from Capital Gains: Capital assets – Long term capital assets- Short term capital assets.

Income from Other Sources: Various sources of Income – Computation of income from other sources.

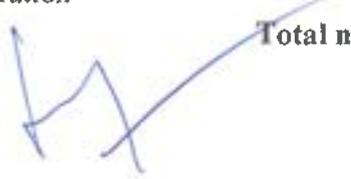
Indirect taxes: Income tax Authorities and their power.

UNIT – V (Theory)

(Teaching Hours: 10)

GST in India- An introduction- Taxable event- Charges of GST- Exemptions from GST- place of supply- time of supply- value of supply- Registration

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	General Tax system and Residential status	K1, K2, K3
CO2	Computation of Income from Salary	K2, K3, K4, K5
CO3	Computation of Income from House Property, Business & Profession	K2, K3, K4, K5
CO4	Computation of Income from Capital gains and Other Sources of income	K2, K3, K4, K5
CO5	GST and Registration	K2, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	3	2	2	3	3	2	2	3
CO2	3	2	3	3	2	3	3	2	2	3
CO3	3	2	3	3	2	3	3	2	2	3
CO4	3	2	3	3	2	3	3	2	2	3
CO5	2	2	3	3	2	3	3	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Income Tax Law and Practice	VP.Gaur and DB.Narang	Kalyani Publishers	2020, Forty Eight
2	GST Manual with GST law guide & digest of landmark rulings, Budge 2019	Taxmann's.	Taxmann Publications Pvt.Ltd.	2019, Eleventh
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Direct Taxes, Law and Practice	Taxman's– Dr.Vinod Singhania	Taxmann Publications Pvt.Ltd	2020, Sixty Third

Pedagogy: Teaching /learning methods

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21516C	SKILL BASED SUBJECT: RESEARCH METHODS FOR MANAGEMENT	2	Theory	--	100

OBJECTIVE: To gain knowledge about how to do a Research in the field.

UNIT I

(Teaching Hours: 10)

Introduction to Research-meaning & Objectives of Research - Types of Research - Research Process - Characteristics of good research - Identification of Research Problem – Steps - Research Design – Meaning – Definition - Need & Importance – Steps – Types.

UNIT II

(Teaching Hours: 10)

Sampling – Meaning - Sampling Methods - Probability & Non-Probability. Steps in Sampling, Criteria for good sample design, Sample size, Population Size.

UNIT III

(Teaching Hours: 10)

Data Collection – Meaning - Types of data – Tools for data collection – Sources of secondary data. Measurement: Scaling - Meaning-types.

UNIT IV

(Teaching Hours: 10)

Processing of data – Editing – Coding – Tabulation – Graphical representation of data. Validity, Reliability. Analysis of data – Meaning – Hypothesis: Meaning – Types – Significance - Testing of Hypothesis - Errors. Interpretation of Data - Meaning & Importance.

UNIT V

(Teaching Hours: 10)

Report Writing – Meaning - Essentials of good report - Type of Reports - Content of Report - Steps in writing a report – Reference & Bibliography.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to research	K1, K2
CO2	Sampling design	K2
CO3	Data collection	K2
CO4	Processing of data	K2, K4
CO5	Report writing	K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	1	3	3	3	3	2	3	3
CO2	3	3	2	3	2	3	2	3	3	3
CO3	3	3	3	2	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	2	2	3	2	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Research Methodology- Methods & Techniques	C.R Kothari	Cheran Book House	2003
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management Research Methodology	K.N.Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan	Perason	7 th Reprint, 2011
2	Business Research Methodology	J.K. Sachdeva	Himalaya Publishing House	1 st Edition, 2010
3	Research Methodology	R.Panneerselvam	PHI Learning Private Limited	4 th Reprint, 2007
4	Research Methodology	Mukul Gupta, Deepa Gupta	PHI Learning Private Limited	2011
5	Research Methodology	Ranjit Kumar	Pearson	11 th Reprint, 2012

Pedagogy: lecture, PPT presentation, Assignments.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21516S	EXTENSION ACTIVITIES: INSTITUTIONAL TRAINING	1	PRACTICAL	-	-

Department of Business Administration, Dr G R D Institute of Management has designed the Internship Training for our students as a part of the curriculum. The Internship Training requires them to spend 30 days during First week of the month May to Second week of the month June in an organisation to enrich the functional areas of management.

Objectives

- i. To familiarize the students with a business organization to relate theory with practice.
- ii. To familiarize the students with an organization structure and its functioning.
- iii. To familiarize them with the different departments in the Organisation and their functions and activities including documentation.
- iv. To enable the students to understand how the key business processes are carried out in an Organisation.
- v. To conduct a SWOT analysis of the organization.

GUIDELINES FOR STUDENTS

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
3. No two students can select the same company/department for doing Institutional Training.
4. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
5. The students are suggested to choose the nature of the company in which they have interest.
6. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
7. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
8. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
9. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21616A	CORE: DIGITAL MARKETING	4	Theory	--	100

OBJECTIVE: The objective of this course is to help the students to grasp the key concepts in digital marketing and to have an overall understanding of various digital marketing platforms. At the end of the course students will understand the scope of digital marketing and how it integrates with overall business and marketing strategy. Students can recognize the use of different forms of digital marketing in the development of an online presence.

UNIT I (Teaching Hours: 10)

Introduction

Introduction to Digital Marketing, Search Engine Optimization – Search Engine Result Pages, Search Behavior, The Process – Goals, On-Page Optimization, Off-Page Optimization.

UNIT II (Teaching Hours: 10)

Pay Per Click and Digital Display Ads

PPC Definition, Process – Goals, Setup, Manage, Digital Display Advertising Definition, Process – Define, Format, Display Advertising – Industry Overview.

UNIT III (Teaching Hours: 10)

Email Marketing and Mobile Marketing

Email Marketing - Definition, Process – Data, Design, Delivery and Discovery, Mobile Marketing – Definition, Mobile Industry Opportunities and Challenges, SMS Marketing – Mobile Analytics.

UNIT IV (Teaching Hours: 10)

Social Media Marketing

Definition, Process – Goals, Channels - Facebook, LinkedIn, Twitter, Google+, YouTube, Blogs, Pinterest, Instagram – Facebook Insights.

UNIT V (Teaching Hours: 10)

Strategy and Planning

Digital Marketing Plan: Structure - Situation Analysis, Audience – Information Gathering, Google Tools, Building Customer Profile – Objectives, Budget.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Digital Marketing	K1 & K2 & K3
CO2	Pay Per Click and Digital Display Ads	K2 & K3 & K4
CO3	Email Marketing and Mobile Marketing	K2 & K3 & K4
CO4	Social Media Marketing	K2 & K3 & K5
CO5	Digital Marketing Plan	K2 & K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1	3	3	3	2	3	3	3
CO2	3	3	3	3	2	1	3	3	3	3
CO3	3	2	3	2	1	3	3	1	3	3
CO4	3	2	3	2	3	3	1	3	2	2
CO5	1	3	1	3	3	3	2	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The Art of Digital Marketing	Dodson Ian	Wiley India, New Delhi	June 2017, first edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Digital Marketing	Ahuja Vandana	Oxford University Press, New Delhi	First edition . 2016
2	Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, 4/e	Ryan Damian	Kogan Page Limited. New Delhi	First edition 2016

Pedagogy: PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21616U1	ELECTIVE: INDUSTRIAL RELATIONS	5	Theory	-	100

Objective: To acquaint the students understand the important of cordial relationship in the industries and highlight the legislative measures to be followed by industries to sustain and develop relationships.

UNIT – I

(Teaching Hours: 10)

The Industrial Disputes Act,1947 – meaning-Definitions Conciliation machinery - Procedures, Powers & Duties of Authorities , Courts or Tribunals Awards , Strikes & Lock-out , Lay-off , Retrenchment , Transfer & Closing down of undertakings Unfair labour practices , Penalties , Miscellaneous provisions.

UNIT – II

(Teaching Hours: 10)

The Workmen’s Compensation Act,1948 – Meaning –Definitions Administration Scheme – Officers & staff Employees state insurance fund , Contributions Benefits, Disputes & Claims , Penalties ,Miscellaneous provisions.

UNIT – III

(Teaching Hours: 10)

The Minimum Wages Act, 1948 – meaning- definitions Fixation & Revision of Wages Safe guards in Payment of Minimum Wages Inspectors , Offences & Penalties , Power to make rules Miscellaneous provisions.

UNIT – IV

(Teaching Hours: 10)

The Trade Unions Act, 1926 – Meaning – Definition Registration of Trade Unions Cancellation of Trade unions & Appeal , Rights & Privileges Amalgamation , Dissolution, Regulations , Penalties.

UNIT – V

(Teaching Hours: 10)

The Payment of Bonus Act, 1966 – Meaning – Definitions Eligibility for Bonus , Disqualification , Determination Special provisions , Inspectors , Penalties Offences & Miscellaneous Provisions.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The Industrial Disputes Act,1947	K1 & K2 & K3
CO2	The Workmen's Compensation Act,1948	K2 & K3 & K4
CO3	The Minimum Wages Act, 1948	K2 & K3 & K4
CO4	The Trade Unions Act, 1926	K2 & K3 & K5
CO5	The Payment of Bonus Act, 1966	K2 & K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	1	3	3	3
CO2	3	3	3	3	2	1	3	3	3	3
CO3	3	3	3	2	3	3	3	2	1	3
CO4	3	2	3	3	3	3	3	3	2	2
CO5	3	3	1	3	3	3	2	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Dynamics of Industrial Relations	C.B.Mamoria, Satish Mamoria & P. Subba Rao	Himalaya Publishing House	16th edition, 2016
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Elements of Mercantile Law	N.D. KAPOOR	Sultan and Chand	2019
2	Commercial and Industrial law	Sen and Mitra,	world press publications.	1966

Pedagogy: PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21616V1	ELECTIVE: SERVICES MARKETING	5	Theory	--	100

Objective: To learn the service marketing concepts and their applications in present scenario.

UNIT – I: Introduction to Service marketing (Teaching hours: 10)

Definition – Service Economy – Evolution and Growth of Service Sector – Nature and Scope of Services – Unique Characteristics of Services - Challenges and Issues in Services Marketing- Classification of Services – 7 P’s of service marketing.

UNIT – II: Service Marketing Opportunities (Teaching hours: 10)

Assessing Service Market Potential – Environment and Trends – Customer Expectations and Perceptions- Service Encounter –Service Market Segmentation, Targeting and Positioning.

UNIT – III: Service Design and Development (Teaching hours: 10)

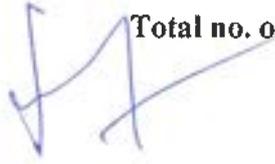
New Service Development – Service Blue Printing – Service Scape– GAP’s Model of Service Quality –Measuring Service Quality using SERVQUAL Dimensions – Quality Function Deployment

UNIT – IV: Service Delivery and Promotion (Teaching hours: 10)

Delivering Services- Service Recovery- Service Channel – Pricing of Services - Methods – Service Marketing Triangle - Integrated Service Marketing Communication.

UNIT – V: Service Strategies (Teaching hours: 10)

Service Marketing Strategies for Health – Hospitality and Tourism – Financial – Logistics - Educational – Entertainment -Public Utility- Information Technology Services.

 **Total no. of instruction hours: 50**

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Services Marketing	K1 & K2
CO2	Service Marketing Opportunities	K2 & K3 & K4
CO3	Service Design and Development	K2 & K3
CO4	Service Delivery and Promotion	K2 & K3
CO5	Service Strategies	K2 & K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	1	3	2	2	2	2
CO2	3	2	2	1	1	3	3	2	3	3
CO3	3	2	2	1	3	3	2	3	3	3
CO4	3	3	2	1	2	3	2	3	3	2
CO5	3	2	3	1	2	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Services Marketing	Rajendra Nargundkar	Tata McGraw-hill Education private Limited	2011, 3 E
2	Services Marketing	Zeithaml et al,	Tata McGraw-hill Education private Limited	2008, 4E
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Services Marketing	Harsh V Verma	Pearson Education Pvt Ltd.	2012
2	Services Marketing- The Indian Perspective	Ravi Shanker	Excel Books	2006, 1E
3	Services Marketing	K Douglas Hoffman, John E.G. Bateson	Thompson Publishing House	2 nd reprint, 2004.
4	Services Marketing	S.M.Jha	Himalaya Publishing House	2006

Pedagogy: Powerpoint presentation.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21616W1	ELECTIVE: INVESTMENT MANAGEMENT	5	Theory	--	100

Objective : To learn about the investment objectives, primary and secondary market, types of analysis and optimum portfolio.

UNIT-I (Teaching Hours: 10)

Investment – Meaning – Importance – Objectives – Investment and Gambling – Investment process – Investment alternatives. Investment in Shares and Debentures – Types of Shares and Debentures – Merits and Demerits.

UNIT-II (Teaching Hours: 10)

New issue market: - Parties involved in new issues – Government and Statutory agencies – Pricing of new issues. The Secondary Market: - Functions of stock exchange – Legal control of stock exchanges in India – Listing of securities – Qualification for listing – BSE, NSE, OTCEI and NSDL.

UNIT-III (Teaching Hours: 10)

Risk – Systematic and Unsystematic risk – Minimizing risk exposure – Risk measurement. Returns – Meaning – Measurement of Returns – Traditional method of measurement – Improved techniques.

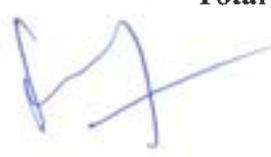
UNIT-IV (Teaching Hours: 10)

Fundamental Analysis: Economic Analysis - Industry Life cycle Analysis - Company analysis. Technical Analysis: Dow Theory – Types of Charts – Difference between Fundamental Analysis and Technical Analysis.

UNIT-V (Teaching Hours: 10)

Efficient Market Theory – Basic Concepts – Random Walk Theory — Portfolio Construction – Selection of portfolio – Markowitz model – Efficient frontier. Portfolio Evaluation – Sharpe's performance index – Treynor's performance index – Jensen's Performance index

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Investment	K1 & K2 & K3
CO2	New issue market in Investment	K2 & K3 & K4
CO3	Risk in Investment Analysis	K2 & K3 & K4
CO4	Fundamental Analysis in Investment	K2 & K3 & K5
CO5	Efficient Market Theory	K2 & K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	3	3	3	3	3
CO2	3	3	3	2	2	2	3	3	2	3
CO3	1	3	3	3	3	3	3	2	3	3
CO4	3	2	2	3	3	3	3	3	3	2
CO5	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Security Analysis and Portfolio Management	Punithavathy Pandian	Vikas Publishing House	Fifth Revised Edition 2008. (Unit I-V)
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Investment Management	Preethi Singh	Himalaya Publishing House.	14 th Revised Edition 2008. Unit I-V
2	Security Analysis & Portfolio Management	S. Kevin	Prentice Hall of India Pvt., Ltd	2006 Edition.
3	Security Analysis & Portfolio Management	Donald E. Fischer, Ronald J. Jordan	Pearson Education	Sixth Edition 2009.

Pedagogy: PPT presentation, e-content seminar, Assignment.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21616S	CORE: PROJECT AND VIVA VOCE	11	PRACTICAL	--	--

Students in sixth semester are expected to carry out a project on a topic in any one of the functional areas like Marketing, HR, Finance, Systems, Production etc., for a period of 1 month between November to December of their final year.

OBJECTIVES OF DOING THE PROJECT:

The objective of the main project should facilitate the students,

- To apply management concepts to organizational settings.
- To apply specific principles and investigations of research methodology to provide solutions to the organizational problems.
- To understand real organizational situation.

INSTRUCTIONS TO THE STUDENTS

1. Students are expected to identify a company, preferably in Coimbatore or nearby areas, since they are expected to in contact with the company throughout the project. However, the students can do the project anywhere in India after getting permission from the guide
2. The company in which the student decided to do the project should be reasonably big and should have scope for doing the project
3. Students are advised to choose the topic after discussing with the guide as well as the company guide.
4. Students are asked to appear for all the reviews without fail and are advised to maintain a record of such review duly signed and approved by the guide.
5. In case of any difficulties students are advised to seek the help of their guide.
6. Students are asked to be in contact with their guide's thought out the project and are expected to approach their respective guides about the project through E-mail for the smooth completion of the project.
7. Obtain project completion / attendance certificate before leaving the organization.
8. Students are *strictly restricted* to undergo their project work in *textile related companies in Trippur*.



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21616B	CORE: INTERNATIONAL BUSINESS	4	Theory	--	100

Objective of the Course:

To acquaint the students with the fundamentals of International Business Export Management and roles played by various institutions concern with international business.

UNIT – I

(Teaching Hours: 10)

International Business: Meaning – Nature and Scope – Importance -Forms of International Business – Theories of International Business: Competitive Advantage Theory- Comparative Advantage Theory – Role of foreign trade in the economic development of India.

UNIT – II

(Teaching Hours: 10)

Globalization: Meaning- Globalization of Production and Market – Obstacles to Globalization in India- Drivers of Globalization, The difference between Domestic business and international Business.

UNIT – III

(Teaching Hours: 10)

Export Procedures: Basic steps involved in Starting on export business - Offer and Receipt of Confirmed orders – Producing the Product - Shipment and Banking Procedure – Negotiation and Export incentives – Major problems of India’s export sector

UNIT – IV

(Teaching Hours: 12)

Export Import Financing: Procedures for granting packaging credit, Post Shipment Finance, short term, Medium term and Long term finance, Negotiation of documents under L/C, Advances against claims of Export incentives - ECGC. India’s import policy- GATT- WTO- IMF - IBRD - Functions and Features - Levels of Regional Economic Integration.

UNIT – V

(Teaching Hours: 8)

Balance of Payments: Nature – Components. Tariffs – Classification of Tariffs – Impact of Tariffs– Counter trade: Types.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Forms of International Business	K1, K2
CO2	Globalization of Product and Market	K2, K4
CO3	Export Procedure	K2, K3
CO4	Export import financing	K1, K5
CO5	Balance of Payment	K2, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	2	2	2	3	2	2	2
CO2	2	2	3	3	3	3	3	3	2	2
CO3	2	2	3	3	3	2	2	3	2	3
CO4	1	2	3	3	3	3	3	3	2	3
CO5	1	2	3	3	3	3	3	3	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Export Management	T.A.S Balagopal	Nobel Publishing house	2008, Eight
2	International Business	Shyam Shukla	Sultan Chand & Sons	2004, First
3.	International Business	K.Aswathappa	The McGraw Hill Companies	2008, Third
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	International Business competing in the Global Marketplace	Charles W.L. Hill Tata Mc Graw	Hill Publishing Company Ltd, New Delhi	2005, Fifth
2	International Trade and Export Management	Francis Cherunilam	Himalaya Publication House	2007, Seventh
3	International Business	Justin Paul	PHI Learning Pvt., Ltd	2009, Fourth
4	International Business	Mike W.Peng	Cengage Learning India Pvt., Ltd	2008, First

Pedagogy: Lecturing, PPT Presentation, Case Discussion, Assignments

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2021-22

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF BUSINESS ADMINISTRATION - RETAIL MANAGEMENT
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR
2021-2022

Programme Outcome	
PO1	Offers a wide knowledge with different concepts of various branches of management like production, marketing, human resource and financial and systems management.
PO2	To train the students in communication skills effectively.
PO3	To inculcate Entrepreneurial skills.
PO4	To recognize and solve business problems in an ethical manner.
PO5	To enrich the creativity and apply them practically
PO6	Understand the problems and prospects of Retail sector in the Current scenario
PO7	Understand the dynamic and complex working environment of Retail sector
PO8	Determine conceptual and analytical abilities required for effective decision making
PO9	Analyze and apply the research in the area of Retailing and Business
PO 10	To empower the leadership and interpersonal ability of the students

Programme Specific Outcome	
PSO1	To provide adequate basic understanding about Management Education among the students
PSO2	To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
PSO3	To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of the society.
PSO4	To stimulate in students an interest in research and initiate them into Retailing career.
PSO5	Enhancing the students with the entrepreneurial skills.



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BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

SCHEME OF EXAMINATIONS

Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
						CA	TEE	TOTAL			
I	I	21100T/21100H/ 21100F/21100M	-	Tamil V/Hindi I/French I /Malayalam I	3	25	75	100	5	3	THEORY
	II	21100E1	-	Contemporary English I	3	25	75	100	5	3	THEORY
	III	21120A	Core	Principles of Management	4	25	75	100	6	3	THEORY
	III	21120B	Allied	Mathematical Techniques for Management	5	25	75	100	5	3	THEORY
	III	21120C	Skill Based Subject	Business Communication	2	25	75	100	4	3	THEORY
	IV	21100G	Skill Based Subject	General Awareness	2	25	75	100	4	3	THEORY

ATM-02
2021-22



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BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
 (Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
						CA	TEE	TOTAL			
II	I	21200T/21200H / 21200F/21200M	-	Tamil II/ Hindi II /French II /Malayalam II	3	25	75	100	5	3	THEORY
	II	21200E1	-	Contemporary English II	3	25	75	100	5	3	THEORY
	III	21220A	Core	Business Economics	4	25	75	100	5	3	THEORY
	III	21220B	Allied	Applied Operations Research	5	25	75	100	5	3	THEORY
	III	21220K	Online SWAYAM	Introduction to Banking and Financial Markets	4						
	IV		21200G	Environmental Studies	Environmental Awareness	2	25	75	100	4	3

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2021-22



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BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

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Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/Week	Exam Duration	Category
						CA	TEE	TOTAL			
IV		21300A/21300B	-	Basic Tamil I / Advanced Tamil I	2	100	NA	100	2	3	THEORY
		21300N	Non-Major Elective- I	Personality Development and Soft Skills		40	60	100			
III		21320A	Core	Organisational Behaviour	4	25	75	100	6	3	THEORY
III		21320B	Core	Financial Accounting	4	25	75	100	6	3	THEORY
III		21320C	Core	Marketing Management	4	25	75	100	5	3	THEORY
III		21320D	Core	Business Organisation	4	25	75	100	5	3	THEORY
III		21320E	Skill Based Subject	Business Environment	2	25	75	100	4	3	THEORY
IV		21300G1	Value Education	Indian Society People and Culture	2	25	75	100	4	3	THEORY

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BACHELOR OF BUSINESS ADMINISTRATION - RETAIL MANAGEMENT
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
						CA	TEE	TOTAL			
IV	IV	21400A/21400B	-	Basic Tamil II / Advanced Tamil II	2	100	NA		2	3	THEORY
		21400N	Non-Major Elective -II	Basics in Business Process Outsourcing		40	60	100			
IV	III	21420A	Core	Introduction to Retailing	4	25	75	100	6	3	THEORY
	III	21420B	Core	Financial Management	4	25	75	100	6	3	THEORY
	III	21420C	Core	Human Resource Management	4	25	75	100	5	3	THEORY
	III	21420K	Online SWAYAM	Management Information System	4						
IV	III	21420P	Core	Practical-PC Applications in Business	4	40	60	100	4	3	PRACTICAL
	IV	21400G2	Skill Based Subject	Professional Communication	2	25	75	100	2	3	THEORY

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Semester	Part	Course code	Course	Course Title	Credits	MARKS			Hrs/ Week	Exam Duration	Category
						CA	TEE	TOTAL			
V	III	21520A	Core	Cost and Management Accounting	4	25	75	100	6	3	THEORY
	III	21520K	Online SWAYAM	Entrepreneurship Development	4						
	III	21520B	Core	Supply Chain and Logistics Management	4	25	75	100	6	3	THEORY
	III		Elective	Elective I	5	25	75	100	5	3	THEORY
	III		Elective	Elective II	5	25	75	100	5	3	THEORY
	III	21520C	Skill Based Subject	Research Methods for Management	2	25	75	100	3	3	THEORY
	V		Extension Activities	Institutional Training	1				GRADE*		
	III	21620A	Core	Digital Marketing	4	25	75	100	5	3	THEORY
	III		Elective	Elective III	5	25	75	100	5	3	THEORY
	III		Elective	Elective IV	5	25	75	100	5	3	THEORY
VI	III	21620S	Core	Project and Viva Voce	11	25	75	100	12	3	PRACTICAL
	III	21620B	Core	Store Management	4	25	75	100	5	3	THEORY
				TOTAL	140	910	2490	3400			

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Sem.	Part	Course Code	Course
ELECTIVE I & II			
V	III	21520U1	ELECTIVE : MERCHANDISING MANAGEMENT
V	III	21520V1	ELECTIVE : LEGAL ASPECTS IN BUSINESS
V	III	21520W1	ELECTIVE: E - COMMERCE
ELECTIVE III & IV			
VI	III	21620U1	ELECTIVE: MALL MANAGEMENT
VI	III	21620V1	ELECTIVE : SERVICES MARKETING
VI	III	21620W1	ELECTIVE : EVENT MANAGEMENT



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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21100E1	CONTEMPORARY ENGLISH I		3	2	2	3			1		2
21120A	CORE: PRINCIPLES OF MANAGEMENT	3	3	2	2	2	3	3	3	3	3
21120B	ALLIED: MATHEMATICAL TECHNIQUES FOR MANAGEMENT	3	1	1	1	3	3	3	3	2	1
21120C	SKILL BASED SUBJECT: BUSINESS COMMUNICATION	2	3	2	1	2	1	2	2	1	3
21200E1	CONTEMPORARY ENGLISH II		3	2	2	3			1		2
21220A	CORE: BUSINESS ECONOMICS	3	2	3	3	3	3	3	3	2	2
21220B	ALLIED: APPLIED OPERATIONS RESEARCH	3	1	1	1	2	2	3	3	2	1
21220K	ONLINE SWAYAM: INTRODUCTION TO BANKING AND FINANCIAL MARKETS										
21320A	CORE: ORGANISATIONAL BEHAVIOUR	3	2	3	3	2	3	3	3	2	3
21320B	CORE: FINANCIAL ACCOUNTING	3	3	3	2	3	3	2	3	3	3
21320C	CORE: MARKETING MANAGEMENT	3	1	2	2	2	3	3	2	3	1
21320D	CORE: BUSINESS ORGANISATION	3	2	3	3	3	3	3	2	3	3
21320E	SKILL BASED SUBJECT: BUSINESS ENVIRONMENT	3	1	2	1	2	3	3	2	3	1
21420A	CORE: INTRODUCTION TO RETAILING	3	2	3	2	2	3	3	2	3	2
21420B	CORE: FINANCIAL MANAGEMENT	3	3	2	3	2	3	3	3	3	3
21420C	CORE: HUMAN RESOURCE MANAGEMENT	3	3	3	3	2	3	3	3	3	3
21420K	ONLINE SWAYAM: MANAGEMENT INFORMATION SYSTEM										
21420P	CORE: PRACTICAL - PC APPLICATIONS IN BUSINESS	2	3	2	1	3	1	3	1	3	3

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21520A	CORE: COST AND MANAGEMENT ACCOUNTING	3	3	3	3	2	3	2	3	3	3
21520K	ONLINE SWAYAM: ENTREPRENEURSHIP DEVELOPMENT										
21520B	CORE: SUPPLY CHAIN AND LOGISTICS MANAGEMENT	3	1	2	2	3	3	3	3	3	1
21520C	SKILL BASED SUBJECT: RESEARCH METHODS FOR MANAGEMENT	3	2	2	3	3	3	3	3	3	2
21520U1	ELECTIVE: MERCHANDISING MANAGEMENT	3	2	3	3	2	3	3	2	3	3
21520V1	ELECTIVE: LEGAL ASPECTS IN BUSINESS										
21520W1	ELECTIVE: E - COMMERCE	3	1	3	3	3	2	2	3	3	3
21520S	EXTENSION ACTIVITIES: INSTITUTIONAL TRAINING	3	3	3	2	3	3	3	3	3	3
21620A	CORE: DIGITAL MARKETING	3	2	3	1	2	3	3	2	3	2
21620B	CORE: STORE MANAGEMENT	3	2	3	2	3	3	3	3	3	2
21620U1	ELECTIVE: MALL MANAGEMENT	3	2	2	3	3	3	3	3	3	3
21620V1	ELECTIVE: SERVICES MARKETING	3	2	3	2	2	3	3	3	3	2
21620W1	ELECTIVE: EVENT MANAGEMENT	3	3	3	2	3	2	3	3	3	3
21620S	CORE: PROJECT AND VIVA VOCE	3	3	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21100E1	CONTEMPORARY ENGLISH I	3	Theory	-	100

Objective of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

[10 Hours]

Tenses, Modal auxiliaries, Prepositions, Voice, Connectors

Unit-II: Basics of Communication

[10 Hours]

The process and importance, Principles and benefits of effective communication, Communication as action and interaction, Developing honest relationship in communication, Power of words

Unit-III: Spoken English

[10 Hours]

Speech drills, Pronunciation (Phonetics symbols), Stress and intonation

Unit-IV: LSRW Skills

[10 Hours]

Listening skills-Videos on Self-motivation and Phonetics,
Speaking skills-Phone Conversations and Conversational Fillers,
Reading skills-Newspaper Article Review and Reading Comprehension,
Writing skills-Punctuation Rules, Euphemism and polite language

Unit-V: Literature

[10 Hours]

Prose-Travel by Train by J.B.Priestley and Dabbawalas: Mumbai's best managed business by Amberish Diwanji.

Poetry-All the world's a stage by William Shakespeare and Paper Boats by Rabindranath Tagore.

Short Stories-The Necklace by Guy de Maupassant and A snake in the grass by R.K.Narayan

Total no. of instruction hours: 50



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR
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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	Revised Ed.- 2019
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, IInd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, IInd Ed
4	Understanding & Using English Grammar	Betty Schramper Azad	Orient Backswam	2009

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21120A	CORE: PRINCIPLES OF MANAGEMENT	4	Theory	-	100

Objective : To learn about the different concepts and principles of management.

UNIT I: Introduction (Teaching Hours: 10)

Management – Definition, Nature, scope and function of Management. Management as an art, science, and profession- Scientific Management – Administrative Management – Contribution of Henri Fayol- Thoughts and principles of various schools of management.

UNIT II: Planning & Decision Making (Teaching Hours: 10)

Planning – Meaning - Nature - Importance-limitations, steps – Kinds of planning- Decision Making-Meaning-Process-factors involved in Decision Making.

UNIT III: Organizing & Organizational Structure (Teaching Hours: 10)

Organizing - Nature-Steps-Significance, Formal & Informal organization, Organizational structure – Types - line, line & staff, functional, project, matrix organizations. Span of Management – Definition, Impact on Tall and Flat organization structures, Factors governing span of management.

UNIT IV: Delegation & Departmentation (Teaching Hours: 10)

Delegation – Principles - Advantages - Departmentation, Basis of departmentation, Centralisation and De-centralization - factors, advantages and disadvantages. Authority – Nature and Responsibility.

UNIT V: Directing & Controlling (Teaching Hours: 10)

Directing – Nature and purpose of Directing, Coordination-Techniques to achieve coordination, controlling – Concept-Nature- Process-Factors-Significance, Traditional & Modern techniques of controlling.

Total no. of instruction hours: 50



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Administrative and Scientific Management	K2, K1
CO2	Planning and Decision making	K4, K2
CO3	Organising	K3, K1
CO4	Directing	K3, K1
CO5	Controlling and Co-ordinating	K5, K2

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3		1		1	1			1	
CO2	2	1		1	1	1	2	1	2	1
CO3	1	1					2	1		2
CO4	1	1	2	1		2	2			2
CO5	1	2	1		1		2	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Management	Dinkar Pagare	Sultan Chand & Sons	2008, Seventh
2	Principles & Practice of Management	L M Prasad	Sultan Chand & Sons	2007, Sixth
3	Principles of Management	T Ramasamy	Himalaya	2006, Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Principles & Practice of Management	T N Chhabra & S K Grover	Dhanpat Rai & CO	2010, Eighth
2	Principles of Management	P C Tripathy & P N Reddy	Tata McGraw Hill	1998, Eleventh
3	Essentials of Management	Herald Koontz & Heinz Weihrich	Tata McGraw Hill	2003, Twentieth

Pedagogy: Lecture, PPT Presentation, Assignment.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21120B	ALLIED: MATHEMATICAL TECHNIQUES FOR MANAGEMENT	5	Theory	80	20

Objective: To introduce basics of business mathematics.

UNIT-I Introduction to Set Theory & Matrices (Teaching Hours: 10)

Sets and Set Operation-Venn Diagrams –Elements of Co-ordinate System Matrices -
 Fundamental ideas about Matrices and their Operational Rules -Matrix Multiplication - Inversion
 of Square Matrices of not more than 3rd order.

UNIT-II Mathematics of Finance (Teaching Hours: 10)

Mathematics of Finance: Simple and Compound interest- Annuities - Sinking funds – (Discounts
 and Present Values.*) (*Theory)

UNIT-III Statistical Representation of Data (Teaching Hours: 10)

(Meaning and definition of Statistics – Scope and Limitations. Statistical enquiries – Scope of the
 Problem - Methods to be employed - Types of Enquiries*) (*Theory)- Presentation of Data by
 Diagrammatic and Graphical Method – Formation of Frequency Distribution.

UNIT-IV Measures of Central Tendency and Dispersion (Teaching Hours: 10)

Measures of Central Tendency: Arithmetic Mean, Median, Mode, Measures of Dispersion:
 Range, Quartile deviation, Mean, Mean deviation, Coefficient of variation.

UNIT-V Correlation and Indices (Teaching Hours: 10)

Simple Correlation - Scatter Diagram - Karl Pearson's Co-efficient of Correlation –Rank
 Correlation Index number - Unweighted Indices - Consumers' Price and Cost of Living Indices.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Set theory & Matrices	K1 & K2
CO2	Mathematics of Finance	K1 & K2
CO3	Statistical Representation of Data	K2, K3, K5
CO4	Measures of Central Tendency & Dispersion	K1, K2 & K3
CO5	Simple Correlation and Indices	K4, k5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1	2	3	3	3	3	3	1	2
CO2	2	2	3	3	3	3	3	3	1	2
CO3	3	3	3	3	3	3	3	3	3	3
CO4	2	3	2	3	3	3	2	3	2	2
CO5	3	3	2	3	3	2	2	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Business Mathematics & Statistics	Navaneethan. P	Jai publishers	2011
2	Statistical Methods	Gupta S.P	S.Chand & Sons publishers Pvt.Ltd	1995
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Statistics	S.P.Gupta, M.P.Gupta	S.Chand & sons Publishers.Pvt.Ltd	2011
2	An introduction to Business Mathematics and Statistical Methods	Sundaresan and Jayaseelan	S.Chand & Sons Publishers Pvt.Ltd.	1974

Pedagogy: Chalk & Talk, Lecture, Power Point Presentation, Assignments, Simulated Games from Websites

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21120C	SKILL BASED SUBJECT: BUSINESS COMMUNICATION	2	Theory	--	100

Objectives:

- To study about definition and types of communication, objectives and barriers.
- To explain organisation, structure and layout of the business letter and sales letter.
- To study about report writing, classifications of report and its characteristics.

UNIT I

(Teaching Hours: 10)

Basic elements and Objectives of Communication - Role of communication in business, Main forms of communication in Business, Communication process, Barriers to communication - Use of silence in Communication.

UNIT II

(Teaching Hours: 10)

Speech – Presentations: written and oral. Report Writing: Parts of Report, Qualities of Good report, Reports of different kinds –annual report, status report, survey report, proposals, memorandums, interviews, profile of institutions, speeches, responding to enquiries and complaints. Characteristics of a good report.

UNIT III

(Teaching Hours: 10)

Business Letter – Characteristics- Organisation, Structure and Layout of a business letter. Letter of Enquiries and Replies, Offers and quotations-Credit and Status Enquiries-Complaints, Claims and adjustment.

UNIT IV

(Teaching Hours: 10)

Sales Letters – Circulars. Bank Correspondence. Conducting Meetings, Writing Minutes, Writing E-Mails – Correspondence of a Company Secretary.

UNIT V

(Teaching Hours: 10)

Career strokes: Online Practical modules: Communication skills – Group Discussion – Interviews – Team work – Time management – Business Awareness.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Types and Medias of Communication	K2, k5
CO2	Business Correspondence	K2,k3
CO3	Business Letters	K2, k3, k4
CO4	Report Writing	K1, k4
CO5	Group Discussion	K2, k3

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3		3	3		2			3
CO2	1	3	2	2	2	3	2	1	1	2
CO3	2	2	3	2	2	3	3	3	3	2
CO4	2	2	2			3		2		2
CO5	3	3	3		2	2	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Communication	Dr. K.K. Ramachandran,	Macmillan	2008
2	Essentials of Business Communication	RajendraPal, J.S.Korlahalli	Sultan Chand & Sons	2011, 13 E
3	Essentials of Business Communication	Reddy Raja rao,	Himalaya Publishing	2003
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Communication	Vainder Bhatia	Khanna Publishing	2000
2	Business Communication	Dr V K Jain, Dr. O P Biyani,	S.Chand group	2008

Pedagogy: Lecture, PPT Presentation, Group Discussion, Role Play

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21200E1	CONTEMPORARY ENGLISH II	3	Theory	-	100

Objective of the Course:

To inculcate aesthetic sensitivity, use error free grammatical sentences and to understand the basics of Business English and use it effectively

Unit-I: Grammar

[10 Hours]

Phrases, Clauses, Sentence Structures, Idioms, Lexical Skills.

Unit-II: Effective Communication

[10 Hours]

Social English, Writing Paragraphs, CV (Resume) / Job interviews, Presentations-Structure and Key phrases, Presentations-Being lively and Persuasive

Unit-III: Communication Practice

[10 Hours]

Communication Exercises, Real life incidents, Face to Face training, Presentation Skills, Group Discussion and Seminars

Unit-IV: LSRW Skills

[10 Hours]

Listening skills-Interview with a COE & Marketing Director, Nature: Changing opinions, Extended multiple Choice and Task based activity

Speaking skills-Pronunciation -Word Stress, Stress Shift, Contrastive stress, Emphasis, Compound Adjectives, Past Simple endings.

Reading skills - Information & Communication Technology, Globalisation and Economic Policy.

Writing skills - Feature Writing, Interviewing and Ad writing

Unit-V: Literature

[10 Hours]

Prose -"I have a dream" by Martin Luther King Jr and Words of wisdom by Chetan Bhagat

Poetry - A prayer for my daughter by W B Yeats and Palanquin Bearers by Sarojini Naidu

Short Stories - The Last leaf by O'Henry and Glory at twilight by Bhabani Bhattacharya

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	Course Outcome Statement	Knowledge level
CO1	To train students to write error free grammatical sentences and improve their linguistic skills	K1 & K3
CO2	Recognize culture, specific perspectives and values embedded in language behaviour.	K2
CO3	To understand the concept of Business English and develop intellectual, personal, professional and communicative abilities.	K3
CO4	To stimulate critical thinking, crafting and developing clear, lucid LSRW skills.	K3 & K4
CO5	To develop creativity, imagination and aesthetic sensitivity with literary texts.	K2 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1	1							1
CO2		2	1		2					1
CO3		3	2		2					1
CO4		3	3		3			2	1	3
CO5		1								1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Contemporary English	Compiled by English Faculty of SCIB & IM	GRD SCIB & IM	2015, 1st Ed
Reference Books				
1	Better English Pronunciation	J.D.O'Connor	Cambridge	1980, IIInd Ed
2	Path of Glory	Ed Rangaswamy	Lakshmi	2013
3	Radiance-English for communication	Board of Editors	Orient Blackswam	2009, IIInd Ed
4	Listening and Speaking Skills	Barry Cussack & Sam McCarter	Macmillan	2007
5	Active English	Alma S Juneja & Vaseem Qureshi	Alma S Juneja & Vaseem Qureshi	2014
6	Business English Handbook Advance	Paul Emerson	Macmillan	2007

Pedagogy: Teaching /learning methods: Lecture, Interactive and Discussion methods.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR
2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21220A	CORE: BUSINESS ECONOMICS	4	Theory	--	100

Objective: Business decisions are taken based on certain basic principles and concepts of economics. This paper aims to equip students with the knowledge & application of those basic principles, concepts and analytical tools in business. The focus of the paper is on Micro Economics.

UNIT-I: Introduction

(Teaching Hours: 10)

Nature and scope of economics – Difference between Business economics and Economics – Business Economics and other disciplines – Fundamental concepts associated with business economics – Scope of business economics.

UNIT –II: Demand analysis

(Teaching Hours: 10)

Demand analysis: The meaning of demand, Price demand relationship, law of demand, Movement along demand curve, and Shift in demand curve, Demand classifications.

Elasticity of demand – Measurement of elasticity of demand (Percentage Method), factors affecting elasticity of demand, Importance of elasticity of demand, different concepts of elasticity of demand – Income elasticity, Cross elasticity, Advertising elasticity.

Supply –Meaning and determinants.

UNIT –III: Production analysis

(Teaching Hours: 10)

Production analysis – Factors of production – Production function- Law of variable proportions – Isoquant – Marginal rate of technical substitution – Law of Returns to Scale –Comparison between returns to factor and returns to scale.

UNIT-IV: Cost analysis

(Teaching Hours: 10)

Cost analysis – Concept of cost, various types of cost – Cost function – Total cost, Average cost, and Marginal cost curves – Relationship between average cost and marginal cost, Relationship between Product and Cost – Long run cost curves.

UNIT-V: Market structure

(Teaching Hours: 10)

Market structure – Perfect competition, Monopoly, Monopolistic and Oligopoly competition. Pricing policies – Steps in pricing, Pricing Decisions, Pricing Methods – Macroeconomics – Business Cycles – Stages.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to business economics	K1, K2
CO2	Demand analysis	K3, K4
CO3	Production analysis	K3, K4
CO4	Cost analysis	K3, K4
CO5	Market structure	K2, K5

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	2	2	3	3	3	2
CO2	3	2	2	3	2	3	3	3	3	2
CO3	3	2	2	3	2	3	3	3	3	2
CO4	3	2	2	3	2	3	3	3	3	2
CO5	3	2	3	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Economics-Text & Cases	D.D. Chaturwedi	Gagotia Publishing Company	Fourth Edition 2000
2	Business Economics	Dr.S.Sankaran	Margham Publications	Second Edition 1998
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Managerial economics	R.L. Varshney, V.L.Maheswari	Sultan Chand and Sons	Third Edition 1999

Pedagogy: lecture, PPT presentation, Assignments.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21220B	ALLIED:APPLIED OPERATIONS RESEARCH	5	Theory	70	30

Objective: To enable the students to learn the techniques of Operations Research and resource management and their application in business management.

UNIT-I: Introduction

(Teaching Hours: 10)

Introduction to Operations Research – Meaning – Scope – Models – Limitations. Linear Programming – Formulation - Graphical Solution– Dual of a Linear Programming Problem.

UNIT-II: Transportation & Assignment Model

(Teaching Hours: 10)

Transportation Model – Initial Basic Feasible Solutions – Optimum Solution (Only for non – degeneracy) – Simple problems – Assignment Model – Simple problems.

UNIT-III: Game Theory

(Teaching Hours: 10)

Game Theory- Games with Saddle Point – Games with Mixed Strategies – Dominance Theory – Solving games by the Graphical method - Simple problems.

UNIT-IV: Network Models

(Teaching Hours: 10)

Network Models - CPM – Principles – Construction of Network for Projects – Critical path. PERT – Time Estimates – Critical path – Probability of completion of project.

Waiting Line Models – Structure of Model – M / M / 1 for infinite population – Simple problems.

UNIT-V: Inventory Model

(Teaching Hours: 10)

Deterministic Inventory Models – EOQ – EOQ with Price Breaks – Simple problems.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to OR & LPP	K1, K2, K4
CO2	Solving transportation problems	K2 & K3, K4
CO3	Game theory – solving games	K2 & K3, K4
CO4	Network models & waiting line models	K2, K3, K5
CO5	Deterministic inventory models	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	3	3	3	2	3	3	1
CO2	3	2	2	3	3	3	3	2	3	2
CO3	3	2	2	3	3	3	3	3	3	2
CO4	3	3	2	3	3	3	3	3	2	1
CO5	3	2	3	3	3	3	2	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Operations Research	Kanti swarup,P.K.Gupta and Man Mohan	Sultan Chand & Sons Publications	Eighth Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Operations Research	Kalavathi	Vikas Publishing House Pvt Ltd	2004
2	Quantitative Techniques	C.R.Kothari	Chennai: Vikas Publishing	2012
3	Statistical Methods	Gupta S.P.	Newdelhi: Sultan Chand	1995

Pedagogy: Lecture, Chalk & Talk, PPT presentation, Assignments.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21220K	ONLINE SWAYAM: INTRODUCTION TO BANKING AND FINANCIAL MARKETS	4	--	--	--

Objective: In this course the students will learn about

- The theory and concepts underlying Banking and financial markets.
- The products and instruments that are offered by Banks and Financial Markets to meet the financial needs of individuals, businesses and governments.
- The underlying market mechanisms and how the financial instruments are traded (i.e. bought and sold)

The students will be learning this course through online mode from SWAYAM website.

The URL link for accessing this course is https://swayam.gov.in/nd2_imb20_mg39/preview

COURSE LAYOUT

Week 1: Overview of the Financial System

- Role of Banking and Financial Markets in any Economy
- How and Why are Banks Different From Manufacturing Companies?
- How and Why are Financial Markets Different From Product Markets?
- 'Market for Lemons' and it's Relevance for Banking and Financial Markets

Week 2: Theory and Structure of Interest Rates

- Determinants of Interest Rates
- Term Structure of Interest Rates
- Recap of Time Value of Money
- Yield, Yield-to-Maturity and Bond Pricing
- Bond Valuation

Week 3: Short Term Financial Markets

- Financial Markets: An Overview
- Call Money Market
- Treasury Bills Market
- REPO Market, CBLO Market
- Commercial Paper Market
- Market for Certificate of Deposits
- Bankers' Acceptance
- Pricing Money Market Instruments

Week 4: Long Term Financial Markets

- Bond Market
- Equity Stock Market
- Private Equity Market

Week 5: Other Important Financial Markets

- Foreign Exchange Market
- Derivatives Market
- Mortgages Market

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21320A	CORE: ORGANISATIONAL BEHAVIOUR	4	Theory	--	100

Objective: To acquaint the students with the fundamentals of OB related to individuals & groups in Organizations.

UNIT I **(Teaching Hours: 10)**

OB – Meaning – Importance and Challenges - Hawthorne Experiments – Personality- Meaning - types, tests – Determinants of Personality,

UNIT II **(Teaching Hours: 10)**

Perception –Meaning- Process of Perception, Factors affecting perception - Motivation – Theories – Maslow, Herzberg, Vroom and McClellands theory, Financial and non financial motivation.

UNIT III **(Teaching Hours: 10)**

Learning-meaning-Determinants of Learning - Theories of Learning – Attitude – meaning, factors and theories of Attitude formation. Values – factors and types.

UNIT IV **(Teaching Hours: 10)**

Group-Definition, Characteristics of Group - Reasons for joining in groups, Types of Groups, Stages in group development. Understanding teams – types of teams– Team development process.

UNIT V **(Teaching Hours: 10)**

Conflict - Types of conflict - Resolution of Conflict - Power and Politics Leadership – Types – Theories.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Personality	K2, k3
CO2	Perception and Motivation	K4, k5
CO3	Learning	K1
CO4	Group Development	K3
CO5	Leadership	K4, k5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	3	2	1	2	3	1	3
CO2	2	3	1	3	2	2	3	1	2	1
CO3	3	2	2	3	3	1	2	3	1	2
CO4	2	3	1	2	3	1	3	2	3	3
CO5	3	2	1	12	3	2	3	2	3	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Organisational Behaviour	S.S.Khanka	Sultan Chand & Sons	2009
2	Organisational Behaviour	Ghosh	Himalaya Publishing	2009
3	Organisational Behaviour	Jain.N.K	Atlantic Publishers	2009
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Organisational Behaviour	L.M.Prasad	S.Chand & Company	2008
2	Organisational Behaviour	Mishra.M.N	Vikas Publishing	2008

Pedagogy: Lecture, PPT Presentation, Activities, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21320B	CORE: FINANCIAL ACCOUNTING	4	Theory	40	60

Objective: The objective of this paper is to help the students to acquire conceptual knowledge of the financial accounting and impart skills for recording various kinds of business transactions.

UNIT –I: Introduction to Accounting (Theory and Problems) (Teaching Hours: 10)

Introduction to Accounting - Book Keeping & Accounting - Accounting Concepts and Conventions - Preparation of Journal - Ledger - Trial Balance.

UNIT – II: Subsidiary Books (Problems only) (Teaching Hours: 10)

Subsidiary Books for cash and credit transactions – Rectification of errors.

UNIT – III: Final Accounts (Problems only) (Teaching Hours: 10)

Final accounts - Trading account - Profit and loss account - Balance sheet - Preparation of Final Accounts with simple adjustments.

UNIT – IV: Bank reconciliation statement and capital & revenue transaction (Theory & Problems)

(Teaching Hours: 10)

Bank Reconciliation Statement - Difference between cash book and pass book - preparation of bank reconciliation statement – Capital and Revenue Transactions – Deferred revenue transactions – Revenue expenditure, Capital expenditure and Deferred revenue expenditure – Distinction – Capital profit and revenue profit – Capital loss and revenue loss (simple problems only).

UNIT – V: Depreciation (Theory and Problems) (Teaching Hours: 10)

Depreciation – meaning - Definition - Reasons for providing depreciation – Causes of depreciation – Computation of the Amount of Depreciation - Methods of Depreciation: Straight line method- Written down value method - Bills of exchange (simple problems only).

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Accounting	K1,K2,K3,K4
CO2	Subsidiary Books - cash and credit transactions	K1,K2,K3,K4
CO3	Preparation of Final Accounts	K1,K2,K3,K4
CO4	BRS - Capital and Revenue Transactions	K1,K2,K3,K4
CO5	Depreciation - Bills of exchange	K1,K2,K3,K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	3	3	3	3	3	2	3	3
CO2	3	3	2	3	3	2	1	3	3	3
CO3	3	3	3	3	3	2	3	3	2	3
CO4	2	3	3	1	3	3	3	2	3	3
CO5	3	3	3	3	2	3	3	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Advanced Accountancy - Volume I	S.P.Jain and K.L.Narang	Kalyani Publishers	2014 & 18 th Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Fundamentals of Advanced Accounting	R.S.N.Pillai, V.Bhagavathi and S.Uma	Sultan Chand Publications, Newdelhi	2013 & 5 th Edition
2	Advanced Accountancy - Volume I	R.L.Gupta and M.Radhaswamy	Sultan Chand Publications, Newdelhi	2010 & 13 th Edition
3	Financial Accounting	T.S.Reddy and A.Murthy	Margam Publications	Reprint 2015 & 7 th revised Edition

Pedagogy: Lecture, PPT presentation, Assignment, Group Discussion.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21320C	CORE: MARKETING MANAGEMENT	4	Theory	--	100

Objective: To gain the knowledge of basic marketing concepts, consumer behavior and retailing techniques.

UNIT I: Introduction

(Teaching Hours: 10)

The Nature & Scope of Marketing- Definition –Markets, Marketing; Marketing Philosophies - Concept of Customer Value- Marketing Information Systems –Consumer Markets- Business Markets.

UNIT II: Analysing Markets

(Teaching Hours: 10)

Market Segmentation – Benefits- Bases – Procedure; Market Targeting –Strategies; Dealing with Competition – Positioning – Marketing Mix - Online buying behavior

UNIT III: Creating Value

(Teaching Hours: 10)

Product – Levels- Product Life Cycle Stages -Product Mix Decisions - New Product Development - Product Failure - Branding – Packaging and Labeling.

UNIT IV: Capturing and Communicating Value

(Teaching Hours: 10)

Pricing – Importance& Objectives -Factors Affecting Pricing Decisions, Strategies in Pricing – Promotion Planning– Advertisement, Sales Promotion, Public Relations and Personal Selling- Digital Marketing.

UNIT V: Delivering Value

(Teaching Hours: 10)

Distribution – Nature and Types, Channel Design and Management, Physical Distribution – Transportation and Warehousing. Designing Global Market Offerings- Decisions.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction To Marketing	K1 & K2 & K3
CO2	Analysing Markets	K2 & K3 & K4
CO3	Creating Value	K2 & K3 & K4
CO4	Capturing And Communicating Value	K2 & K4 & K5
CO5	Delivering Value	K2 & K4 & K5

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	3	1	3	3	3
CO2	3	3	3	2	2	1	3	3	3	3
CO3	3	3	3	3	3	3	3	2	3	3
CO4	3	2	3	3	3	3	3	3	2	2
CO5	3	3	1	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	A Framework for Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson Education India,	2013, 4E
2	Marketing Management – Global Perspective Indian Context	V.S.Ramaswami, S.Namakumari	Macmillan Publication	Fourth Edition 2010
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Marketing Management	T.N Chhabra and S.K Grover	Dhanpat Rai &Co	Fourth Edition 2009
2	Principles of Marketing	Philip Kotler and Armstrong	Prentice hall of India	Eleventh Edition 2009
3	Modern Marketing Principles & Practice	D.Chandrabose,	PHI Learning Pvt., Ltd.,	2010 Edition
4	Marketing Management	R.S.N. Pillai, Bagavathi	S.Chand& Company Ltd.	First Edition 2010

Pedagogy: PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21320D	CORE: BUSINESS ORGANISATION	4	Theory	--	100

Objective of the Course:

To impart knowledge on various aspects of business and its organization.

UNIT I: Introduction

(Teaching Hours: 10)

Business essentials: Meaning and scope of business, Classification of Business Activities: Characteristics and objectives of Business Organisation, Evolution of Business Organisation - Emerging opportunities in business; Franchising, Outsourcing, and E-commerce.

UNIT II: Forms of Business Organisation

(Teaching Hours: 10)

Forms of Business Organisation. Sole Proprietorship, Joint Hindu Family Firm, Partnership, Joint Stock Companies & Co-operatives Limited Liability Partnership.

UNIT III: Choice of Form of Organisation

(Teaching Hours: 10)

Choice of Form of Organisation. Government - Business Interface; Rationale and Forms of Public Enterprises. International Business. Multinational Corporations.

UNIT IV: Business Combination

(Teaching Hours: 10)

Business Combination: Meaning - Concepts- Causes- Objectives and Types, Forms of Mergers - Takeovers - Acquisitions and Amalgamation.

UNIT V: Business Finance

(Teaching Hours: 10)

Business Finance: Financial need of Business methods & sources of finance. Security Market, Money Market, Stock Exchange: Meaning - History - Capital Market - Stock exchanges in India.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Essentials and opportunities of Business	K2, K3
CO2	Forms of Business	K1, K5
CO3	Forms of Organisation	K2, K5
CO4	Business Combination	K1, K4
CO5	Business Finance	K2, K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	1	3	2	3	2	3	2	1	2
CO2	1	1	3	2	3	2	3	3	2	3
CO3	1	1	2	1	3	3	2	2	1	2
CO4	2	2	3	3	3	3	3	3	2	2
CO5	2	2	3	2	3	3	3	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business Organisation and Management	Bhushan Y.K	Sultan Chand & Co Ltd	2013, Nineteenth
2	Modern Business Organization and Management	S. A. Sherlekar and V. S. Sherlekar	Himalaya Publishing House	2018, Fourth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business organisation and Management	Shukla	S Chand & co.Ltd	2008, Eighteenth
2	Business Management	Dinkar pagare	Sultan Chand & Sons	2018, Sixth

Pedagogy: Lecture, PPT presentation, Activity, Assignments.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21320E	SKILL BASED SUBJECT: BUSINESS ENVIRONMENT	2	Theory	--	100

Objective: To gain the knowledge of basic concepts of Micro and Macro Environment of business and their importance in formulating business strategies.

UNIT – I Introduction

(Teaching Hours: 10)

Nature and Scope of Business environment: Characteristics of today's Business – Challenges– Business Goals; Environmental Analysis–Nature- Benefits and Limitations– Organization for Analysis – Sources for Scanning.

UNIT –II Political Environment

(Teaching Hours: 10)

Political Institutions ; The constitution of India – The preamble, The fundamental rights, Directive principles of state policy; Nature and extent of State regulation – Reasons for state intervention, Types of intervention, Extent of intervention – Problems of Control

UNIT – III Economic environment

(Teaching Hours: 10)

Nature of economic environment; Economic factors – Growth strategy – Basic Economic systems – Economic planning; New Economic policy.

UNIT – IV Social and Cultural Environment

(Teaching Hours: 10)

Social and Cultural Environment – Definition-Culture and business – Social Responsibility of Business – Business and Society – Social Audit

UNIT – V Technological and Natural Environment

(Teaching Hours: 10)

Technological Environment: Features of Technology; Impact of Technology – Technology and Society – Technology and Economy; Status of technology in India – Technology policy. Natural Environment: Nature of physical environment, Impact on business

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Scope of Business environment	K1 & K2 & K3
CO2	Political environment	K2 & K3 & K4
CO3	Economic environment	K2 & K3 & K4
CO4	Social and cultural environment	K2 & K3 & K4
CO5	Technological environment	K2 & K3 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	3	1	1	3	3	3
CO2	3	3	3	2	2	2	3	3	3	3
CO3	3	3	3	3	1	3	3	2	3	3
CO4	2	3	3	1	3	3	3	3	2	2
CO5	3	3	1	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Essentials of Business Environment	K.Aswathappa	HPH	2008 –Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Business Environment	Francis Cherunilam,	HPH	2008 – Edition Unit I - V
2	Business Environment	Justin Paul,	Tata Mc.Graw-Hill	1998, Eleventh(2009 – Second Edition.)
3	Business Environment	Shaik Saleem	Pearson Publication	Second Edition 2010

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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2021-22

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF BUSINESS ADMINISTRATION - RETAIL MANAGEMENT
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR
2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21420A	CORE: INTRODUCTION TO RETAILING	4	Theory	--	100

Objective: To impart the students the knowledge on various introductory concepts in retailing.

UNIT I Introduction **(Teaching Hours : 10)**

Retailing -Introduction: Definition, Functions, Importance, Types of retailers -Store and Non Store; Retailing in India -Current Scenario, Retailing from International perspectives.

UNIT II Retail Channels **(Teaching Hours : 10)**

Retail Channels – Benefits by retail channels; Characteristics of retailers; Elements of retail mix- Customer Service – The GAPS Model for Improving Retail Service Quality; Retail planning – Purpose and Structure.

UNIT III Consumer Buying Behavior **(Teaching Hours : 10)**

Buying process – Need Recognition – Social factors influencing the buying process – Market segmentation – Approaches.

UNIT IV Retail Strategy **(Teaching Hours : 10)**

Retail strategy – Definition – Target market and Retail format – Growth strategies – The strategic retail planning process – Financial strategy – Objectives.

UNIT V Retail Locations **(Teaching Hours : 10)**

Retail locations – Types – Other Location Opportunities – Location and Retail strategy - Legal considerations - Evaluating a site for locating a retail store. Impact of information technology in retailing.

Total no. of instruction hours: 50



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(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR
2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Retailing	K1 & K2
CO2	Retail Channels	K2 & K3
CO3	Consumer Buying Behaviour	K2 & K3
CO4	Retail Strategy	K2 & K4
CO5	Retail Locations	K2 & K3 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	2	3	3	3	2	3
CO2	3	3	2	2	2	3	3	3	2	2
CO3	2	2	2	2	2	3	3	3	3	3
CO4	3	2	2	2	3	2	3	3	3	2
CO5	2	3	2	2	2	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Retail Management	Levy & Weitz and Pandit,	Tata McGraw Hill	2013
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Retail Management	Berman and Evens	Pearson Publishers	2011
2	Retail Management	David Gilbert	Pearson Publishers	2006
3	Retail Management	SwapnaPradhan	Tata McGraw Hill	2009

Pedagogy: PPT, Assignment, Quiz, Debate, Seminar

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2021-22

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21420B	CORE: FINANCIAL MANAGEMENT	4	Theory	25	75

Objective: To familiarize the students with financial management concepts and its application.

UNIT-I: Financial Function (Theory)

(Teaching Hours: 10)

Financial Function: meaning – Definition and scope of finance functions - Financial management meaning - Definition – Objectives - Importance – Scope - Sources of Finance – Short term - Bank sources - Long term – Equity shares – Preference shares – Debentures.

UNIT-II: Investment Decision (Theory and problems)

(Teaching Hours: 10)

Investment Decision: Capital Budgeting- Factors - Importance- Techniques - Payback - Average Rate of Return- NPV- IRR- PI

UNIT-III: Financing Decision (Theory and problems)

(Teaching Hours: 12)

Financing Decision: Capital structure –Factors –Optimal capital structure – Theories of capital structure

Cost of Capital – Importance – Cost of Debt, Equity, Preference capital, Retained earnings – Weighted average Cost of capital- Problems.

UNIT-IV: Dividend Decision (Theory)

(Teaching Hours: 10)

Dividend Decision: Dividend – Types of dividend – Factors affecting dividend – Models of dividend. Leverage – Types of leverage – Operating, Financial and Combined leverage –Significance of leverage – Problems.

UNIT-V: Liquidity Decision (Theory)

(Teaching Hours: 8)

Liquidity Decision: Working capital management – Concept– Need -Types of working capital - Factors determining working capital – Sources of working capital – Approaches for working capital – Estimating working capital requirements.

Total no. of instruction hours: 50

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2021-22

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(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Financial management	K1,K2,K3,K4
CO2	Capital Budgeting	K1,K2,K3,K4
CO3	Capital structure - Cost of Capital	K1,K2,K3,K4
CO4	Dividend Decision – Leverage	K1,K2,K3,K4
CO5	Working capital management	K1,K2,K3,K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	2	3	3	3	3	3	2
CO2	3	3	3	3	2	1	3	3	2	3
CO3	3	3	2	3	3	2	3	1	3	3
CO4	3	3	3	3	3	3	2	3	3	2
CO5	2	3	3	3	3	3	3	2	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Financial management-Principles and practice	Dr. S.N.Maheswari	Sultan chand and sons publications	2002 & Fourth Edition
2	Financial Management	I.M.Pandey	Vikas Publishing	2009 & Ninth Edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Financial management	MY Khan and PK Jain	Tata McGraw Hill Publishing Co.	2004 & Fourth Edition
2	Financial management	Shashi.K.Gupta, R.K.Sharma	Kalyani publishers	2016 & 8 th Revised Edition

Pedagogy: PPT, Assignment



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21420C	CORE: HUMAN RESOURCE MANAGEMENT	4	Theory	--	100

Objective: To enable the students with the process involved in acquiring, retaining and developing the human resources.

UNIT- I

(Teaching Hours: 10)

Human Resource Management – Need and Importance. Human Resource Policies - Objectives of HRM- Functions of HR department – Role of HR manager.

UNIT-II

(Teaching Hours: 10)

Meaning – Importance of Human Resource Planning – Benefits of Human Resource Planning. Job Analysis - Recruitment – Meaning – Methods of Recruitment. Selection – Meaning – Steps in Selection Process.

UNIT – III

(Teaching Hours: 10)

Concept of Induction/Orientation – Objectives of Induction – Training –Need- Importance of Training – Types of Training – Performance Appraisal – Methods /Techniques of Performance Appraisal.

UNIT – IV

(Teaching Hours: 10)

Job Evaluation – Methods of Job Evaluation – Compensation Management - Components of Compensation - Wage Policy .

UNIT –V

(Teaching Hours: 10)

Industrial relations and Labour Welfare- Workers Discipline Administration – Grievance Handling – Redressal Procedures – Labour Welfare, Health and Safety Measures.

Total no. of instruction hours: 50

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	HR Functions	K1, k2
CO2	Job analysis, Recruitment and selection	K3, k4
CO3	Performance appraisal	K1, k5
CO4	Job evaluation	K2, k3
CO5	Health, welfare and safety measures	K2, k3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	1	2	2	2	1	2
CO2	3	2	3	2	2	1	2	1		2
CO3	2	1	2	2	2	2	1	3	2	2
CO4	2	1		2	2	3		1	1	1
CO5	2	2	3	2	3	3	2	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Human Resource Management	V.S.P RAO	Sultan Chand & Sons	2007
2	Personnel Management & Industrial Relations	Tripathy	Sultan Chand & Sons	2008
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Human Resource & Personnel Management	K.Aswathappa	S.Chand & Company	2008
2	Human Resource Management	Fisher Schoenfelt Shaw	All India Publishing	2011

Pedagogy: Lecture, PPT Presentation.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21420K	ONLINE SWAYAM: MANAGEMENT INFORMATION SYSTEM	4	--	--	--

Objective: This course introduces the students to existing and upcoming technologies, wide variety of their applications for business and e-Commerce, and issues involved in their management.

The students will be learning this course through online mode from SWAYAM website.

The URL link for accessing this course is

https://swayam.gov.in/nd1_noc20_mg60/preview

COURSE LAYOUT

Week 1: Introduction to Management Information systems :Types of MIS, Capabilities, Complements, CCR Framework; Role of manager with respect to IT in an organization

Week 2: Database management systems, Data Warehousing, Foundations of business intelligence, Data and Text Mining.

Week 3: Strategic Enterprise Systems - ERP, SCM, CRM, SRM.

Week 4: Strategic Enterprise Systems (contd..)

Week 5: Operational Support Systems - Manufacturing Systems, Sales and Marketing Systems, HRIS, Finance and Accounting Systems

Week 6: Operational Support Systems (contd..)

Week 7: IT Strategy and Balanced Scorecard – IT strategies, IT- business alignment, balanced scorecard, cloud and vendor strategies

Week 8: Mobile and E-commerce – B2C, B2B and e-procurement, C2C and mobile commerce

Week 9: Emerging Technologies – Cloud computing, Big Data Technologies, Internet of Things, Bring Your Own Device (BYoD,) Virtual Reality, Augmented Reality, Blockchain, Artificial Intelligence

Week 10: Emerging Technologies (contd..)

Week 11: Knowledge Management – Decision Support Systems, Expert Systems, Learning Management Systems, Executive Information Systems

Week 12: Social , ethical and security Issues in MIS.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21420P	CORE: PRACTICAL-PC APPLICATIONS IN BUSINESS	4	Practical	--	-

Objectives:

- This laboratory oriented course would impart the necessary skills to the students to use the Internet for business purpose with an end-user perspective. Also the paper concentrates on the tags used in Markup language and it provides a hands-on experience on creating static web pages.
- To equip the students in information processing, interpretation and presentation skills using computer software packages and to use information to the benefit of functional and organizational advantage.

UNIT I

(Teaching Hours: 10)

History and growth of Internet – getting connected to the Internet - business applications of Internet – Browsing and Searching the World Wide Web – communicating on the Internet using E-mail – Shopping on the Internet – other uses of Internet – web browser basics – starting the browser – navigating the web by following links.

Creating own E-mail account – sending an E- mail – sending copies of E-mail – Keeping Inbox under control – filtering and forwarding mail automatically – keeping track of addresses – sending files as attachments to E- mail – managing multiple E- mail account - advanced mail management – optional E-mail features – some E-mail conventions – upload photographs and share it with friends – Internet Telephone – voice chat – webcam live chat.

UNIT II

(Teaching Hours: 10)

WORD: Creating a new document with templates & Wizard – Creating own document – Opening/Modifying a saved document – Converting files to and from other document formats – Using keyboard short-cuts & Mouse – Adding symbols & pictures to documents – Headers and Footers – Finding and Replacing text – Spell check and Grammar check – Formatting text – Paragraph formats – Adjusting margins, line space – character space – Changing font type, Size – Bullets and Numbering – Tables – Adding, editing, deleting tables – Working within tables

EXCEL: Working with worksheets – cells – Entering, editing, moving, copying, cutting, pasting, transforming data – Inserting and deleting of cells, rows & columns –Using formulas for quick Calculations–Creating and editing charts – Chart elements – Editing a chart – Printing charts.

UNIT III

(Teaching Hours: 10)

POWERPOINT: Creating new presentations – Auto content wizard – Using template – Blank presentation – Opening existing presentations – Adding, Editing, Deleting, Copying, Hiding slides – Presentations – Applying new design. Using Animating text – Special effects to create transition slides.

ACCESS: Getting to know Access– opening an existing Database – Exploring Tables – Exploring Queries – Exploring Forms – Exploring Reports – Creating a New Database – Creating Creating tables.

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UNIT IV

(Teaching Hours: 10)

HTML: Introduction – Markup language – Editing HTML – Common tags – Headers – Text styling.
Intermediate HTML: Introduction – Unordered lists – Nested and ordered lists – Basic HTML tables.

UNIT V

(Teaching Hours: 10)

Intermediate HTML and formatting – Basic HTML forms – more complex HTML forms – Internal linking
- <FRAMESET> tags.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Internet & E-Commerce	K1,K2,K3,K4,K5
CO2	MS Word & MS Excel	K1,K2,K3,K4,K5
CO3	MS PowerPoint & Access	K1,K2,K3,K4,K5
CO4	Introduction to HTML	K1,K2,K3,K4,K5
CO5	Intermediate HTML & Formatting	K1,K2,K3,K4,K5

Note: K1- Remembering; K2 - Understanding; K3 - Applying; K4 - Analysing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	2	1	1	1	3	2
CO2	3	3	2	3	3	1	1	1	3	2
CO3	2	3	3	2	3	3	3	3	3	2
CO4	3	3	3	1	2	3	3	2	3	2
CO5	3	2	3	3	3	3	2	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Using Microsoft Office 2000	ED and BOTT	Prentice Hall of India	2000 Edition
2	The Complete Reference: HTML & XHTML	Osborne	McGraw-Hill	fourth edition
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Office 2000 Complete,	by Dave Evans, Greg Jarboe	BPB Publications	2000 Edition
2	The Internet for Busy people	Christian Crumlish	McGraw Hill USA	Fourth edition

Pedagogy: Lecture, PPT Demonstration, Lab workouts.

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2021-22

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BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21520A	CORE: COST & MANAGEMENT ACCOUNTING	4	Theory	60	40

Objective: To familiarize the students about cost concepts & Accounting methods and various tools to interpret Financial Statements for financial related decision-making.

UNIT-I : Basics of Cost

(Teaching Hours: 10)

Cost and Management Accounting –Meaning – Definition – Objectives – Scope – Merits and demerits – Differences between Cost and Management Accounting – Cost classification

UNIT- II : Inventory cost and Labour Cost

(Teaching Hours: 10)

Preparation of cost sheet – Inventory control – EOQ – minimum, maximum and reorder level – Material issues – FIFO –LIFO –simple average and weighted average method.

Labour cost remuneration and incentives: Systems of wage payment – Time wage system, Piece rate system – Individual Premium plan –Halsey Premium Plan, Rowan Premium Plan

UNIT- III : Analysis of Financial Statement

(Teaching Hours: 10)

Financial Statement Analysis: Features – Techniques –Comparative, Common Size & Trend percentage analysis - Ratio Analysis: Liquidity, Solvency and Profitability ratios.

UNIT-IV: Statement of Changes in Financial Position

(Teaching Hours: 10)

Fund flow analysis and cash flow analysis- Analysis and Cash Flow analysis – Meaning – Importance – Merits and Demerits – Comparison.

Schedule of changes in working capital – funds from operations - Fund Flow statement – Cash flow statement – cash from operations – cash flow statement.

UNIT V: Budgetary Control and Marginal Costing

(Teaching Hours: 10)

Budget – Budgetary control – Meaning- Types of budgeting –Preparation of production, purchases, Sales, Cash, and Flexible budgets – Advantages and disadvantages of Budgetary control

Marginal Costing- BE Analysis - Marginal cost statement, BE chart, Breakeven point.

Total no. of instruction hours: 50

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2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Cost and Management Accounting	K1,K2,K3,K4
CO2	Cost sheet - Inventory control - Level setting - Labour cost	K1,K2,K3,K4
CO3	Financial Statement Analysis - Ratio Analysis	K1,K2,K3,K4
CO4	Fund flow analysis and cash flow analysis	K1,K2,K3,K4
CO5	Preparation of Budgets - Marginal Costing	K1,K2,K3,K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	3	3	1	3	2	2	3	3
CO2	3	3	2	3	3	2	3	3	3	3
CO3	2	3	3	2	3	3	1	3	3	3
CO4	3	3	3	3	2	3	3	2	3	3
CO5	3	2	3	3	3	3	2	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cost and Management Accounting	S.P Jain & K.L. Narang	Kalyani Publishers	2014 & 14 th Edition
2	Management Accounting	R.S.N.Pillai & V.Bagavathi	S Chand & Company Limited	2015 & 4 th Revised Edition

Reference Books

S.No.	Title	Author	Publishers	Year of Publications
1	Management Accounting	Shashi K.Gupta & R.K.Sharma	Kalyani Publishers	2016 & 13 th Revised Edition
2	Management Accounting	T.S Reddy & Y. Hari Prasad Reddy	Margham Publications	2015 & 5th Edition

Pedagogy: Lecture, PPT presentation, Assignment

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR
2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21520K	ONLINE SWAYAM: ENTREPRENEURSHIP DEVELOPMENT	4	--	--	--

Objective: The main objective of this course is develop entrepreneurial abilities by providing background information about support systems , skill sets , financial and risk covering institutions and other for building an enterprise so that future budding entrepreneurs can make right decisions for starting and running a venture. With a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups, manage family-owned companies ,context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses., and live cases of social , techno, women entrepreneurs along with visit and interaction with entrepreneurship development institutes in India, helps the participants in learning basic fundamentals of decision making towards establishing enterprises in real life situations. This course is intended to be a foundation course for those who plan to work and start a business enterprise.

The students will be learning this course through online mode from SWAYAM website.

The URL link followed for accessing this course is

https://swayam.gov.in/nd2_cec20_mg19/preview

COURSE LAYOUT

Unit - 1: Entrepreneurial Management

Unit – 2: Entrepreneurship, Creativity and Innovation Centre of Innovation, Incubation and Entrepreneurship- An expert Interview

Unit – 3: Social entrepreneurship

Unit – 4: Family business and entrepreneurship

Unit – 5: Financing the entrepreneurial business

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21520B	CORE: SUPPLY CHAIN AND LOGISTICS MANAGEMENT	4	Theory	-	100

Objective:

1. To enable the students to understand the needs and requirements of Supply chain management and its disciplines.
2. To provide an overview of the key activities performed by the logistic function, including distribution, transportation, and warehousing paradigms.
3. To help the students to assess the Characteristics of different retail category specific supply chains.

UNIT I Introduction

(Teaching Hours : 10)

Supply chain management-Meaning, Definition, Objectives, Importance and Scope of SCM-Types, Major drivers, Key issues in SCM-Phases of SCM- SCM Practices and Strategies .

UNIT II Operations Management in SCM

(Teaching Hours : 10)

Demand Management in SCM- Supply chain Strategy; Type of manufacturing systems; Lean manufacturing – Concepts, Basic Elements and Benefits; Mass Customization – approaches and benefits; Outsourcing- Service operations Optimization- Strategies for managing supply and demand.

UNIT III Procurement for Supply Chain

(Teaching Hours : 10)

Purchasing Cycle-Type of purchases; inventory models-inventory counting systems-universal bar code; materials requirement planning; Just in Time- Elements and Benefits; Vendor Managed Inventory- Model, Steps and Benefits.

UNIT IV Logistics Management

(Teaching Hours : 10)

Introduction- Elements of Logistics Management- distribution management and strategies-transportation management-warehousing and warehouse management systems-packaging for logistics-third party logistics-GPS and GIS technologies.

UNIT V Retail Logistics

(Teaching Hours : 10)

Retail logistics- Retail Supply chain Elements- Green Retailing- Reverse Logistics-Category and format specific Retail supply chain Characteristics- Food and Grocery-Apparel and Footwear - Consumer Electronics- Jewellery-Other retail formats.

Total no. of instruction hours: 50



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2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to SCM	K1& K2
CO2	Operations management in SCM	K2
CO3	Procurement for Supply Chain	K2& K3
CO4	Logistics Management	K1& K2& K3
CO5	Retail Logistics	K2&K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	3	3	3	2	3	2
CO2	3	2	2	2	2	3	3	2	2	2
CO3	3	2	2	2	3	3	3	2	3	2
CO4	3	2	2	2	2	3	3	2	3	2
CO5	3	2	2	2	2	3	3	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Supply chain management (Concepts and cases)	Rahul V.Altekar	PHI learning Private Limited	2012
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Supply Chain Management for Retailing	Rajesh Ray	Tata McGraw Hill Education Private Limited	2010
2	Logistics and Supply Chain Management	D.K. Agarwal	Macmillan India Ltd	2003

Pedagogy: Power Point Presentation, e-content seminar, Assignments

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2021-22

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21520U1	ELECTIVE: MERCHANDISING MANAGEMENT	5	Theory	-	100

Objective: To enable the students to learn the basics of merchandising management

UNIT-I Introduction

(Teaching hours: 10)

Merchandising – Concept - Evolution- Factors affecting merchandising function – Merchandiser & Buyer- Role and Responsibilities- functions - merchandise mix - components of merchandise management – Principles of Merchandising

UNIT –II Planning

(Teaching hours: 10)

Merchandise Planning -Concept- Implications; Process – Four Stages - Types & Hierarchy- Merchandise control - Assortment planning; Technology Tools. Private labels- Concept and Evolution.

UNIT – III Buying Process

(Teaching hours: 10)

Merchandising buying process – Methods/Types; Buying Organization Formats & process; Sources of supply; Steps in Procurement– Identifying, Contracting and Evaluating – Ordering and Vendor Relations; Global Sourcing; Brand strategies – Category management and Features of category management.

UNIT –IV Price & Performance

(Teaching hours: 10)

Retail pricing –Concepts- Elements- Determining the price; Factors determining pricing strategies; Price Adjustments- Markups and Markdowns; Merchandise allocation; Merchandising Performance Evaluation – Methods- Concept of GMROI;

UNIT-V Visual Merchandising

(Teaching hours: 10)

Retail & Visual Merchandising – types of display — display planning – The Planogram— methods of display — interior display — space management — planning lay out – Range planning –Web based marketing.

Total no. of instruction hours: 50

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Merchandising	K1
CO2	Planning	K2
CO3	Buying Process	K2&K3
CO4	Price & Performance	K2 & K5
CO5	Visual Merchandising	K2 & K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	3	3	3	3	1
CO2	3	1	2	2	3	3	3	3	3	3
CO3	3	2	2	3	3	3	3	3	3	3
CO4	3	2	2	2	2	3	3	3	3	2
CO5	3	2	2	2	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Retailing Management: Text and Cases	Swapna Pradhan	Tata McGraw-Hill Education	2012, 4E
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Retailing Management: Text and Cases	Swapna Pradhan	Tata McGraw-Hill Education	2011, 3E
2	Retail Management: Strategic Approach	Berman and Evans	Pearson Education India	2007, 10 E
3	Retail Management - Functional Principles and Practice	Gibson and Vedamani	G Jaico Publishing House	2004,2E

Pedagogy: Power Point Presentation, e-content seminar, Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21520V1	ELECTIVE: LEGAL ASPECTS IN BUSINESS	5	Theory	--	100

Objective of the Course:

To provide the student with all the legal aspects of business in day today life.

UNIT-1: Law of Contract

(Teaching Hours: 10)

Law of Contract-Contract Act 1872 – Meaning – Types – Essential elements of a Contract, Performance of Contract, Discharge of Contract, Remedies to breach of Contract, Quasi Contracts.

UNIT- II: Indian Companies Act

(Teaching Hours: 10)

Indian companies Act, 1956 – Definition – Features – Types of Companies – Incorporation of company – Memorandum of Association – Articles of Association – Prospectus. Company management – membership of company. Company meetings. Winding up of Company – Types of winding up.

UNIT-III: Negotiable Instrument Act

(Teaching Hours: 10)

The Negotiable Instrument Act, 1881 – Definition – Characteristics – Notes, Bills and Cheques – Classification of Negotiable Instruments – Parties to a Negotiable Instrument – Capacity of parties – Holder in due course – Liabilities of parties – Negotiation – Presentment, Dishonour and Discharge of a negotiable instrument.

UNIT-IV: Intellectual Property Rights

(Teaching Hours: 10)

Protection of intellectual Property Rights – Patent Law – Trade Mark – Copyrights – Industrial design – Geographical indications – International Conventions – Paris convention – WTO - TRIPS

UNIT-V: Consumer Protection Act & IT Act

(Teaching Hours: 10)

Consumer protection act – Consumer Rights – Procedure for Consumer grievance redressal – Machineries and forums, Information technology Act, 2000 – Objectives – Scope – Definitions – Digital Signature and its Provisions – Electronic Governance – Digital signature certification – Cyber Law – Definition – Categories – Components of Cybercrime – Cyber law issues and solutions.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Law of Contract	K1, k2
CO2	Companies Act	K2, k4
CO3	Negotiable Instrument	K1, k3
CO4	Protection of intellectual property rights	K2, k3
CO5	Electronic Governance	K1,k5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	3	2	2	3	3	3	2
CO2	2	2	3	3	2	3	3	2	2	3
CO3	2	3	2	3	2	3	2	3	2	2
CO4	2	3	2	3	2	3	3	3	2	3
CO5	2	2	3	3	2	3	3	3	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Elements of Mercantile Law	N.D.KAPOOR	Sultan Chand & Sons Publications	2007, Twenty Seventh
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Mercantile Law	P.C.Tulsian	National Publication House	2009, Third
2	Legal Systems in Business	P.Saravanel, S.Sumathi	Himalaya Publishing House	2004, Sixth

Pedagogy: Lecture, PPT presentation

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21520W1	ELECTIVE:E COMMERCE	5	Theory	-	100

Objective:

1. To impart the techniques and trends of E-Commerce and E-marketing in Retailing

UNIT – I

(Teaching Hours: 10)

Introduction to E-Commerce: Meaning and concept – E- commerce v/s Traditional Commerce- E- Commerce – History of E- Commerce – EDI – Importance , benefits of E- Commerce, Challenges & Limitations of E- Commerce.

UNIT II

(Teaching Hours: 10)

Business models of E – Commerce: Business to Business – Business to customers – customers to customers - Business to Government – Business to employee – E – Commerce strategy – Influencing factors of successful E-Commerce.

UNIT III

(Teaching Hours: 10)

Business strategies in an electronic age – Value chain – Porters value chain model – Advertising model - Strategic implications of IT.

UNIT IV

(Teaching Hours: 10)

Electronic Payment system : Introduction – Online payment systems – E- cash, E- cheque, Smart Card, Credit Card , Debit Card – Security issues on electronic payment system – Biometrics – Types of biometrics.

UNIT V

(Teaching Hours: 10)

Legal and ethical issues in E- Commerce: Security issues in E- Commerce- Cyber laws- Information Technology Act 2000 – Internet Gambling – Threats to children.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	E-commerce Introduction ,E-commerce Vs Traditional commerce	K2,K4
CO2	E-commerce Business models	K2,K3,K4
CO3	E-business strategies	K2,K3
CO4	Electronic payment system	K1,K2
CO5	Legal and security issues in E-commerce	K2,K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	3	3	2	3	2	3
CO2	2	3	2	1	2	3	3	3	3	2
CO3	2	2	2	2	2	3	2	3	2	2
CO4	3	1	2	2	3	2	2	2	3	1
CO5	2	3	2	1	2	3	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Frontiers of Electronic Commerce	Kalakota , Ravi	Addison - Wesley	2012
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Introduction to E-Commerce	Rayport, Jeffrey F and Jaworksi, Bernard J	Tata McGraw Hill Education Private Limited	2003
2	E-Business with Net Commerce	Smantha Shurety	Addison - Wesley Ltd	2001

Pedagogy: Power Point Presentation, e-content seminar, Assignments

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21520C	SKILL BASED SUBJECT: RESEARCH METHODS FOR MANAGEMENT	2	Theory	--	100

OBJECTIVE: To gain knowledge about how to do a Research in the field.

UNIT I: Introduction to Research & Research Design

(Teaching Hours: 10)

Introduction to Research-meaning & Objectives of Research - Types of Research - Research Process - Characteristics of good research - Identification of Research Problem – Steps - Research Design – Meaning – Definition - Need & Importance – Steps – Types.

UNIT II: Sampling Design

(Teaching Hours: 10)

Sampling – Meaning - Sampling Methods - Probability & Non-Probability. Steps in Sampling, Criteria for good sample design, Sample size, Population Size.

UNIT III: Data Collection & Scaling

(Teaching Hours: 10)

Data Collection – Meaning - Types of data – Tools for data collection – Sources of secondary data. Measurement: Scaling - Meaning-types.

UNIT IV: Processing & Analysis of data

(Teaching Hours: 10)

Processing of data – Editing – Coding – Tabulation – Graphical representation of data. Validity, Reliability. Analysis of data – Meaning – Hypothesis: Meaning – Types – Significance - Testing of Hypothesis - Errors. Interpretation of Data - Meaning & Importance.

UNIT V: Report Writing

(Teaching Hours: 10)

Report Writing – Meaning - Essentials of good report - Type of Reports - Content of Report - Steps in writing a report – Reference & Bibliography.

Total no. of instruction hours: 50

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to research	K1, K2
CO2	Sampling design	K2
CO3	Data collection	K2
CO4	Processing of data	K2, K4
CO5	Report writing	K2, K3, K5

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	1	3	3	3	3	2	3	3
CO2	3	3	2	3	2	3	2	3	3	3
CO3	3	3	3	2	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3	3	3
CO5	3	3	2	2	3	2	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Research Methodology- Methods & Techniques	C.R Kothari	Cheran Book House	2003
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Management Research Methodology	K.N.Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan	Perason	7 th Reprint, 2011
2	Business Research Methodology	J.K. Sachdeva	Himalaya Publishing House	1 st Edition, 2010
3	Research Methodology	R.Panneerselvam	PHI Learning Private Limited	4 th Reprint, 2007
4	Research Methodology	Mukul Gupta, Deepa Gupta	PHI Learning Private Limited	2011

Pedagogy: lecture, PPT presentation, Assignments.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21520S	EXTENSION ACTIVITIES: INSTITUTIONAL TRAINING	1	Practical	--	--

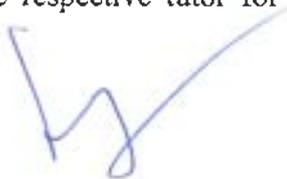
Department of Business Administration, Dr G R D Institute of Management has designed the Internship Training for our students as a part of the curriculum. The Internship Training requires them to spend 30 days during First week of the month May to Second week of the month June in an organisation to enrich the functional areas of management.

Objectives

- i. To familiarize the students with a business organization to relate theory with practice.
- ii. To familiarize the students with an organization structure and its functioning.
- iii. To familiarize them with the different departments in the Organisation and their functions and activities including documentation.
- iv. To enable the students to understand how the key business processes are carried out in an Organisation.
- v. To conduct a SWOT analysis of the organization.

GUIDELINES FOR STUDENTS

1. Every student must do the Institutional Training for a minimum period of 21 days.
2. The Institutional Training can be on the overall functioning of the organization or particularly about the functions of any department.
3. No two students can select the same company/department for doing Institutional Training.
4. Students are required to register with the concerned tutor about the company in which they propose to do the Institutional Training.
5. The students are suggested to choose the nature of the company in which they have interest.
6. A Training Work Diary is to be maintained by the student for recording the day to day Institutional Training activities which is duly signed by the company authorities on a daily basis.
7. Every student must submit the certificate issued by the Company Authorities regarding the successful completion of the Institutional Training attended by the student after the summer vacation.
8. The students must collect all data regarding the performance of the organization/department for the purpose of drafting report after the Institutional Training.
9. The students are advised to contact the respective tutor for any clarification regarding the Institutional Training.



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21620A	CORE: DIGITAL MARKETING	4	Theory	-	100

OBJECTIVE: The objective of this course is to help the students to grasp the key concepts in digital marketing and to have an overall understanding of various digital marketing platforms. At the end of the course students will understand the scope of digital marketing and how it integrates with overall business and marketing strategy. Students can recognize the use of different forms of digital marketing in the development of an online presence.

UNIT I Introduction (Teaching Hours: 10)

Introduction to Digital Marketing, Search Engine Optimization –Search Engine Result Pages, Search Behavior, The Process – Goals, On-Page Optimization, Off-Page Optimization.

UNIT II Pay Per Click and Digital Display Ads (Teaching Hours: 10)

PPC Definition, Process – Goals, Setup, Manage, Digital Display Advertising Definition, Process – Define, Format, Display Advertising – Industry Overview.

UNIT III Email Marketing and Mobile Marketing (Teaching Hours: 10)

Email Marketing - Definition, Process – Data, Design, Delivery and Discovery, Mobile Marketing – Definition, Mobile Industry Opportunities and Challenges, SMS Marketing – Mobile Analytics.

UNIT IV Social Media Marketing (Teaching Hours: 10)

Definition, Process – Goals, Channels - Facebook, LinkedIn, Twitter, Google+, YouTube, Blogs, Pinterest, Instagram – Facebook Insights.

UNIT V Strategy and Planning (Teaching Hours: 10)

Digital Marketing Plan: Structure - Situation Analysis, Audience – Information Gathering, Google Tools, Building Customer Profile – Objectives, Budget.

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Digital Marketing	K1
CO2	Pay Per Click and Digital Display Ads	K2
CO3	Email and Mobile Marketing	K2 & k3
CO4	Social Media Marketing	K2 & k3
CO5	Strategy and Planning	K2 &K3& K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	2	2	3	2	2	3	1	2
CO2	3	2	3	1	2	2	3	3	2	2
CO3	3	1	3	2	3	2	2	3	3	2
CO4	3	1	3	3	3	2	3	3	3	2
CO5	3	1	2	2	2	2	3	3	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The Art of Digital Marketing : The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns	Dodson Ian	John Wiley & Sons, New Delhi, Wiley India	2017
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Digital marketing	Ahuja Vandana	Oxford University Press	2016
2	Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation	Ryan Damian	Kogan Page Limited	2016, 4E

Pedagogy: Lecture, Power Point Presentation, Assignment, Interactive classroom discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21620U1	ELECTIVE: MALL MANAGEMENT	5	Theory	-	100

Objective: To educate the students on the techniques of mall management.

UNIT I

(Teaching Hours: 10)

Introduction: Concept of shopping mall, Growth of malls in India, Mall positioning strategies, Strategic planning for malls.

UNIT II

(Teaching Hours: 10)

Mall Management: Concepts in mall design, Factors influencing malls' establishment, Recovery management, Aspect in finance, Human resources, Security and accounting, Legal compliances and issues, measuring mall performance.

UNIT III

(Teaching Hours: 10)

Mall Operations: Store allocation, Leasing negotiations, Maintenance and repairs, Security and safety procedures and regulations, Operational activities, Footfalls measurement, Common area management

UNIT IV

(Teaching Hours: 10)

Tenant Management: Selection of anchor tenant, Tenant mix, Mall resource allocation, Owner-tenant relationship.

UNIT V

(Teaching Hours: 10)

Types of retail formats - Multiplexes, Food courts, branded stores, Specialty stores, Hypermarkets, Supermarkets

Total no. of instruction hours: 50



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Shopping mall management	K1,K2
CO2	Mall design and management	K2,K3
CO3	Mall operation and allocation	K1,K2,K3
CO4	Tenant management	K3,K4
CO5	Hyper markets and super markets	K1,K2

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	1	2	1	3	2	2	2	2
CO2	3	2	2	1	1	3	3	2	3	3
CO3	1	3	1	3	3	3	2	3	3	3
CO4	3	3	2	3	2	3	3	2	2	3
CO5	3	2	3	3	2	2	2	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Guide To Retail Management	Flemingo.p	Jaico Publications	2011
2	Retail Management	Gopal, W	ICFAI.	2008
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Retail Management	Mitra, S.N.,	Pointer Publication, Jaipur.	2012
2	Retail Management – A Strategic approach	Berry Berman & J.R. Evans	Prentice Hall of India, New Delhi.	2014

Pedagogy: Powerpoint presentation, Case Study, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21620V1	ELECTIVE: SERVICES MARKETING	5	Theory	-	100

Objective: To learn the service marketing concepts and their applications in present scenario.

UNIT – I: Introduction to Service marketing **(Teaching hours: 10)**

Definition – Service Economy – Evolution and Growth of Service Sector – Nature and Scope of Services – Unique Characteristics of Services - Challenges and Issues in Services Marketing- Classification of Services – 7 P’s of service marketing.

UNIT – II: Service Marketing Opportunities **(Teaching hours: 10)**

Assessing Service Market Potential – Environment and Trends – Customer Expectations and Perceptions- Service Encounter –Service Market Segmentation, Targeting and Positioning.

UNIT – III: Service Design and Development **(Teaching hours: 10)**

New Service Development – Service Blue Printing – Service Scape– GAP’s Model of Service Quality –Measuring Service Quality using SERVQUAL Dimensions – Quality Function Deployment

UNIT – IV: Service Delivery and Promotion **(Teaching hours: 10)**

Delivering Services- Service Recovery- Service Channel – Pricing of Services - Methods – Service Marketing Triangle - Integrated Service Marketing Communication.

UNIT – V: Service Strategies **(Teaching hours: 10)**

Service Marketing Strategies for Health – Hospitality and Tourism – Financial – Logistics - Educational – Entertainment - Public Utility- Information Technology Services.

Total no. of instruction hours: 50

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2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction to Services Marketing	K1 & K2
CO2	Service Marketing Opportunities	K2 & K3 & K4
CO3	Service Design and Development	K2 & K3
CO4	Service Delivery and Promotion	K2 & K3
CO5	Service Strategies	K2 & K4 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	2	1	3	2	2	2	2
CO2	3	2	2	1	1	3	3	2	3	3
CO3	3	2	2	1	3	3	2	3	3	3
CO4	3	3	2	1	2	3	2	3	3	2
CO5	3	2	3	1	2	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Services Marketing	Rajendra Nargundkar	Tata McGraw-hill Education private Limited	2011, 3 E
2	Services Marketing	Zeithaml et al,	Tata McGraw-hill Education private Limited	2008, 4E
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Services Marketing	Harsh V Verma	Pearson Education Pvt Ltd.	2012
2	Services Marketing- The Indian Perspective	Ravi Shanker	Excel Books	2006, 1E
3	Services Marketing	K Douglas Hoffman, John E.G. Bateson	Thompson Publishing House	2 nd reprint, 2004.

Pedagogy: Powerpoint presentation, Case Study, Assignment, Quiz, Group Discussion

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS) A III - 65
2021-22
COIMBATORE - 641014
BACHELOR OF BUSINESS ADMINISTRATION – RETAIL MANAGEMENT
(Under Choice Based Credit System)

EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21620W1	ELECTIVE: EVENT MANAGEMENT	5	Theory	-	100

Objective:

I. To understand the complex issues related to planning, organising and conducting an event.

UNIT I Corporate Event Designing

(Teaching Hours: 10)

Designing corporate events that meet customer's needs - the fundamentals of corporate hospitality - Managing customer expectations - Types of corporate events.

UNIT II In house Events and Team Building

(Teaching Hours: 10)

In-house vs. event management companies - Corporate event packages - Staff events - Customer events - Team building - Nature of Teams - Types of Teams.

UNIT III Charity Events and Award Ceremony

(Teaching Hours: 10)

Charity Events and Award Ceremonies - Setting fund raising targets and objectives - Working with volunteers and committees - Generating goodwill and media exposure - Commissioning celebrities - MCs and entertainment.

UNIT IV Outdoor Event Management

(Teaching Hours: 10)

Outdoor Events,- Concerts – Logistics - Risk Management - Types of outdoor events - Risk management - Planning and logistics, Marketing and sponsorship.

UNIT V Celebrity Event Management

(Teaching Hours: 10)

Celebrity events- Concerts – Launches - Fashion shows - National festivals and high-profile charity events - Liaising with agents - Contract negotiations - Client briefings - Celebrity wish lists and expectations - Paparazzi and entourages.

Total no. of instruction hours: 50

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Corporate event designing	K1,K2
CO2	In house events and Team building	K2,K3
CO3	Charity events and award ceremony	K1,K2,K3
CO4	Outdoor event management	K2,K5
CO5	Celebrity event management	K2,K3,K5

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	3	2	1	3	2	2	2	1
CO2	2	2	2	1	2	2	3	2	3	3
CO3	3	2	2	2	3	3	2	3	3	3
CO4	1	3	2	3	2	3	2	2	3	3
CO5	3	3	3	1	2	2	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Event Entertainment and Production	Mark Sonder	Wiley & Sons	2010
2	Special Event Production	Doug Matthews	Routledge Publications	2011
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Crew Resource Management	Barbara G. Kanki, Robert L. Helmreich, and Jose Anca	Academic Press	2010
2	Professional Event Coordination	Julia Rutherford Silvers	Wiley Desktop Editions	2012
3	Human Resource Management for Events	Lynn Van der Wagen	Routledge Publications	2006

Pedagogy: Powerpoint presentation, Case Study, Assignment, Quiz, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21620S	CORE: PROJECT AND VIVA VOCE	11	Practical	--	--

Students in sixth semester are expected to carry out a project on a topic in any one of the functional areas like Marketing, HR, Finance, Systems, Production etc., for a period of 1 month between November to December of their final year.

OBJECTIVES OF DOING THE PROJECT:

The objective of the main project is to facilitate the students,

- To apply management concepts to organizational settings.
- To apply specific principles and investigations of research methodology to provide solutions to the organizational problems.
- To understand real organizational situation

INSTRUCTIONS TO THE STUDENTS

1. Students are expected to identify a company, preferably in Coimbatore or nearby areas, since they are expected to in contact with the company throughout the project. However, the students can do the project anywhere in India after getting permission from the guide
2. The company in which the student decided to do the project should be reasonably big and should have scope for doing the project
3. Students are advised to choose the topic after discussing with the guide as well as the company guide.
4. Students are asked to appear for all the reviews without fail and are advised to maintain a record of such review duly signed and approved by the guide.
5. In case of any difficulties students are advised to seek the help of their guide.
6. Students are asked to be in contact with their guide's thought out the project and are expected to approach their respective guides about the project through E-mail for the smooth completion of the project.
7. Obtain project completion / attendance certificate before leaving the organization.
8. Students are *strictly restricted* to undergo their project work in *textile related companies in Trippur*.

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2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21620B	CORE: STORE MANAGEMENT	4	Theory	-	100

Objectives: On successful completion of store Management, students are able to know: Importance of the store management, Store functions and Responsibilities of Store Manager.

UNIT I

(Teaching Hours: 10)

Introduction of Store Operations- Managing the Store, Responsibilities of Store Manager, Store Security, Parking Space Problem at Retail Centers, Objectives of the Store Function;

UNIT II

(Teaching Hours: 10)

Setting up Retail organization - Size and space allocation, location strategy, factors affecting the location of Retail, Retail location Research and Techniques, Objectives of Good store Design.

UNIT III

(Teaching Hours: 10)

Store Layout and Space planning - Types of Layouts, role of Visual Merchandiser, Visual Merchandising Techniques, Controlling Costs and Reducing Inventories Loss, Exteriors, Interiors.

UNIT IV

(Teaching Hours: 10)

Store Record and Accounting System - Coding System, Material Handling in Stores, Mall Management, and Factor influencing Mall establishments.

UNIT V

(Teaching Hours: 10)

Logistic and Information system - Improved product availability, improved assortments, Strategies, Quick Response System.

Total no. of instruction hours: 50

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR

2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction of Store Operations	K1
CO2	Setting up Retail organization	K2
CO3	Store Layout and Space planning	K3
CO4	Store Record and Accounting System	K4
CO5	Logistic and Information system	K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	2	2	2	3	3	2	3	2
CO2	3	2	2	1	2	3	3	2	3	2
CO3	3	3	2	2	2	3	3	2	3	2
CO4	3	2	2	1	2	3	3	2	3	2
CO5	3	2	2	2	2	3	3	2	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edison
1	Retailing Management	Swapana Pradhan	Tata McGraw-Hill Education	2012
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Retail Management; A Strategic Approach	Barry Berman, Joel R Evans	Pearson Education Pvt Ltd	2010
2	Sales and Retail Management: An Indian Perspective	S.L. Gupta	Excel Books	2007

Pedagogy: PPT, Group Discussion

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Programme Outcome	
P01	Possess the basic knowledge on the mathematical concepts and their application in computing
P02	Ability to study and understand the problem statement, listing down the requirements, define the algorithm to solve the problem
P03	Possess the knowledge on computer networks and communication, security issues in networks
P04	Ability to apply the computing principles and possess knowledge to manage projects in multidisciplinary environments
P05	Possess knowledge on the latest computing technologies and applications
P06	Ability to manage, represent and interpret data effectively through data representation techniques and respective application softwares
P07	Ability to communicate efficiently in the society and industry to deliver their thought process
P08	Ability to document the business process and software development process in a standardized way
P09	Ability to work in a diverse team as a member or leader in projects under multidisciplinary environments
P010	Ability to cross the boundaries and volunteering themselves in solving the national and societal problems

Programme Specific Outcome	
PSO1	Explore the technical knowledge in varied computer applications and inculcating the skill set for challenging career opportunities, to self develop as an entrepreneur or to pursue higher studies
PSO2	Analyze, Design and develop various types of software solutions like web design and development and desktop applications
PSO3	Knowledgeable to manage and handle IT solution of industries in varied domains
PSO4	Capable to design and develop mobile applications to fulfill the need of the society
PSO5	Knowledge in embedded systems enabling to proceed as an entrepreneur, to provide solutions to key problems in the society through innovative ideas

G. R. Damodaran

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SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	I	21100T	TAMIL I							
I	I	21100H	HINDI I							
I	I	21100F	FRENCH I	3	25	75	100	5	3	THEORY
I	I	21100M	MALAYALAM I							
I	II	21100E	ENGLISH I	3	25	75	100	5	3	THEORY
I	III	21106A	CORE: C PROGRAMMING	4	25	75	100	5	3	THEORY
I	III	21106B	ALLIED: MATHEMATICAL FOUNDATIONS FOR COMPUTER APPLICATIONS	5	25	75	100	6	3	THEORY
I	III	21106P	CORE: C PROGRAMMING LAB	3	40	60	100	6	3	PRACTICAL
I	IV	21100G	SKILL BASED SUBJECT: GENERAL AWARENESS	2	25	75	100	3	3	THEORY
II	I	21200T	TAMIL II							
II	I	21200H	HINDI II							
II	I	21200F	FRENCH II	3	25	75	100	5	3	THEORY
II	I	21200M	MALAYALAM II							
II	II	21200E	ENGLISH II	3	25	75	100	5	3	THEORY
II	III	21206K	Online Course/ SWAYAM/NPTEL Course	2				5		
II	III	21206A	CORE: DATA STRUCTURES	4	25	75	100	5	3	THEORY
II	III	21206B	ALLIED: COMPUTER BASED OPTIMIZATION TECHNIQUES	5	25	75	100	4	3	THEORY
II	III	21206P	SKILL BASED SUBJECT: DATA STRUCTURES LAB	3	40	60	100	4	3	PRACTICAL
II	IV	21200G	ENVIRONMENTAL STUDIES: ENVIRONMENTAL AWARENESS	2	25	75	100	2	3	THEORY

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Sem.	Part	Course Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category	
					CA	TEE	TOTAL				
III	IV	21300A	ADVANCED TAMIL I	2	100	NA	100	2	3	THEORY	
III	IV	21300B	BASIC TAMIL I								
III	IV	21300N	NON MAJOR ELECTIVE I: PERSONALITY DEVELOPMENT AND SOFT SKILLS	4	40	60			3	THEORY	
III	III	21306A	CORE: COMPUTER NETWORKS	4	25	75	100	5	3	THEORY	
III	III	21306B	CORE: OPERATING SYSTEMS	4	25	75	100	5	3	THEORY	
III	III	21306C	CORE: JAVA PROGRAMMING	4	25	75	100	5	3	THEORY	
III	III	21306D	ALLIED: MEDICAL TRANSCRIPTION	5	25	75	100	5	3	THEORY	
III	III	21306P	CORE: JAVA PROGRAMMING LAB	3	40	60	100	4	3	PRACTICAL	
III	IV	21300G2	SKILL BASED SUBJECT: PROFESSIONAL COMMUNICATION	2	25	75	100	4	3	THEORY	
III	V	21306S	EXTENSION ACTIVITIES: NSS / COMPUTER AWARENESS PROGRAMME	1	GRADE**					3	PRACTICAL
IV	IV	21400A	ADVANCED TAMIL II	2	100	NA	100	2	3	THEORY	
IV	IV	21400B	BASIC TAMIL II								
IV	IV	21400N	NON MAJOR ELECTIVE II: BASICS IN BUSINESS PROCESS OUTSOURCING	2	40	60			3	THEORY	
IV	III	21406K	Online Course/ SWAYAM/NPTEL Course	2				5			
IV	III	21406A	CORE: OPEN SOURCE SOFTWARE	4	25	75	100	5	3	THEORY	
IV	III	21406B	CORE: PYTHON PROGRAMMING	4	25	75	100	5	3	THEORY	
IV	III	21406C	ALLIED: UNDERWATER COMMUNICATIONS	5	25	75	100	5	3	THEORY	
IV	III	21406P	CORE: OPEN SOURCE SOFTWARE LAB	3	40	60	100	5	3	PRACTICAL	
IV	IV	21400G1	VALUE EDUCATION: INDIAN SOCIETY, PEOPLE AND CULTURE	2	25	75	100	3	3	THEORY	

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Sem.	Part	Course Code	Subject Name	Credits	MARKS			Hrs. / Week	Exam. Duration (Hrs.)	Category
					CA	TEE	TOTAL			
V	III	21506A ✓	CORE: EXPLORING PLANETARY SCIENCE AND COMPUTING	4	25	75	100	4	3	THEORY
V	III	21506B ✓	CORE: WEB DESIGN AND MARKUP LANGUAGE	4	25	75	100	5	3	THEORY
V	III	21506C ✓	CORE: SOFTWARE ENGINEERING	4	25	75	100	5	3	THEORY
V	III	21506D ✓	CORE: .NET PROGRAMMING	5	25	75	100	5	3	THEORY
V	III	21506P ✓	CORE: WEB DESIGN AND .NET PROGRAMMING LAB	3	40	60	100	4	3	PRACTICAL
V	III	21506K	Online Course/ SWAYAM/NPTEL	3				4		
V	IV	21506E ✓	SKILL BASED SUBJECT: APTITUDE*	2	25	75	100	3	3	PRACTICAL
VI	III	21606A ✓	CORE: CYBER SECURITY	4	25	75	100	4	3	THEORY
VI	III	21606B ✓	CORE: MOBILE APPLICATION DEVELOPMENT	5	25	75	100	4	3	THEORY
VI	III	21606P ✓	CORE: MOBILE APPLICATION DEVELOPMENT LAB	3	40	60	100	4	3	PRACTICAL
VI	III		ELECTIVE - I	5	25	75	100	4	3	THEORY
VI	III	21606S	CORE: PROJECT AND VIVA VOCE	7	25	75	100	12	-	PRACTICAL
VI	IV	21606C ✓	SKILL BASED SUBJECT: SOFT SKILLS *	2	25	75	100	2	3	PRACTICAL
				140 ✓			3700 ✓	180		

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Sem.	Part	Course Code	Subject Name
ELECTIVE I			
VI	III	21606U1	ELECTIVE I: MOBILE COMMUNICATIONS
VI	III	21606U2	ELECTIVE I: ARTIFICIAL INTELLIGENCE
VI	III	21606U3	ELECTIVE I: DATA SCIENCE
VI	III	21606U4	ELECTIVE I: ENTERPRISE RESOURCE PLANNING
VI	III	21606U5	ELECTIVE I: AIR AND SEA NAVIGATION
VI	III	21606U6	ELECTIVE I: INTERNET OF THINGS

* Both CAM and TEE marks will be evaluated internally.
Basic Tamil/Advanced Tamil - 100 Marks CA only.

PROJECT AND VIVA VOCE

Marks split up:	Marks
I Project Review	10
II Project Review	15
Project Documentation	25
Viva Voce	50
Total	100 Marks

Online course: This can be availed by the students at anytime during that particular year of study. Students are expected to produce certificates

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MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21106A	CORE: C PROGRAMMING	1	3		1	1	3		1	1	2
21106B	ALLIED: MATHEMATICAL FOUNDATIONS FOR COMPUTER APPLICATIONS	3						2			
21106P	CORE: C PROGRAMMING LAB	3	3		2	1	1	1	1	1	1
21100G	SKILL BASED SUBJECT: GENERAL AWARENESS	2	3	3	2	3	2		1	2	1
21206A	CORE: DATA STRUCTURES	3						2			
21206B	ALLIED: COMPUTER BASED OPTIMIZATION TECHNIQUES	3	3	1	3	3	3	3	3	3	2
21206P	SKILL BASED SUBJECT: DATA STRUCTURES LAB		2	2		3				2	
21306A	CORE: COMPUTER NETWORKS		2	3	1	3	2			1	1
21306B	CORE: OPERATING SYSTEMS	1	3	2	3	3	3	2	3	3	3
21306C	CORE: JAVA PROGRAMMING	1	2	2	2	3	3	2	1	1	2
21306D	ALLIED: MEDICAL TRANSCRIPTION	3	3	1	3	3	3	3	3	3	2
21306P	CORE: JAVA PROGRAMMING LAB	1	1		2	1		1	1	1	2
21406A	CORE: OPEN SOURCE SOFTWARE	1	2	3	3	2	2	2	2	2	1

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21406B	CORE: PYTHON PROGRAMMING	1	2	2	3	3	2	1		1	2
21406C	ALLIED: UNDERWATER COMMUNICATIONS	3	3	1	3	3	3	3	3	3	2
21406P	CORE: OPEN SOURCE SOFTWARE LAB	3	3	2	3	2	2		2	2	2
21506A	CORE: EXPLORING PLANETARY SCIENCE AND COMPUTING				3	3		2			
21506B	CORE: WEB DESIGN AND MARKUP LANGUAGE	2	2	3	2	1	2	1	1	2	1
21506C	CORE: SOFTWARE ENGINEERING	1	2	2	3	2	3	2		3	
21506D	CORE: .NET PROGRAMMING	3	3	1	3	3	3	3	3	3	2
21506P	CORE: WEB DESIGN AND .NET PROGRAMMING LAB	1	3		1	1	3		1	1	2
21506E	SKILL BASED SUBJECT: APTITUDE*	3	3		2		1				2
21606A	CORE: CYBER SECURITY	2	3	2	3	2	2	1	2	1	1
21606B	CORE: MOBILE APPLICATION DEVELOPMENT	2	3	3	3	2	2	1	2		
21606P	CORE: MOBILE APPLICATION DEVELOPMENT LAB	3	3	1	3	3	3	3	3	3	2
21606U1	ELECTIVE I: MOBILE COMMUNICATIONS					3	3				
21606U2	ELECTIVE I: ARTIFICIAL INTELLIGENCE	1	2	3	1	2		1			2
21606U3	ELECTIVE I: DATA SCIENCE		2		3	3		1		1	2

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Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
21606U4	ELECTIVE I: ENTERPRISE RESOURCE PLANNING				2	2	1	1	1	1	
21606U5	ELECTIVE I: AIR AND SEA NAVIGATION	2		2	2	1	2		1	1	2
21606U6	ELECTIVE I: INTERNET OF THINGS	1	2	2	1	2	2	1	1	1	1
21606S	CORE: PROJECT AND VIVA VOCE	3	3	1	3	3	3	3	3	3	2
21606C	SKILL BASED SUBJECT: SOFT SKILLS *		2		2	1		3	1	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21106A	CORE: C PROGRAMMING	4	Theory	-	100

Objective of the Course: This course provides a brief introduction to C language. It gives detailed description about syntax and semantics of C Languages along with concepts like pointers, files and pre processor directives.

UNIT I: C Basics

(Teaching Hours: 9)

Introduction to C Programming Language-Data types – Identifiers – Variables - Scope of variables - Type Qualifiers - Storage class specifiers - Variable Initialization - Constants. Operators – Assignment – Arithmetic - Increment/Decrement – Relational - logical-Bit wise-Ternary-Address and pointer operator - SizeOf – Comma – Dot - Arrow operator -The [] and () operators – Expressions.

UNIT II: Control Statements

(Teaching Hours: 10)

Selection statements - Iteration Statements - Jump Statements - Expression Statements -Block Statements - Functions - General form of Functions - Function prototypes - Function Arguments - Arguments to main function - Return Statement – Recursion -Declaring variable length parameter list.

UNIT III: Arrays & Structures

(Teaching Hours: 11)

Arrays - Single dimension - Passing Single dimension arrays to functions – Strings - Two dimensional arrays - Arrays of strings - Multidimensional Arrays - Array Initialization - Variable length arrays - Structures-Array of Structures - Passing structures to functions - Arrays and structures within structures – Unions - Bit fields – Enumerations –Typedef.

UNIT IV: Pointers

(Teaching Hours: 10)

Pointers - Pointer Expressions - Pointers and arrays - Multiple indirection - Initializing pointers - Pointers to Functions - Dynamic memory allocation - Generating a pointer to an array - Indexing Pointers - Structure pointers.

UNIT V: Files & Preprocessors

(Teaching Hours: 10)

Files - File system basics - fseek() and random access I/O - fscanf() and fprintf() - Preprocessor-#define, #error, #include - comments.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand Building blocks of C programming	K1,K2
CO2	Overview of Selection, Iteration statements and Functions	K1,K2,K3
CO3	Discussion on Arrays ,Structures, Unions	K1,K3,K5
CO4	Illustrate about pointers and Dynamic memory allocation	K3,K4
CO5	Understanding the concept of files and preprocessor	K2,K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2			1			1		
CO2		1				1		1		
CO3		2		1		2			1	2
CO4	1					2				
CO5		1								

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	C The Complete Reference	Herbert Schildt	Tata McGraw-Hill	2017 Fourth Edition
2	Programming in ANSI C	E.Balagurusamy	Tata McGraw Hill	2012 Sixth Edition
3	C Programming	Ashok Kamthane	Pearson Education	2011 Second Edition
4	Programming with C - Schaum's Outlines Series	Byron Gottfried	Tata McGraw Hill	2011 Third Edition

Pedagogy: Lecture, PPT Presentation, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21106B	ALLIED: MATHEMATICAL FOUNDATIONS FOR COMPUTER APPLICATIONS	5	Theory	95%	5%

Objective of the course: Provides an introduction to the conceptual and mathematical foundations of computer science and its applications in functional programming as well as reasoning techniques based on propositional logic and mathematical induction.

UNIT I: NUMERICAL METHODS (Teaching hours: 12)

Numerical Methods: Solving simultaneous linear algebraic equations: Gauss Elimination – Gauss Siedel methods. Interpolation: Newton’s forward and backward interpolation formula - Lagrange’s interpolation. Numerical Integration: Trapezoidal rule and Simpson’s 1/3rd rule.

UNIT II: PROBABILITY & STATISTICS (Teaching hours: 8)

Probability & Statistics: Sample space and events, axioms of probability. Baye’s theorem. Correlation – Karl Pearson’s co-efficient of correlation. Regression – Regression equations and its coefficient – Curve fitting by the method of least squares (fitting straight lines only).

UNIT III: MATHEMATICAL LOGIC (Teaching hours: 10)

Mathematical Logic: Connectives – Truth Tables, Well-formed formula, Tautology, Equivalence of formulas, duality law, Normal forms, Inference theory for statement calculus (direct and indirect method).

UNIT IV: RELATION and FUNCTIONS (Teaching hours: 10)

Relations And Functions: Binary relations, Composition of relations, Equivalence of Relations, Composition of Functions, Inverse functions, One-to-one, Onto, One to one-on-to functions.

UNIT V: FORMAL LANGUAGES and AUTOMATA (Teaching hours: 10)

Formal Languages and Automata: Grammars, phrase-structure grammar, context-sensitive grammar, context-free grammar, regular grammar and finite state automata: Deterministic finite automata- non-deterministic finite-state automata – conversion of non-deterministic finite automata to deterministic finite state automata.

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Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO1	Derive numerical methods for approximating the solution of the problems of algebraic and transcendental equations such as Gauss elimination, Seidel methods, trapezoidal, Simpson's rule, and Newton's forward and backward interpolations.	K1, K3, K4
CO2	To find out appropriate probability and statistical methods such as Mean, median, mode and apply them in various data analysis problems.	K1, K3, K5
CO3	To Keep in mind about the fundamental ideas and notations of discrete mathematics such as Tautology, contradiction and normal forms.	K1, K2
CO4	To understand the concepts of sets, relation, function.	K1, K2, K3
CO5	Analyze the formal languages and automata.	K2, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3									
CO2	3									
CO3	3									
CO4	3						2			
CO5	3						2			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Numerical Methods in Science and Engineering	M.K.Venkatraman	The National Publishing Company	2007, 5 th Edition
2	Statistical Methods	S.P.Gupta	Sultan Chand and sons	2009, 36 th Revised Edition
3	Discrete Mathematical Structures with Applications to Computer Science	J P Tremblay and R P Manohar	McGraw Hill	2006, 27 th Reprint

Pedagogy: Lecture, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21106P	CORE: C PROGRAMMING LAB	3	Practical	-	-

Objective of the course: The programming paper gives an experience on working with arrays, functions, structures, pointers, files, preprocessor directives using C Language.

Simple Input / Output, Variables & Expression Statements

1. Selection statements
2. Iteration Statements
3. Single & Multi dimensional Array
4. Functions & Recursive Functions
5. Structures
6. Pointers
7. Files
8. Preprocessor directives
9. Command Line Arguments

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Provides hands on real time experience in handling applications and techniques in arrays, structures, pointers, functions and also working experience on files, preprocessor and Command line arguments.	K2,K3,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3		2	1	1	1	1	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demo, Hands-on.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21206A	CORE: DATA STRUCTURES	4	Theory	5%	95%

Objective of the course: To provide the students with the basic understanding of data structures for more efficient program writing. This paper focuses on various data storage and manipulation structures like arrays, records, stacks, queues, recursion, trees and sorting techniques

UNIT I: Introduction, Arrays

(Teaching Hours: 12)

Introduction and Overview: Basic terminology – Data structures – Data structure operations.

Arrays, Records: Linear arrays – Representation of linear arrays – Traversing linear array – Inserting and deleting – Linear search – Multidimensional arrays – Records.

UNIT II: Sorting, Linked List

(Teaching Hours: 10)

Sorting: Sorting - Bubble sort – Quick sort – Insertion sort – Selection Sort.

Linked list: Linked lists – Representation in memory – Traversing linked list – Garbage collection – Insertion and deletion in linked list - Header linked lists – Two-way lists.

UNIT III: Stack, Queue

(Teaching Hours: 10)

Stacks, Queues and Recursion: Stacks – Array representation of stacks – Linked representation of stack – Arithmetic expressions – Recursion – Tower of Hanoi – Queue – Linked representation of Queues.

UNIT IV: Trees

(Teaching Hours: 8)

Trees: Introduction – Binary trees – Representing binary trees in memory – Traversing binary trees – Binary search trees – Searching, Inserting and Deleting in a binary search tree.

UNIT V: Graph

(Teaching Hours: 10)

Graphs and Applications: Graph theory terminology – Sequential representation of graph – Adjacency matrix – Linked Representation of Graph - Operations on graph – Traversing a graph.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the basic concepts, terminologies in data structure. A detailed study on arrays and records.	K1,K2,K3
CO2	Understand various sorting techniques. Introducing linked list, its types and the operation on linked list.	K2,K3,K4
CO3	A detailed study on stacks and queues, representation in memory and its operations. Application of stack such as recursion, infix to postfix, Tower of Hanoi.	K2,K3,K5
CO4	To give an insight on trees, their representation and the operations on trees. Apply different tree traversal techniques and operations on binary search tree.	K2,K3,K4,K5
CO5	To understand the concept of non-linear data structure graph, its terminologies, representation and traversal.	K2,K3,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3				3		1		
CO2		3		2		3		1		
CO3	2	3		3	1	3		1		
CO4	3	3	2	1		2				
CO5	3	3	1	1		2				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Data Structures Schaum's Outlines	Seymour Lipschutz, G.A Vijayalakshmi Pai	Tata McGraw-Hill Companies	2014, revised Edition
2	Fundamentals of Data Structures	Ellis Horowitz and Sartaj Sahni	Galgotia Publication Pvt. Ltd	2012, First Edition

Pedagogy: Lecture, PPT presentation, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21206B	ALLIED: COMPUTER BASED OPTIMIZATION TECHNIQUES	5	Theory	95%	5%

Objective of the course: This Course highlights on the various optimization techniques and the methodologies that includes Linear Programming, Transportation & Assignment Problem, Games & Strategies, Replacement Problem, Queuing Theory, CPM/PERT Method.

UNIT I: LINEAR PROGRAMMING PROBLEM

(Teaching hours: 12)

Linear Programming Problem: Mathematical Formulation of the problem – Graphical Solution Method - Simplex method - Big-M method –Dual Simplex Method.

UNIT II: TRANSPORTATION and ASSIGNMENT PROBLEM

(Teaching hours: 10)

Transportation Problem: Introduction – Finding an Initial basic feasible solution (North – West Corner Method, Least-Cost Method & Vogel's Approximation Method) – Test for Optimality. Assignment Problem: Introduction - Hungarian Method.

UNIT III: GAMES and REPLACEMENT PROBLEM

(Teaching hours: 10)

Games and Strategies: Introduction – Two-Person Zero-Sum games – Some basic terms – The Maximin-Minimax Principle – Games without saddle point-Mixed Strategies – Graphic Solution of $2 \times n$ and $m \times 2$ games.

Replacement Problem: Introduction – Replacement of equipment/asset that deteriorates gradually: Replacement policy when value of money does not changes with time - Replacement policy when value of money changes with time

UNIT IV: QUEUEING THEORY

(Teaching hours: 8)

Queuing Theory: Introduction – Queuing system – Elements of a queuing system – Operating characteristics of a queuing system- Poisson queuing systems- $\{(M/M/1):(\infty)/FIFO\}$ and $\{(M/M/1): (N/ FIFO)\}$.

UNIT V: NETWORK SCHEDULING BY CPM/PERT

(Teaching hours: 10)

Network Scheduling by PERT/CPM: Network: Basic Components – Rules of network construction – Numbering the events – Critical path analysis: Forward & Backward Pass Calculations. Probability considerations in PERT: Probability of meeting the schedule time – PERT Calculation.

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Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO1	To remember the Linear Programming Problem concepts such as Mathematical formulations, Graphical Method, simplex methods.	K1, K3, K4
CO2	Understand the difference between Transportation and assignment Problems.	K1, K3, K5
CO3	To implement the concept of Game theory and Replacement Problems.	K2, K3, K5
CO4	To implement the concept of Queueing systems.	K2, K4
CO5	Evaluate CPM and PERT methods.	K1,K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3						1			
CO2	3						1			
CO3	3						1			
CO4	3						1			
CO5	3						1			

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Operations Research	Kanti Swarup, P K Gupta, Manmohan	Sultan Chand and Sons	2012, 16 th Edition
2	Problems in Operations Research	P K Gupta, Dr.D.S.Hira	Sultan chand and sons	2010, 1 st Edition
3	Operations Research	A.C.S.Kumar	Yesdee	2015, Revised edition.

Pedagogy: Lecture, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21206P	SKILL BASED SUBJECT: DATA STRUCTURES LAB	3	Practical	-	-

Objective of the course: The programming paper gives an experience on working with stacks, queues, and linked lists; searching and sorting techniques.

Stack Operations

1. Queue Operations
2. Singly linked list
3. Linear Search
4. Binary Search
5. Infix to Postfix Notation
6. Bubble Sort
7. Selection Sort
8. Quick Sort
9. Insertion Sort

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Provides hands on real time experience in handling Stack, Queue Operations, Singly linked list, Linear and Binary Search, Infix to Postfix Notation, Bubble, Selection, Quick Sort and Insertion Sort	K1, K2, K3, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1	3	3	3	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demo, Hands-on.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21306A	CORE: COMPUTER NETWORKS	4	Theory	-	100

Objective of the course: This Course helps in understanding the concepts and mechanisms of Telecommunication and Computer Network Engineering which includes details about Signaling, Encoding, Modulating, Error Detection and Data transfer.

UNIT I: Introduction to Networks and Switches

(Teaching Hours: 8)

Introduction: Data communications - Networks- Protocols and standards. Network Models: Layered tasks - The OSI model - Layers in the OSI model.

Switching systems: Circuit switching – message switching – Packet switching- Network Ports: Connectors – Switch – Jack - Network Boosters. Critical areas of the Network: Security – Traffic Management – Real-Time monitoring – Scalability

UNIT II: TCP/IP, Signals and media

(Teaching Hours: 10)

TCP/IP protocol suite - Addressing. Data and signals: Analog and digital -Transmission impairment- Performance – Multiplexing. Transmission media: Guided media – Unguided media - Virtual circuit networks.

UNIT III: Error detection and correction, Congestion control

(Teaching Hours: 12)

Error Detection and Correction: Introduction – Block coding – Checksum. Network layer: Delivery – forwarding – Unicast routing protocols - Multicast routing protocols. Congestion Control and Quality of service: Data traffic –Congestion –Congestion control.

UNIT IV: Transport layer, Protocols

(Teaching Hours: 10)

Transport layer: Process to Process Delivery: Client/Server Paradigm - Multiplexing and Demultiplexing – Connectionless Versus Connection Oriented Service – Reliable versus Unreliable Protocols - TCP.

UNIT V: Application layer

(Teaching Hours: 10)

Application Layer: Domain Name system: Name space- Domain name space - Distribution of name space-Resolution - Electronic mail.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Provide an overview of the concepts and fundamentals of computer networks and network switches	K1 & K2
CO2	Understand various signals and transmission medias	K2
CO3	Describe Error detection, correction and congestion control	K3
CO4	Compare Multiplexing and Demultiplexing, Connectionless Versus Connection Oriented Service and Reliable versus Unreliable	K4
CO5	Illustrate email services, cryptography and software defined networks.	K3,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			3	1						1
CO2		2	3	1		1				1
CO3			3	1	3	2				1
CO4			3	1		1			2	1
CO5			3	1	3	1				1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Data Communication and Networking	Behrouz A Forouzan	Tata McGraw Hill	2013, Fifth edition
2	Computer Networks	Andrew S. Tanenbaum & David J. Wetherall	Pearson Education	2012, 5 th Edition
3	SDN: Software Defined Networks: An Authoritative Review of Network Programmability Technologies	Thomas D. Nadeau & Ken Gray	O'Reilly	2013, First Edition

Pedagogy: Lecture, PPT presentation, Assignment.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21306B	CORE: OPERATING SYSTEMS	4	Theory	-	100

Objective of the course: The objective is to emphasize the need and the functionality of the operating system, to discuss the components and responsibilities of the operating systems like CPU scheduler, memory management system, secondary memory management, handling concurrent processes.

UNIT I: Operating Systems **(Teaching hours: 8)**

Introduction to Operating Systems: Definition of OS - Early History - Process Concepts: Definition of process – Process states – Process Management- Interrupt – Interprocess communication- Mutual exclusion – Semaphores – Deadlock and indefinite postponement.

UNIT II: Real Memory Organization and Management **(Teaching hours: 12)**

Real Memory Organization and Management: Memory Organization- Memory Management - Memory Hierarchy - Memory Management Strategies - Contiguous Vs Non-contiguous storage allocation – Single user contiguous storage allocation – Fixed partition multiprogramming – Variable partition multiprogramming – Multiprogramming with storage swapping.

UNIT III: Virtual Memory Management **(Teaching hours: 10)**

Virtual Memory Management: Basic Concepts - Paging – Demand Paging- Anticipatory Paging - Page replacement strategies – Working set Model, Page size – Segmentation. Processor Scheduling: Scheduling Levels - Preemptive Vs non-preemptive scheduling – Priorities – Scheduling Algorithms– Deadline Scheduling- FIFO – RR – SPF – SJF – SRT – HRRN.

UNIT IV: Disk Performance Optimization **(Teaching hours: 10)**

Disk Performance Optimization: Characteristics of moving head disk storage – Need for disk scheduling – Disk Scheduling Strategies – FCFS – SSTF – SCAN – C-SCAN.

UNIT V: File and Database Systems **(Teaching hours: 10)**

File and Database Systems: Data Hierarchy – Files - File system – File Organization – File Allocation – Free space Management – Access Control Matrix.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Study on Operating Systems, Process Concepts and Management, Mutual exclusion, Semaphores and Deadlock	K2
CO2	Understanding Memory Organization, Contiguous and Non-contiguous storage allocation, partition	K2, K4
CO3	Study on Virtual Memory Management, and Page replacement strategies and Processor Scheduling.	K2 ,K3, K4
CO4	Study on Disk Performance Optimization and Disk Scheduling Strategies	K2, K3 ,K4
CO5	Understanding File, Database Systems and File Organization	K1, K2

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1					2					
CO2					1					
CO3					2					
CO4					1	1				
CO5					2	2				

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Operating System	Harvey M. Deital, Paul J. Deitel, David R. Choffnes	Pearson Education	2018 Edition

Pedagogy: Powerpoint presentation, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21306C	CORE: JAVA PROGRAMMING	4	Theory	-	100

Objective of the Course: The objective is to learn the Java programming language along with its syntax, idioms, patterns, and styles. To understand object oriented programming and to learn the essentials of the Java class library and event driven Graphical User Interface (GUI) programming.

UNIT I: Basics of Java

(Teaching hours: 10)

Introduction to Java - Importance of Java – Bytecode – Buzzwords. Overview of Java: Object oriented programming-Simple program-Lexical issues. Data types, Variables and Arrays-Operators.

UNIT II: Branching and Methods

(Teaching hours: 10)

Control statements-Introduction to Classes: Class Fundamentals – Declaring Objects – Constructors - this keyword - Garbage Collection - finalize() method - Overloading Methods - Recursion-Access control - static – final - Nested and Inner class – Inheritance: Member Access and Inheritance - types of inheritance - super – Method Overriding – Dynamic Method Dispatch – Abstract Class

UNIT III: Package, Interface, Threads in java

(Teaching hours: 10)

Packages and Interfaces: Definition - Importing Packages - Interfaces. Exception Handling - try and catch - nested try statements. Multithreading Programming: Creating a thread and multiple thread – priorities – synchronization - interthread communication.

UNIT IV: String handling and applets in java

(Teaching hours: 10)

String Handling: constructors – operations – comparison – extraction – searching - string buffer. Applet Class: basics – architecture – skeleton – repainting - APPLET tag - passing parameters - getDocumentBase() - getCodeBase() - AppletContext and showDocument() - AudioClip and AppletStub Interface - outputting.

UNIT V: AWT controls and classes

(Teaching hours: 10)

AWT classes: Windows fundamentals - frame window - working with graphics – colour - fonts - Managing text output using Font metrics. AWT controls: labels – buttons - check boxes – lists - - text field.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basics of Java Programming	K1, K2 K3
CO2	To learn branching statements and method in Java	K1, K2 K3
CO3	To gain knowledge on packages, interfaces and threads in Java	K1, K2 K3
CO4	To develop understanding on string handling and applets in Java	K1, K2 K3
CO5	To learn creation of GUI using AWT in java	K1, K2 K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	3	2	3	3	3	2	3	3	3
CO2	1	3	2	3	3	3	2	3	3	3
CO3	1	3	2	3	3	3	3	3	3	3
CO4	1	3	2	3	3	3	3	3	3	3
CO5	1	3	2	3	3	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Java The Complete Reference	Herbert Schildt	Tata McGraw-Hill	2019 Eleventh edition
Websites				
1	www.spoken-tutorial.org/			

Pedagogy: Teaching/Lecture/ Powerpoint Presentation/ Assignment/quiz/group works

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21306D	ALLIED: MEDICAL TRANSCRIPTION	5	Theory	-	100

Objective of the course: This course helps the students in identifying the basic elements of a medical diagnostic report. Also provides the information about common terms in the medical field and references related to the specialties of emergency room, physical medicine, radiology, and pathology.

Unit I: Introduction to Medical Transcription (Teaching Hours: 10)

Preliminaries of medical transcription - Understanding Medical Records – Ethics and Confidentiality – Legal aspects of Healthcare Records.

Unit II: Grammar, Sentence Structure and Punctuation (Teaching Hours: 10)

Working with Spelling and grammar – Sentence Formations – Practice Rules to remember when transcribing – Transcribing numbers and figures – Medical Abbreviations – Medical Terminologies.

Unit III: Format of Reports (Teaching Hours: 10)

Hospital Medical Reports – Clinical Medical Reports – Emergency Room report -History and Physical, Radiology Report.

Discharge summary -Insurance Reports - Operative reports - Consultation reports -Pathology report - Autopsy report.

Unit IV: Understanding Computer Usage (Teaching Hours: 10)

Internet Technologies: Web-Browsers

Word Processing Tools: Open Office - Organizing the Information - Proofreading and Editing - Basic Formatting Guidelines.

Unit V: Software Support for Medical Transcription (Teaching Hours: 10)

Case Study: Open Source Software for Medical Transcription – Speech to Text conversion software – Other related software for medical billing.

The nuts and bolts of working as an MT – Future of Medical Transcription

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Preliminaries of Medical Transcription	K1 & K2
CO2	Working with Grammar and Medical Terminologies	K2 & K3 & K5
CO3	Report Formats	K2 & K3 & K4 & K5
CO4	Usage of Computers in Medical Transcription	K2 & K3 & K5
CO5	Software Support for Medical Transcription	K2 & K3 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2		3	1	2		1	2	
CO2	2	2		3	2	2		1	2	1
CO3	1	2		3	2	2		1	2	1
CO4		3		1	2	1	1	2	2	2
CO5		3		1	2	1	1	2	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Book				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The AAMT Book of Style for Medical Transcription	--	American Association for Medical Transcription	2005, Second
2	Medical Transcription for Dummies	Anne Martinez	Wiley Publishers	2012, First
3.	Web References			

Pedagogy: Lecture, PPT presentation, Demonstration, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21306P	CORE: JAVA PROGRAMMING LAB	3	Practical	-	-

Objective of the Course:

This paper gives a hands-on experience on implementing the OOPS concepts like overloading, inheritance, applets, packages, interfaces and exception handling using Java.

Write Programs using the following concepts.

1. Classes & Objects.
2. Method overloading.
3. Inheritance.
4. Interfaces.
5. User defined Packages.
6. Exception Handling.
7. Thread Manipulation
8. String Handling Functions
9. Simple Java Applet.
10. AWT Controls.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To gain hands on experience in Java Programming	K1, K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing ; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1	3	3	3	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demo, Hands-on.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21406A	CORE: OPEN SOURCE SOFTWARE	4	Theory	-	100

Objective of the Course:

The course is designed to provide an insight on the open source licensing and policies, Open source softwares Linux, MySQL and PHP .

UNIT I: Introduction to Open Source Software

(Teaching hours: 8)

Open Source – Definition of Terms – Open Source Operating systems – Contents –Open Source Desktop applications – Introduction – Graphical Desktops – Web browsers – The Open Office Suite.

Introduction to Linux : Linux Distributions – Operating Systems and Linux – History of Linux and Unix – Linux Overview – Open Source Software – Online Linux Information Resources. Linux Shell and File Structure : The Command Line – Jobs: Background, Kills and Interruptions – Ending Processes: ps and kill – Linux Files – The File Structure – Listing, Displaying and Printing Files – Managing Directories – File and Directory Operations.

UNIT II: MySQL

(Teaching hours: 8)

MySQL Data types – Working with Database and Tables: Creating Databases, Selecting Database for use – Deleting Databases – Creating Tables – Copying Tables – Modifying Tables – Deleting Tables. Working with Data: Inserting, updating and deleting records – Retrieving records – Copying, Importing and Exporting records – Subqueries.

UNIT III: PHP Fundamentals

(Teaching hours: 12)

PHP : Writing PHP Programs: Simple PHP program – Web communications – Using variables in PHP – Operators and Expressions. HTML Primer – Accessing PHP and HTML Data – Links – Query Strings – HTML (Web) forms. Decision, Loops and Arrays: Conditional or Branching statements - Loops and Arrays.

UNIT IV: PHP Functions and File Handling

(Teaching hours: 10)

Writing User defined functions in PHP : The structure of functions – Switching functions - Scope of variables – Global and Local variables – Creating static function variables – Nesting - Recursion – The Include and Require statements. File and directory Handling: Working with files – Reading and writing characters in Files – Reading Entire files – Random Access to file data - Working with directories – Uploading Files.

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UNIT V: Retrieving MySQL data using PHP

(Teaching hours: 12)

Connecting to MySQL from PHP – PHP MySQL Connectivity - Retrieving data from MySQL using PHP: Retrieving data using PHP- SQL statements for Retrieving data. Using PHP to manipulating MySQL: Inserting Records using PHP – Updating and deleting records in Tables – Working with Date and Time Type fields - Getting information on database tables.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the concept of Open Source definitions, category of open source softwares and the basics of Linux operating system.	K1, K2
CO2	To understand the database manipulation with MySQL database.	K2, K3
CO3	To learn the fundamentals of the PHP for server side scripting.	K3, K4
CO4	To understand the PHP User defined functions & File and directory handling	K3, K4, K5
CO5	Retrieving data from MySQL using PHP	K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		1		2	2					
CO2		2			1					
CO3		3		3	2				1	
CO4				2	3		1			
CO5		2		2	3		1			1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Open Source Software	Paul Kavanagh	Elsevier Digital Press	2004, 1 st Edition
2	Linux : The Complete Reference	Richard Peterson	Tata McGraw Hill	2017, 6 th Edition.
3	MySQL: The Complete Reference	Vikram Vaswani	Tata McGraw Hill	2017, First Edition.
4	Beginning PHP5	Dave Mercer et al.	Wrox Press	2004, First Edition.
Web References				
1	www.spoken-tutorial.org/			

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion etc



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21406B	CORE: PYTHON PROGRAMMING	4	Theory	-	100

Objective of the Course:

The course is designed to provide an introduction to the Python programming language. The focus of the course is to provide students with an introduction to programming, , Install and run the Python interpreter - I/O – Tuples – Files using the Python programming language.

UNIT I: Preliminaries of Python Programming

(Teaching hours: 10)

Introduction to Python: Python - Features – Execution - Viewing the Byte Code - Flavors of Python - Python Virtual Machine (PVM) - Frozen Binaries - Memory Management in Python - Garbage Collection in Python - Comparisons between C and Python - Comparisons between Java and Python.

Writing Our First Python Program: Installing Python for Windows - Setting the Path to Python - Executing a Python Program.

UNIT II: Datatypes and Operators

(Teaching hours: 10)

Datatypes in Python: Comments – Docstrings – Variables - Datatypes – Built-in datatypes - bool Datatype - Sequences – Sets - Literals – Characters – User defined Datatypes - Constants - Identifiers and Reserved words - Naming Conventions.

Operators in Python: Operator - Arithmetic - Assignment - Unary Minus - Relational - Logical - Boolean - Bitwise - Membership - Identity - Operator Precedence and Associativity. **Input and**

Output: Output statements - Input Statements - Command Line Argument

UNIT III: Control Structures and Arrays

(Teaching hours: 10)

Control Statements: if - A Word on Indentation - if ... else - if ... elif ... else - while - for - Infinite - Nested - else - break - continue - pass - assert - return.

Arrays in Python: Array – Advantages – Creation - Importing the Array Module - Indexing and Slicing on Arrays - Processing the Arrays - Types of Arrays - Working with Arrays using numpy - Creating Arrays using array() - Creating Arrays using linspace - Creating Arrays using logspace - Creating Arrays using arange() – Function - Creating Arrays using zeros() and ones() Functions - Mathematical Operations on Arrays - Comparing - Aliasing - Viewing and Copying Arrays - Slicing and Indexing in numpy Arrays - Dimensions of Arrays - Attributes of an Array - Working with Multi-dimensional Arrays - Indexing in Multi-dimensional Arrays - Slicing the Multi-dimensional Arrays.

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UNIT IV: Strings and Functions

(Teaching hours: 10)

Strings and Characters: Creating Strings – String functions - String Testing Methods - Formatting the Strings - Working with Characters.**Functions:** Difference between a Function and a Method - Defining and Calling a Function - Returning from a Function - Functions are First Class Objects - Pass by Object Reference – Formal and Actual Arguments - Positional Arguments - Keyword Arguments - Default Arguments - Variable Length Arguments - Local and Global Variables - The Global Keyword - Passing a Group of Elements to a Function - Recursive Functions - Anonymous Functions or Lambdas - Function Decorators.**UNIT V: List, Tuples, Dictionaries and Files**

(Teaching hours: 10)

Lists and Tuples: List - Creating Lists using range() Function - Updating the Elements of a List - Concatenation of Two Lists - Repetition of Lists - Membership in Lists - Aliasing and Cloning Lists - Methods to Process Lists - Nested Lists - Nested Lists as Matrices. **Tuples:** Creating Tuples - Accessing the Tuple Elements - Basic Operations on Tuples - Functions to Process Tuples - Nested Tuples. **Dictionary:** Access, Update and Delete dictionary elements– Built-in Dictionary Functions & Methods **Files:** Persistence - Opening files - Text files and lines - Reading files - Searching through a file – Using try, except, and open - Writing files.**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	Provides an introduction to python and the related programming environment	K1
CO2	Discusses on the various data types and the operators used for programming	K1,K2
CO3	Illustrates about the control structures and its usage in programs, The concepts related to arrays are studied	K2, K3
CO4	Provides insight on string handling and the usage of functions	K4
CO5	Study the usage of List, tuples and File handling	K4

Note:**K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.**


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Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2		1	3		1			
CO2	1	2			1	2				
CO3		2	2	3	2		2	1	1	
CO4	1		3	2		3	1	2		
CO5	1	2	3	2			2	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Core Python Programming	Dr. R. Nageswara Rao	Dreamtech Press	2018, First Edition
2	Python for Everybody, Exploring Data Using Python	Charles Severance	Amazon Digital Services	2016, First Edition

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion etc

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21406C	ALLIED: UNDERWATER COMMUNICATIONS	5	Theory	-	100

Objective of the Course:

This paper covers the basic concepts of Under Water Communication technology, underwater acoustic communications and Software oriented Case studies.

UNIT I: Underwater Acoustics and Applications (Teaching hours: 10)

Underwater Acoustics: The Development – Exploring the Underwater Environment - Historical Highlights – The pioneers – Civilian developments – The Basic Oceanography – Depth variations. Outline of Underwater Applications: Military applications – Civilian applications.

UNIT II: Underwater Networking and Signals (Teaching hours: 10)

Underwater Networking Basics: Underwater Acoustic Infrastructure – Offshore Terrestrial Station - Radar Networks –Data Handling of an Underwater Network – Data Tabulation. Types of Signals – Acoustic Modem – Boosters – Antennas – Receivers – Surface Buoy – Gliders – Yatch/Sailing Boats - Networking of submarines. Underwater electro acoustic transducers – Transducer modeling and design – installation.

UNIT III: USN and AUV (Teaching hours: 10)

Underwater Sensor Networks: Ocean Sampling Networks, Pollution Monitoring, Environmental Monitoring and Tactical surveillance systems, Major challenges in design of Underwater Sensor Networks - Factors that affect the UWSN-Sensor Node Architecture-GIBS, VRAP, DABSRAPT. Underwater Communication Protocols: Routing Protocols – GPS. Autonomous Underwater Vehicles – Topologies – Servers and Databases - Network Coding – Security issues

UNIT IV: Water Column Applications and Marine Animal Acoustics (Teaching hours: 10)

Water Column Applications: Navigation – Military applications – Fishery Acoustics – Physical Oceanography – Tsunami Applications - Underwater Intervention. Marine Animal Acoustics: Marine mammal bioacoustics Fish bioacoustics – Acoustic Pollution of the Ocean. Autonomous Underwater Vehicles.

UNIT V: Open Source Case Study (Teaching hours: 10)

Case Study: Under Water Acoustic Software: AcTUP V2.2 L – Underwater Sound Recorder – SailTool Software – Sail Imaging Software.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Explore and watch the basic oceanography and ocean based application domains.	K1 & K2
CO2	Traverse the Underwater Networking Technologies and various types of signals	K2 & K3
CO3	Enhance and knowledgeable about Underwater Sensor Networks and Autonomous Underwater Vehicles.	K2 & K3 & K4
CO4	Apply and envisage on Water Column applications and Marine animal acoustics	K5
CO5	Choose and Deploy an Open Source based simulators to experiment.	K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			1	2			1			2
CO2		1	1	2	2					
CO3		1	1	2	2	2			1	2
CO4		1	1	3	1					2
CO5	1		2	3	3	3			1	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Book				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Introduction to Underwater Acoustics: Principles and Applications	Lurton and Xavier	Springer Publications	2010, 2 nd Edition
2	Underwater Acoustic Sensor Networks	Yang Xiao	Taylor and Francis Publications	2016, First Edition
Web References				
1	Curtin University : http://cmst.curtin.edu.au/products/underwater/			

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion etc

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21406P	OPEN SOURCE SOFTWARE LAB	3	Practical	-	-

Objective of the course:

This course brings in the knowledge of open source software and to implement various functions of PHP, MySQL and Python practically.

LINUX

1. LINUX Basic commands

Write programs using the following concepts.

PYTHON

2. Looping
3. Branching
4. Arrays
5. Functions
6. File Handling

PHP

7. Looping
8. Branching
9. Arrays
10. User defined functions.

MySQL

11. Simple Queries of DDL, DML and DCL. (MySQL Database).
12. Create a Dynamic Web page with PHP by accessing data from MySQL.

Note: Develop a project / case study using the above applicable concepts

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To provide a practical knowledge about shell commands of Linux operating system and the data base manipulation of MySQL Database. To implement the programming concepts of PHP and PYTHON and the Database connectivity.	K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1	3	3	3	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demo, Hands-on.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21506A	CORE: EXPLORING PLANETARY SCIENCE AND COMPUTING	4	Theory	-	100

Objective of the Subject: This course is designed to introduce the terms and technologies used in Planetary Science, Space Technology and Applications. Fundamentals, Key terms, Instruments and Research Agencies used for Space and Planetary Sciences are addressed.

UNIT I: Overview of Planets

(Teaching Hours: 11)

Exploration of Planet Earth – Principles of Rocketry and Space Navigation - Planets of the Solar System – The Sun and the Planets of Solar System – The Life and death of the stars – Big bang theory - Origin of the Solar system – The Solar Nebula

Earth: Model of Planetary Evolution – Atmosphere – Interior of the Earth – Asteroids – Comets.

UNIT II: Fundamentals of Planetary Science

(Teaching Hours: 9)

Astronomy – Astrophysics – Asteroids – Artificial Gravity – Global Positioning System – Electromagnetic Propulsion – Skylab – Size and Shape of the Earth from Satellites – Space Radiation - Astronauts

UNIT III: Space Technology

(Teaching Hours: 10)

Space Technology – Outer Space/Exo Space - Space Shuttle Program – Space Traffic – International Space Station – Satellite Activities in other countries Satellites – Application Satellites – Scientific Satellites – Communication Satellites – ISRO – NASA – CNSA.

UNIT IV: Computing and Communication

(Teaching Hours: 12)

Information and Communication Technology and Space - Types of Telescopes - Observing – Data Processing – Photometry

Integrating AI and Machine Learning for Planetary Science – Data Processing – Planetary Remote Sensing - Geo-Spatial Image Processing - A Data handling Activity to the students.

UNIT V: Applications of Planet Science

(Teaching Hours:8)

Military Applications – Weather and Climate Applications – Navigation, Maps and Surveying – Education – Agriculture – Environmental Monitoring and Resource Management.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Familiarize on the prerequisite knowledge for Planet Science	K2 & K3
CO2	Know about the key terms and definitions in Planet Science	K1&K2 & K3
CO3	Explore on Space Technology and Satellites	K1&K2&K3&K4
CO4	Connect the Field of Computer Science with Planetary Science	K1&K2&K3
CO5	Discuss about the various applications of Space and Planetary Science	K1&K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		1	1	2	3			1	2
CO2		1	1	1					1	
CO3	2		1	1	2	3		1	1	2
CO4			1	1					1	
CO5	2		3	1	3	3			1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Introduction to Planetary Science - The Geological Perspective(Units I, II).	Gunter Faure and Teresa M. Mensing	Springer Publications	2007, 1 st Edition
2	Information, Communication and Space Technology (Units III, IV)	Mohammad Razani	CRC Press, Taylor and Francis Series,	2012, 1 st Edition
3	Instruments, Observatories and Sensor Systems Roadmap (Units III, V)	Richard D.Barney et al	National Aeronautics and Space Administration, NASA	2010, 1 st Edition
4	Machine Learning for Planetary Science (Unit III,V)	Joern Helbert et al.,	Elsevier Publications	2021, 1 st edition
5	Web References			

Pedagogy: Lecture, PPT Presentation, E-content, Seminar, Assignment, Web articles

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21506B	CORE: WEB DESIGN AND MARKUP LANGUAGE	4	Theory	-	100

Objective of the course: The goal of this course is to present an overview of the Internet as a global resource for the people and provides the basic knowledge for designing a web page or websites using HTML and XML. The concept of style sheets is also discussed for formatting the XML documents.

UNIT I: HTML Basics

(Teaching Hours: 8)

Getting started: Internet-Web Browser-Web Server-Designing the Web site-Creating a web page with HTML basics: Basic elements-lists.

UNIT II: Formatting Tags

(Teaching Hours: 12)

Creating a web page with HTML Linking - Creating web page with HTML text formatting: text formatting and alignment- character styles-font and sizes-using colors for web-preformatted text-horizontal lines-line break-displaying special characters-Images in HTML-Tables.

UNIT III: Working with Frames, CSS

(Teaching Hours: 10)

Frames: Creating frames-attributes and linking-complex framesets-inline frames- Image maps-forms and CGI Scripts. DHTML – CSS.

UNIT IV: XML Basics

(Teaching Hours: 10)

Introduction to XML-XML Basics: tag format-declaration-elements-attributes-comments-character entities-CDATA blocks-example document. Document Type Definition-XML Schema simple types- XML Schema complex types- XML namespaces.

UNIT V: XSL Transformation

(Teaching Hours: 10)

XSL transformation-XPath language –Cascading Style Sheets-XLink and XPointer: Simple links-extended links-displaying the links-linking by element identity, position and hierarchy.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the basics of Internet and HTML	K1&K2
CO2	To understand the formatting tags	K1&K2&K3
CO3	To design the webpage using frames and CSS	K1&K5
CO4	To understand the XML syntax and XML Schema	K1&K2&K4
CO5	To transform of XML to HTML using XSL	K1&K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2				3	1					
CO3				3	1					
CO4				2	2			2		
CO5				3	3			3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Web Publishing	Monica D' Souza, Jude D' Souza	Tata McGraw-Hill	2001, First Edition
2	XML – How to Program	H.M. Deitel, J.M. Deitel, T.R. Nieto, T.M. Lin,P. Sadhu	Pearson Education	2013, First Edition
3	XML in Easy Steps	Mike Mcgrath	McGraw Hill Education	2012, Second Edition
4	XML in a Nutshell	Elliotte Rusty Harpld	O'Reilly Media	Third Edition, Reprint 2019

Pedagogy: Lecture, PPT Presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21506C	CORE: SOFTWARE ENGINEERING	4	Theory	-	100

Objective of the course: This Course mainly concentrates on software engineering concepts along with some of the methodologies of Testing. This paper highlights on the characteristics of software, software evolution, software models, the various phases in software design and user interface design, different types of software testing techniques.

UNIT I: Basics of Software Engineering

(Teaching Hours: 10)

Introduction to software engineering: The Evolving Role of software - Software - The changing nature of software - Legacy software. A Generic view of software: Software Engineering - A Layered Technology - A Process Framework - The Capability Maturity Model Integration (CMMI) - Process Partners - Process Assignment - Personal and Team Process Models - Process Technology.

UNIT II: Process Models

(Teaching Hours: 10)

Process Models: Prescriptive Models - The Waterfall Model - Incremental Process Model - Evolutionary Process Models - Specialized Process Models - The Unified Process.

UNIT III: Agile Process

(Teaching Hours: 10)

An Agile View of Process: Agility - Agile Process - Agile Process Models - Software Engineering Practice - Communication Practices - Planning Practices - Modeling Practices.

UNIT IV: Software Testing

(Teaching Hours: 10)

Software Testing : Creating an environment supportive for software testing: Minimizing risks – Writing a policy for software testing – Economics of Testing – Testing an Organizational issue – Management support for software testing – Building a Structures Approach to software testing – Developing a test strategy - Building the software testing process: Software Testing Guidelines – Workbench Concept – Customizing Software testing process.

UNIT V: Testing and Planning

(Teaching Hours: 10)

The seven step testing process: Overview of the software testing process: The cost of computer testing – The Seven step software testing process – Workbench Skills. **Organizing for testing :** Objective – Workbench – Input – Do procedures – Check Procedures – Output. **Developing the test plan:** Objective – Concerns - Workbench – Input – Do procedures – Check Procedures – Output. **Case Study :** Testing a Data warehouse – Testing Web based Systems.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To impart the fundamentals of software engineering	K1, K2, K4
CO2	To impart the importance of various software engineering process models	K1, K2, K4
CO3	To impart the principles of Agile methodology in software engineering	K1, K2, K4
CO4	To impart the developing and testing methodologies in software engineering	K1, K2, K4, K5
CO5	To impart the knowledge of testing plan	K1, K2, K4, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2				1	1	2	
CO2	3	2	1			2		1		
CO3	1	1	2	3	2	1		1		
CO4	1	1	3			2	1	2	1	
CO5	1	2	3	2	1				1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Software Engineering –A Practitioner’s Approach	Roger S. Pressman	Tata McGraw	2013, Tenth Edition.
2	Software Engineering	Ian Sommerville	Pearson Education	2017, Tenth Edition.
3	Effective Methods for Software Testing	William E Perry	Wiley India	2006, 3rd Edition.

Pedagogy: Teaching / Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21506D	CORE: .NET PROGRAMMING	5	Theory	-	100

Objective of the Course: This Course highlights on Introduction to .NET Framework, .NET Languages, Introduction to VB.Net, Controls in VB.Net, Structure of ASP.NET, Web Controls, State Management - Rich Text Controls. It also focuses on Data Source Binding and how to work with Data Grid.

UNIT I - .NET FRAMEWORK

(Teaching Hours: 10)

Introducing the .NET Framework : The Evolution of Web Development – The .NET Framework - The Common Language Runtime - .NET Class Library - .NET Languages - Variables and Datatypes - Operations - Methods - Basics of Classes - Building a Basic Class - Passing Parameters by Reference and by Value - Understanding Namespaces and Assemblies.

UNIT II – VB.NET CONTROLS

(Teaching Hours: 10)

Introduction to Visual Basic.Net : The Windows Graphical User Interface - The Object Model - The Three Step Process - The Visual Studio Environment - Writing the First Visual Basic program. Controls : Introducing Controls, Working with Multiple Controls, Designing Applications for User Convenience, Coding for Control - Data: Variables and Constants - Calculations - Formatting Data - Handling Exceptions - Displaying Messages in Message Boxes.

UNIT III – ASP.NET & Web controls

(Teaching Hours: 10)

Developing ASP.NET Applications : Creating Websites - Anatomy of a Web Form - Visual Studio Debugging - Anatomy of an ASP.NET Applications - Introducing Server Controls - The Page Class - Application Events - ASP.NET Configuration. Web Controls : Stepping Up to Web Controls - The WebControl Base Class - Enumerations - List Controls - Table Controls - Web Control Events and AutoPostBack - Logging Exceptions - Page Tracing.

UNIT IV – Advanced Controls

(Teaching Hours: 10)

Validation: The Validation Controls - Server-Side Validation - Client-Side Validation - Validating with Regular Expressions. Rich Controls: The Calendar - The AdRotator - Creating a Simple User Control - User Control Events - Website Navigation : Defining a Site Map - Binding an Ordinary Page & a Master Page to a Site Map - URL Mapping and Routing - Menu Styles - Menu Templates.

UNIT V – Connecting with Data

(Teaching Hours: 10)

Working with Data : Understanding Databases - Configuring Database - SQL Basics - The Data Provider Model - Direct Data Access. Data Binding: Introducing Data Binding - Single-Value Data Binding - Repeated-Value Data Binding. The Data Controls: The GridView - Formatting the GridView - Sorting and Paging the GridView - Using GridView Templates.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Define the Fundamental concepts of .NET framework.	K1,K2
CO2	Understand the .Net environment, basic controls, variables and constants	K1,K2
CO3	Develop .net applications, web sites using web controls	K2,K3
CO4	Apply validation controls,user controls in web applications and to bind an Ordinary Page & a Master Page to a Site Map	K2,K3,K4
CO5	Demonstrate the concept of databases and display the data in gridview.	K2,K3,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1									
CO2		2		3						
CO3					3	2	2			
CO4						3				
CO5				3		3			3	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Programming in Visual Basic.Net	Julia Case Bradely, Anita C Millspaugh	Tata McGraw-Hill	2008, Fifth Reprint
2	Beginning ASP.NET 4.0 in VB 2010	Matthew MacDonald	Apress, Berkeley, CA, USA	2011, Second Edition.

Pedagogy: PPT presentation, e-content seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21506P	CORE: WEB DESIGN AND .NET PROGRAMMING LAB	3	Practical	-	-

Objective of the Course: This paper provides an experience on creating web site, Windows application in VB.NET and Web application in ASP.NET. Demonstration of various controls such as Menus, Rich web controls, Validation Controls and interactive report generation are emphasized.

WEB DESIGN:

1. Design a web page with images, links and tables.
2. Design a web page using CSS.
3. Create a XML document for a database using DTD.
4. Design a XML Schema for a student database.

VB.NET:

5. Create a login form to check the authentication of the user.
6. Design an application using basic controls.
7. Design a form to manipulate the dataset.
8. Generation of a Report from the database.

ASP.NET:

9. Create a Web Application for manipulation of Basic Web Controls
10. Create a Web Application for manipulating Rich Web Controls
11. Create a Web Application for the manipulation of Validation controls
12. Develop a Web application for database manipulation using SQL Server Database.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Demonstrate designing web page using HTML, create XML document and xml schema, windows application, web application, manipulating databases using SQL server,	K2,K3,K4,K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	3	1	3	3	3	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demo, Hands-on.

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21506E	SKILL BASED SUBJECT: APTITUDE	2	Practical	-	-

Objective of the course: This Course highlights on improving the aptitude ability of the student and to understand technical and logical work outs like ratio and proportion, Profit and Loss, Probability, C Programming and OOPS concepts.

UNIT I - Numbers, Ratio and Proportion (Teaching Hours: 6)
Operation on numbers: Introduction -Face value -Place value - BODMAS rule. Ratio and Proportion: Ratio –Proportion- Indices – Logarithms – Average - Simple Problems.

UNIT II - Age, Profit and Loss (Teaching Hours: 6)
Problems on Ages: Problems on Ages – Clocks and Calendars – Mixtures and Alligations – Time and Work – Time and Distance. Profit and loss: Introduction – Cost price – Selling price – Profit and loss – Simple Problems.

UNIT III – Probability and Statistics (Teaching Hours: 6)
Statistical description of data: Textual - Tabular and Diagrammatic representation of data – Data Sufficiency – Probability: Concept of percentage – Probability - Simple Problems.

UNIT IV – C and C++ (Teaching Hours: 6)
Problem Solving techniques in C - Data types – Type casting – Bitwise Operators – Arithmetic expressions, Relational Operators - Logical Expressions - Functions and Parameter Passing by Value - Passing Arrays to Functions, Call by value - Call by Reference – Recursion -Structures and Pointers.
Object Oriented C++ - Classes – Objects – Object oriented Paradigms: Data Abstraction - Encapsulation – Inheritance – Polymorphism – Abstract Classes – Virtual classes

UNIT V - Java and Python (Teaching Hours: 6)
Java: Language Fundamentals, Operators and Assignments, Exceptions, Inner Classes, Garbage Collections, Java Packages, Inheritance, Interfaces, Java.util class, Java.io class, Threads.
Python: variables, expressions, math function, Function calls, Type conversion functions, Parameters and arguments, Debugging, Conditionals and recursion, Lists, Dictionaries, Strings, Tuples, files, Classes and Objects

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Course Outcome	CO Statement	Knowledge level
CO1	Learning the Basics of Numbers, Ratio & Proportion	K1, K2, K3
CO2	Working with Problems on Ages, Time and Distance, Profit & Loss	K2, K3
CO3	To implement the statistical description of data and probability	K2, K4, K5
CO4	To understand the basics of C programming and OOPS Concepts	K2
CO5	To learn the fundamentals of java and python programming	K2, K3

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3									1
CO2	3									1
CO3	3					2				1
CO4		3		2						1
CO5		3		2						1

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books

S.No.	Title	Author	Publishers	Publication Year & Edition
1	Quantitative Aptitude	R.S. Aggarwal	S. Chand	20th edition, 2013
2	Quick Arithmetic	Ashish Aggarwal	S. Chand & Company Ltd	2007
3	C Programs with Solutions	S. Anadhamurugan	University Science Press	First Edition, 2011
4	Let us C++	Kanetkar, Yashavant P	BPB Publications	2010
5	The Java Complete Reference	Herbert Schildt	Tata McGrawHill, Publishers	7 th Edition, 2007
6	Think Python	Allen Downey	Green Tea Press, Massachusetts	2 nd Edition, 2012

Pedagogy: Lecture, E-content, PPT presentation, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21606A	CORE: CYBER SECURITY	4	Theory	-	100

Objective of the course: This course helps the students to understand the different types of Threats, Cyber Crimes, Cyber Risks and also discusses on the necessity of Threat Intelligence for a better Cyber Management and supportive Architecture.

UNIT I : Cyber Threats and crime

(Teaching Hours: 10)

Cyber Threats: Cyber Security and its importance-Cyber Threats -Organized Crime -Proliferation of Weapons of Mass Destruction- Background, Sources and Types of Cyber Threats- Potential Risk factors of Cyber Threats- **Cyber Crime:** Overview-Origin and evolution of Cyber Crime-Criminalization-Cyber Crime Classifications-Conducting Cyber Investigations-Economical crisis - Challenges faced in Cyber Crimes.

UNIT II : Cyber threat Intelligence and detection rules

(Teaching Hours: 8)

Cyber Threat Intelligence- An Overview of Threat Intelligence- Key Characteristics- Need for Threat Intelligence- Impact of Threat Intelligence-Applicability of Threat Intelligence. Threat Detection Rules -Risk Reduction through Threat Intelligence – Understanding and Implementing Threat Intelligence.

UNIT III : Cyber management and policies

(Teaching Hours: 11)

Cyber Management -Cyber Risk- Analyzing and Managing Cyber Risks- Risk Management Principles: Principles of Risk Management-Risk Management Process- Dealing with Risks- Risk Analysis - Evaluating cyber risks: Assessing the IT security- Quantifying the Risks-Evaluation of the existing Insurance Policies-Improve security and overall Risk Strategy- Prepare your organization- Coverage Review- Benefits of Risk Management- Cyber Risk Management Frameworks-Governance of Cyber Security Risks.

UNIT IV : Cyber security challenges and Architecture

(Teaching Hours: 11)

Cyber Security Challenges –Fundamentals-Evolution-Strategic Cyber Security-Preventing Cyber Attacks-Methods of Securing Next Generation Internet Services. **Cyber Security Architecture-** Planning, Design and Implementation Issues of Security Architecture- Implementation Issues of the Security Architecture- Global Architectural Approach- Multifaceted Cyber Security.

UNIT V: Cyber defense mechanisms and Attacks

(Teaching Hours: 10)

Cyber Defense Mechanisms- Cyber Self Defense- Cyber Attack Techniques and Defense Mechanisms- Cyber Defense Planning Model- Cyber Supply Chain Security- DDOS Attacks and Cyber Defense: Securing Industrial Control Systems - Case Studies on Cyber Crime in Indian Perspective.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Origin of cyber crime, evolution, risk factors and Investigations	K1
CO2	Cyber threat intelligence, various detection rules, understanding and implementing threat intelligence.	K2
CO3	Principles of risk management, evaluating risks, and cyber risk management	K2
CO4	Preventing cyber attacks, architecture design and implementation.	K1
CO5	Cyber self defense, DDoS attacks, securing industrial control systems. case studies.	K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		2			1	1	2			
CO2	3	2	2	3	1	2			2	
CO3	2					2		1		1
CO4		3	1	2		1				
CO5	1	2	3	2	2			3		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Combating Cyber Threats through Cyber Security Intelligence	Dr.S.Sujatha, Dr.N.Sudha Bhuvaneshwari	Kalaikathir Publications	2017

Pedagogy: Lecture, PPT presentation

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21606B	CORE: MOBILE APPLICATION DEVELOPMENT	5	Theory	-	100

Objective of the course: This course deals with the Mobile Application Development in Android Operating System. The students will learn the User Interface design, the basic activities, creating the interfaces and Messaging.

UNIT I: Introduction about Android

(Teaching Hours: 10)

Getting Started with Android Programming: Android: Versions-Features-Architecture-Android devices -- Creating the First Android Application - Anatomy of an Android Application.

UNIT II: Message passing and navigation

(Teaching Hours: 10)

Activities, Fragments and Intents: Understanding Activities - Linking Activities Using Intents: Resolving Intent filter collision-Returning results from intent-Passing data using an Intent object-Calling Built-in Applications Using Intents - Displaying Notifications.

UNIT III: Screen display and orientation

(Teaching Hours: 10)

Getting to know the Android User Interface: Understanding the Components of a Screen: Views and View groups-linear-relative-Absolute-Table-Frame layouts-Scroll view -Adapting to display Orientation: Anchoring views-Resizing and Repositioning- Managing Changes to Screen Orientation.

UNIT IV: Databases and Views

(Teaching Hours: 10)

Designing Your User Interface with Views: Using Basic Views - Using Picker Views - Using List Views to Display Long Lists. **Data Persistence:** Saving and Loading User Preferences - Persisting Data to Files – Creating and Using Databases. **Content Providers:** Using a Content Provider - Creating Your Own Content Provider - Using the Content Provider.

UNIT V: Finding location and sending email and SMS

(Teaching Hours: 10)

Messaging: SMS Messaging: Sending SMS messages programmatically-Getting feedback after Sending a message-Sending SMS messages using Intent-Receiving SMS messages - Sending E-Mail. **Location-Based Services:** Displaying Maps - Getting Location Data.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Introduction about android	K1
CO2	Navigation between pages and displaying notification	K2
CO3	Resizing a page, orientation and views	K3&K5
CO4	Views and data loading in database	K2 & K3
CO5	Location tracking, sending SMS and email	K3

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	2	3		1	1	1		
CO2		3	3		1	2				
CO3		3		1	2	2		1		
CO4	1	2		2			1	2		
CO5		3	3	2			1	1		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Beginning ANDROID 4 Application Development	Wei-Meng Lee	Wiley Publications	2015 Edition
2	Professional Android	Reto Meir, Ian Lake	Wiley Publications	2018 Editon

Pedagogy: Lecture and PPT Presentation

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21606P	CORE: MOBILE APPLICATION DEVELOPMENT LAB	3	Practical	-	-

Objective of the course: To develop User Interfaces, Activities and Views in the Android Operating System. It also highlights the location identification, SMS Messaging and e-mail.

Implementation of the following programs in ANDROID Operating System.

1. Activities.
2. Intent Filters.
3. User Interface.
4. Image Views.
5. Create a database to store the values.
6. Store data in SD Card.
7. Content Providers.
8. SMS Messaging.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO	Programs for implementing activities, Intent filters, User interface, image views, storing values in database and SD card, Content providers and SMS messaging.	K3 & K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	1	3	3	3	3	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Pedagogy: Demo, Exercises

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21606U1	ELECTIVE I – MOBILE COMMUNICATIONS	5	Theory	-	100

Objective of the course: This course orients wireless communication, Tele-communication systems, broadcast systems and Mobile IP.

UNIT I : Wireless communication

(Teaching hours: 10)

Introduction-history of Wireless communication-Applications-Market for Mobile communications-Characteristics of Wireless Technologies-Cellular System infrastructure-A simplified reference model. Medium access control – Motivation for a specialized MAC-SDMA-FDMA-TDMA-CDMA.

UNIT II: Telecommunication systems

(Teaching hours: 10)

Telecommunication systems – GSM-Mobile services-System architecture-Radio interface-Protocols-Localization and calling-Handover-Security-new data services-DECT-System architecture-Protocol architecture. Satellite systems – Applications-Basics-GEO-LEO-MEO-Routing-Localization-Handover.

UNIT III: Broadcast systems

(Teaching hours: 10)

Broadcast systems – Overview-Cyclical repetition of data-Digital audio broadcasting-Digital video broadcasting-Convergence of broadcasting and mobile communications. Wireless LAN-Introduction – Infrastructure and ad-hoc networks – IEEE 802.11- System architecture – Protocol architecture – Physical layer-Medium access control layer (Basic DFWMAC-DCF using CSMA/CA, MAC frames) –Bluetooth- User scenarios – Architecture.

UNIT IV: Mobile Network Layer

(Teaching hours: 9)

Mobile Network Layer - Mobile IP-Goals, assumptions and requirements-entities and terminology-IP Packet delivery-Agent Discovery-Registration-Tunneling and encapsulation-Optimizations-Reverse tunneling-IPV6-IP micro-Mobility support.

UNIT V: Mobile Transport Layer

(Teaching hours: 11)

Mobile Transport Layer – Traditional TCP – Congestion control-Slow start-Fast retransmit-Implications of mobility-Classical TCP improvements-Indirect TCP-Snooping TCP-Mobile TCP-Fast retransmit/fast recovery-Transmission/time-out freezing-Selective retransmission-Transaction oriented TCP. Wireless application protocol (Architecture, Wireless datagram protocol, Wireless application environment, Wireless markup language) - imode technology.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	A study on Wireless communication and Cellular System infrastructure	K1, K2
CO2	Over view of Telecommunication systems, GSM architecture and Satellite systems	K1, K2
CO3	Study on Broadcast systems, Infrastructure and ad-hoc networks	K2, K3
CO4	Understanding IP Packet delivery	K2, K4
CO5	Study on Traditional TCP and Classical TCP improvements	K2, K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1					1					
CO2					2					
CO3					3	2				
CO4					3	3				
CO5					1					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Mobile Communications	J. Schiller	Addison Wesley	Second Edition, 2011

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21606U2	ELECTIVE I- ARTIFICIAL INTELLIGENCE	5	Theory	-	100

Objective of the Course: This Course helps in understanding the concepts and mechanisms of Artificial Intelligence which includes details about Search process and Knowledge Representation.

UNIT I: Introduction to Artificial Intelligence (Teaching hours: 8)

Introduction to AI - The Foundations - History of Artificial Intelligence - The State of the Art.

UNIT II: Intelligent Agents (Teaching hours: 10)

Agents and Environments - Good Behavior: The Concept of Rationality - The Nature of Environments - The Structure of Agents.

UNIT III: Searching and problem solving (Teaching hours: 10)

Problem-Solving: Problem-Solving Agents - Example Problems: Toy Problem- Searching for Solutions - Uninformed Search Strategies: Breadth-first, Depth-first, Depth-limited, Iterative deepening depth-first search - Avoiding Repeated States - Searching with Partial Information

UNIT IV: Heuristics & Algorithms (Teaching hours: 12)

Informed Search and Exploration: Informed (Heuristic) Search Strategies - Heuristic Functions - Local Search Algorithms and Optimization Problems - Local Search in Continuous Spaces - Practical applications of AI (Games, CAD/CAM).

UNIT V: Introduction to Datasets and its types (Teaching hours: 10)

Machine learning: Datasets: Introduction-Olive oil dataset (Hierarchical) - Ischemia heart disease classification - Australian crabs- (Hierarchical) - Optdigits - IRIS datasets - Pageblock.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To provide knowledge on introduction to artificial intelligence, history and applications.	K1, K2
CO2	To impart learning about Agents and Environments	K1, K2
CO3	To Understand the problem solving techniques with various algorithm	K1, K2, K4
CO4	To understand the heuristic search strategies and application of artificial intelligence	K1, K2
CO5	Study on various type of data sets with example	K1, K2, K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1								2		
CO2							1	2		1
CO3			1	2	1			2	1	1
CO4				1	1		2	2		1
CO5				1	1		1	2	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Artificial Intelligence - A Modern Approach	Stuart Russell, Peter Norvig	Pearson Education Ltd	2014, Third Edition.
2	Artificial Intelligence	Elaine Rich, Kevin Knight, Shivashankar B Nair	McGraw Hill	2017, Third edition.
3	Machine Learning with SVM and other Kernel Methods.	K.P.Soman, R.Loganathan, V.Ajay	PHI learning private Limited	2009.

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion etc

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21606U3	ELECTIVE I: DATA SCIENCE	5	Theory	-	100

Objective of the course: This course introduces the student to the emerging field of data science through real-world data analysis and to develop applied experience with data science software, programming, applications and processes.

UNIT I: Origin of Data Science

(Teaching Hours: 10)

Introduction: Data Science- Big Data and Data Science hype – Datafication- Current landscape of perspectives- Skill sets needed. Statistical Inference- Populations and samples- Statistical modeling, Exploratory data analysis - The Data Science Process

UNIT II: Machine Learning Algorithms and Usage in Applications

(Teaching Hours: 10)

Linear Regression- k-Nearest Neighbors (k-NN)- k-means - Motivating application: Filtering Spam- Why Linear Regression and k-NN are poor choices for Filtering Spam- Naive Bayes and why it works for Filtering Spam- Data Wrangling: APIs and other tools for scrapping the Web

UNIT III: Extracting Meaning from Data

(Teaching Hours: 10)

Crowdsourcing - The Kaggle model - Feature Selection : User Retention - Filters - Wrappers - Decision Trees - Random Forests - Building a User-Facing Data Product : Algorithmic ingredients of a Recommendation Engine- Dimensionality Reduction - Singular Value Decomposition- Principal Component Analysis

UNIT IV: Predictive Modeling

(Teaching Hours: 10)

Fundamental concepts: Identifying informative attributes; Segmenting data by progressive attribute selection - Models, Induction, and Prediction - Supervised Segmentation - Visualizing Segmentations - Trees as Sets of Rules - Probability Estimation

UNIT V: Visualizing Model Performance

(Teaching Hours: 10)

Fundamental concepts: Visualization of model performance under various kinds of uncertainty; Ranking Instead of Classifying - Profit Curves - ROC Graphs and Curves - The Area Under the ROC Curve (AUC) - Cumulative Response and Lift Curves - Performance Analytics for Churn Modeling.

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Course Outcome Mapping with Knowledge Level

Course Outcome	CO Statement	Knowledge level
CO1	To develop fundamental knowledge of concepts underlying data science projects	K1,K2,K3,K4,K5
CO2	To develop practical skills needed in modern analytics (data)	K1,K2,K3,K4
CO3	To explain how math and information sciences can contribute to building better algorithms and software	K1,K2,K3
CO4	To give a hands-on experience with real-world data analysis	K1,K2,K3,K4
CO5	To develop practical data analysis skills, which can be applied to practical problems	K1,K2,K3,K4,K5

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome Mapping with Programme Outcome

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	1		1		3		2		
CO2	1	1		1		3		2		
CO3	3	3		1		3		2		
CO4	1	3		1		3		2		
CO5	3	2		2		3		2		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Doing Data Science	Rachel Schutt and Cathy O'Neil	O'Reilly	October 2013, First Edition
2	Data Science for Business	Foster Provost and Tom Fawcett	O'Reilly	July 2013, First Edition

Pedagogy: Lecture, PPT Presentation, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21606U4	ELECTIVE I: ENTERPRISE RESOURCE PLANNING	5	Theory	-	100

Objective of the course: This course concentrates on basic concepts of ERP, ERP and related technologies, implementing ERP, ERP in action, business modules and the ERP marketplace.

UNIT I: Introduction to ERP

(Teaching Hours: 10)

Introduction : Enterprise --An Overview – Introduction to ERP – Basic ERP concepts - Justifying ERP investments – Risks of ERP - Benefits of ERP – Examples for Open, proprietary and In-house ERPs.

UNIT II: ERP and Related Technologies

(Teaching Hours: 10)

ERP and Technology: ERP and related technologies – Business process reengineering – Data warehousing – Data mining – On-line analytical processing – Product life cycle management – customer relationship management – Selection of ERP for an organization.

UNIT III: ERP Implementation

(Teaching Hours: 10)

ERP Implementation : To be or not to be – Implementation challenges – Implementation life cycle – Implementation methodologies – ERP project teams – Vendors and Consultants – Contracts with Vendors, Consultants and Employees – Training and education – Key success factors of ERP.

UNIT IV: ERP Package Business Modules

(Teaching Hours: 10)

The Business Modules : Business Modules of an ERP Package – Finance – Manufacturing – Human Resources – Plant Maintenance – Materials Management – Quality Management – Marketing – Sales, Distribution and service.

UNIT V: Various Vendor ERP

(Teaching Hours: 10)

The ERP Market: ERP market place and marketplace dynamics - SAP AG – Oracle Corporation – PeopleSoft - JD Edwards – QAD Inc – SSA Global – Open ERP.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Study on basic concepts of ERP including investment in ERP Software, merits and drawbacks et.,	K2
CO2	To gain knowledge on ERP and its related technologies	K2, K3
CO3	Detail description of team building for implementing ERP Software	K1, K2, k4,k5
CO4	Gives an idea on various ERP modules of the ERP vendors.	K1,k2, k3
CO5	Describes the various ERP developing companies and their ERP products.	K1,k2

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1										
CO2				2	2					
CO3				2	2	1	2	1	2	
CO4										
CO5					1					

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	ERP Demystified	Alexis Leon	Tata McGraw - Hill Publishing Company	Fourth Edition, 2019.

Pedagogy: Lecture, PPT presentation, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21606U5	ELECTIVE I: AIR AND SEA NAVIGATION	5	Theory	-	100

Objective of the Course: This course is designed to introduce the computing technologies used for Air and Sea Navigation. The fundamentals, key terms and equipments used for the navigations purposes are discussed.

UNIT I: Navigation Aids

(Teaching Hours:10)

Air Navigation: Navigation Aids – Distance Measuring Equipments (DME) – LORAN - Doppler RADAR – GPS. Aeronautical lighting and other Airport Visual Aids: Approach Light Systems – Runway Edge Light Systems – Control of Lighting Systems - Air Space: General Dimensions of Airspace Segments – Transient Speed Control-Descent gradient - Wind Direction. Air Traffic Control: Air Route Traffic Control Centers – Control Towers.

UNIT II: Emergency Procedures

(Teaching Hours:10)

Emergency Procedures: Pilot Responsibility and Authority -Emergency Conditions –Distress Signals – Safety of the Flight: Weather Observing Program – Medical Facts for Pilots: Fitness for flight – Vision in flight –Dynamics of the Helicopter - Helicopter Operations: Helicopter Flight control systems.

UNIT III: Marine Navigation

(Teaching Hours: 10)

Fundamentals: Introduction to Marine Navigation – Nautical Charts: Chart fundamentals – Piloting: Definition and Purpose - Preparation – Transition to Piloting - Short Range aids to Navigation: Fixed Lights – Light Characteristics – Buoyage Systems – Compasses – Magnetics Compasses - Tides and Tidal Currents: Origins of Tides – Features of Tides

UNIT IV: Emergency Navigation Techniques

(Teaching Hours: 10)

Emergency Navigations: Basic Techniques -Navigation Regulations: Ship Routing –Avoiding rock collisions - Maritime Safety Systems - Global Maritime Distress and Safety System - Distress Signals. Hydrography: Basics of Hydrographic Surveying. Weather Elements: General Description of the Atmosphere.

UNIT V: Satellite Navigation

(Teaching Hours: 10)

Satellite Navigation: The Global Position System – LORAN Navigation: Introduction to LORAN – LORAN Description – RADAR Navigation: Principles of RADAR operations. Navigational Astronomy: The Universe – AZIMUTHS and AMPLITUDES.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Know about the navigation aids and air traffic control	K2 & K3
CO2	Gives emergency procedures and safety measures for the pilot	K1&K2 & K3
CO3	Understand the knowledge on nautical charts that help in marine navigation	K1&K2&K3&K4
CO4	Describes about navigation regulations and maritime safety techniques	K1&K2&K3
CO5	Discusses about different types of navigation	K1&K2

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2		1	1	2	3			1	2
CO2			1	1					1	2
CO3	2		1	1	2	3		1	1	2
CO4			1	1					1	2
CO5	2		3	1	3	3			1	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	The American Practical Navigator : The Epitome of Navigation	Nathaniel Bowditch, LL.D	The National Imagery and Mapping Agency	2002
2	Maritime Navigation	Jim Doherty	Trieste, Italy	2010
3	Air Navigation	Professor Dr. Paul Stephen Dempsey	McGill University, www.iasl.mcgill.ca (online Tutorial)	
4	Official Guide to Basic Flight Information and ATC Procedures	Aeronautical Information Manual, US Department of Transportation, Federal Aviation Administration		2017

Pedagogy: Lecture, PPT Presentation, E-content, Seminar, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21606U6	ELECTIVE I: INTERNET OF THINGS	5	Theory	-	100

Objective of the course: The objective of this course is to provide an insight on basic electronic components, physical design, logic design, enabling technologies of IOT, IOT system management and design methodology, IOT physical devices and cloud offerings.

UNIT I: Basic Electronics and Embedded Systems

(Teaching hours: 10)

Basic Electronics: Components and Devices - Capacitors – Resistors – Transistors – Diodes – LEDs - Breadboard – AC Motors – DC Motors - Servo Motors - Measuring Instruments – Circuits – Power Units . Microprocessors Vs. Microcontrollers - Advanced Microcontroller Chips: ATmega, Atmel - Arduino IDE. Sensors: Fundamentals - functional characteristics – types.

UNIT II: Introduction to Internet of Things

(Teaching hours: 10)

Introduction to internet of things: Introduction - Physical design of IOT - Logical design of IOT - IOT Enabling Technologies - IOT Levels and Deployment templates.

IOT and M2M: Introduction - M2M - Difference between IOT and M2M - SDN and NFV for IOT.

UNIT III: IOT System Management

(Teaching hours: 10)

IOT system Management with NETCONF-YANG: Need for IOT System Management - Simple Network Management Protocol - Network Operator Requirements - NETCONF-YANG - IOT system Management with NETCONF – YANG. IOT Design Methodology - case study on IOT system for weather monitoring - Motivation for using Python.

UNIT IV: IOT and Physical devices

(Teaching hours: 10)

IOT Physical devices and end points: Basic building blocks of an IOT device - Exemplary device Raspberry Pi - About the board - Linux on Raspberry Pi - Raspberry Pi interfaces - Programming Raspberry Pi with Python - Other IOT devices.

UNIT V: IOT and Cloud

(Teaching hours: 10)

IOT physical devices and cloud offerings: Introduction to cloud storage models and cloud APIs-WAMP - Autobahn for IOT - Xively cloud for IOT - Python web application framework - Designing a RESTful web API - Amazon web services for IOT.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understand the various electronic components and its functions.	K1,K2
CO2	Describes about fundamentals of Internet of Things	K1,K2,K3
CO3	Understand about IOT system Management and network protocols	K1,K2,K3,K4
CO4	Describes about the Basic building blocks of an IOT device	K1,K2,K3,K4
CO5	Describes IOT physical devices and cloud offerings and cloud storage models	K1,K2,K3,K4

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme Outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1			1			2		1	1
CO2	2	3	2	2		1	1		2	
CO3	3	2			1	2				
CO4	2		2	3	2			1	1	
CO5	3		3	2			1	2		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Basic Electronics	V.K.Mehta	S.Chand & Company Ltd	2008, 11 th Edition
2	Internet of Things - A hands on Approach	Arshdeep Bahga, Vijay Madiseti	Orient Blackswan Private Limited	2014, First Edition
3	Principles of Electronics	V K Mehta, Rohit Mehta	S.Chand & Company Ltd	11th Edition, Reprint 2016

Pedagogy: Lecture, PPT presentation, Assignment, Quiz, Group Discussion

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21606C	SKILL BASED SUBJECT: SOFT SKILLS	2	Practical	-	-

Objective of the course: This course content guides and helps students to concentrate on career planning, group discussion, art of listening skill, art of speaking skill, body language, team building and team work, etiquette, manners, CV writing, interview skills, and dress code.

UNIT I: Introduction to Soft Skills

(Teaching hours: 6)

Soft skills: Introduction – Importance of Soft Skills – Attributes Regarded as Soft Skills – Practicing Soft Skills – Know Thyself / Self Discovery: Importance of Knowing Yourself – Process of Knowing Yourself – Developing Positive Attitude .

UNIT II: Forming Values and Career Planning

(Teaching hours: 6)

Forming Values: Meaning – What is a value? - Values Relating to Education – Values Relating to Self and Others- Important of Values – Types of Values: Terminal and Instrumental values, Power of Values – Examples for Values. Career Planning: Guidelines for Choosing a Career – Myths about Choosing a Career – Tips for Successful Career Planning.

UNIT III: Art of Listening, Reading and Speaking

(Teaching hours: 6)

Art of Listening: What is listening? – Benefits of Active Listening – Kinds of Listening – Art of Reading: Benefits of Reading – Different Types of Reading – The SQ3R Technique – Art of Speaking: Defining Communication – Special Features of Communication – Importance of Communication – Tips for Effective Communication.

UNIT IV: Body Language, Team Building and Teamwork

(Teaching hours: 6)

Body Language: Forms of Body Language – Parts of Body Language – Types of Body Language - Team Building and Teamwork: Aspects of Team Building – Skills Needed for Teamwork – A Model of Team Building - Team Vs Group - Characteristics of Effective Team – Role of a Team Leader – Role of Team Members - Group Discussion(GD): Meaning of GD – Skills Required in a GD – Essential Elements of GD.

UNIT V: Etiquette and Manners, Preparing CV and Resume

(Teaching hours: 6)

Etiquette and Manners: Introduction – Classification of Etiquette – Manners: Introduction – Practicing Good Manners - Preparing CV/Resume: Meaning – Types of Resumes – CV Writing Tips – Interview Skills: Types of Interview – Types of Questions Asked – Dress Code at Interview.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Understanding all the major aspects of soft skills and Developing positive attitude.	K1,K2, K3
CO2	Study on values, its types and power. Provides idea on choosing our career and tips for successful career.	K2, K3, K5
CO3	Discuss the essentials of listening skills and techniques that are needed to play different job rolls.	K2,K3
CO4	Detail description on body language, team building and group discussion.	K2,K3
CO5	Provides knowledge on etiquette, manners, CV writing, Interview skills, Dress code	K2,K3,K4,K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				1				1	3	2
CO2		2					2		1	2
CO3					1		2	1	1	1
CO4		1		2			3		3	3
CO5								1	2	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Soft Skills Know Yourself & Know the world	Dr. K. Alex	S.Chand & Company Ltd	2009
Reference Books				
1	The ACE of Soft Skills: Attitude, Communication, and Etiquette for Success	Gopalaswamy Ramesh, Mahadevan Ramesh	Pearson Education	2010, 1st Edition, Kindle Edition

Pedagogy: Lecture, PPT presentation, Assignment, Quiz, Group Discussion

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Programme Outcome	
P01	Erudition of Knowledge Acquire state-of-art knowledge in scientific findings that allows the students to have a glimpse into the history of the scientific discoveries and inventions and theory behind it
P02	Fundamentals Understand the foundational concepts of basis sciences, and how these impact biotechnology research and development in the diverse fields that span healthcare and agriculture.
P03	Decisive Thinking Analyze complex problems in instrumentation that makes an ability to discriminate, evaluate, analyze and synthesize existing and new knowledge, and integration of the same for enhancement of knowledge
P04	Usage of Modern Tools Create, select, learn and apply appropriate techniques and resources in modern science with a detail understanding of the advantages and limitations
P05	Computer based literacy Introduction to computer tools that educate and make the students up to date with the current scientific literature, computer programs and web information and their role in life sciences
P06	Problem Solving Skills Explain and properly apply the scientific method by developing valid hypotheses, designing experiments, gathering relevant data using current technology, and interpreting quantitative and qualitative data.
P07	Entrepreneurial Skills Demonstrate knowledge and understanding of biotechnology principles and apply the same to one's own work, as a member and leader in a team, manage efficiently in respective disciplines and multidisciplinary environments in science
P08	Collaborative and Multidisciplinary work Possess knowledge and understanding of group dynamics, recognise opportunities and contribute positively to collaborative-multidisciplinary scientific research
P09	Ethical Practices and Social Responsibility Acquire contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the research outcomes in biotechnology
PO 10	Life Long Learning Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Programme Specific Outcome	
PSO1	Acquire knowledge on the fundamentals of biotechnology for sound and solid base which enables them to understand the emerging and advanced biotechnological concepts in life sciences.
PSO2	Students will be able design, conduct experiments, analyze and interpret data for investigating problems in Biotechnology and allied fields
PSO3	Acquire knowledge in domain of biotechnology enabling their applications in industry and research
PSO4	Students will exhibit contemporary knowledge in Biotechnology and students will be eligible for doing jobs in various sectors of pharmaceutical and biotechnological industry.
PSO5	Students will be able to understand the potentials, and impact of biotechnological innovations on environment and their implementation for finding sustainable solution to issues pertaining to environment, health sector, agriculture, etc.

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SCHEME OF EXAMINATIONS

Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs./Week	Exam Duration (Hrs.)	Category
					CA	TEE	TOTAL			
I	I	21100T	TAMIL I	3	25	75	100	4	3	THEORY
I	I	21100H	HINDI I							
I	I	21100F	FRENCH I							
I	I	21100M	MALAYALAM I							
I	II	21100E	ENGLISH I	3	25	75	100	5	3	THEORY
I	III	21109A	CORE: MICROBIOLOGY	4	25	75	100	5	3	THEORY
I	III	21109B	CORE: BIOCHEMISTRY AND ENZYMOLOGY	4	25	75	100	5	3	THEORY
I	III	21109C	CORE: BIOANALYTICAL TECHNIQUES	4	25	75	100	5	3	THEORY
I	III	21109P	CORE: PRACTICAL I - LAB IN BASIC BIOLOGICAL TECHNIQUES	-	-	-	-	4	-	PRACTICAL
I	IV	21100G	SKILL BASED SUBJECT: GENERAL AWARENESS	2	25	75	100	2	3	THEORY
II	I	21200T	TAMIL II	3	25	75	100	4	3	THEORY
II	I	21200H	HINDI II							
II	I	21200F	FRENCH II							
II	I	21200M	MALAYALAM II							
II	II	21200E	ENGLISH II	3	25	75	100	5	3	THEORY
II	III	21209A	CORE: MATHEMATICS AND BIOSTATISTICS	4	25	75	100	6	3	THEORY
II	III	21209B	CORE: CELL BIOLOGY AND GENETICS	4	25	75	100	5	3	THEORY
II	III	21209C	CORE: MEDICAL TRANSCRIPTION	4	25	75	100	5	3	THEORY
II	III	21209P	CORE: PRACTICAL I - LAB IN BASIC BIOLOGICAL TECHNIQUES	4	40	60	100	5	6	PRACTICAL
II	IV	21209S1/2 21209S2/ 21209S3	*SKILL BASED SUBJECT: TRAINING IN CLINICAL MICROBIOLOGY/CLINICAL BIOCHEMISTRY/HOSPITAL MANAGEMENT	2	NA	100	100	-	-	PRACTICAL
II	IV	21200G	ENVIRONMENTAL STUDIES: ENVIRONMENTAL AWARENESS	2	25	75	100	4	3	THEORY

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Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs./Week	Exam Duration (Hrs.)	Category
					CA	TEE	TOTAL			
III	I	21300T	TAMIL III	3	25	75	100	4	3	THEORY
III	I	21300H	HINDI III							
III	I	21300F	FRENCH III							
III	I	21300M	MALAYALAM III							
III	II	21300E	ENGLISH III	3	25	75	100	5	3	THEORY
IV		21300A/	I BASIC TAMIL I/ADVANCED TAMIL I	100	NA					
		21300B	NON MAJOR ELECTIVE- I: PERSONALITY DEVELOPMENT & SOFT SKILLS							
III	III	21300N	NON MAJOR ELECTIVE- I: PERSONALITY DEVELOPMENT & SOFT SKILLS	2	40	60	100		3	THEORY
III	III	21309A	CORE: MOLECULAR BIOLOGY	4	25	75	100	6	3	THEORY
III	III	21309B	CORE: IMMUNOLOGY	4	25	75	100	6	3	THEORY
III	III	21309C	ALLIED: COMPUTER PROGRAMMING - PERL	4	25	75	100	4	3	THEORY
III	III	21309P	CORE: PRACTICAL II - LAB IN BASIC BIOTECHNOLOGY	-	-	-	-	4	-	PRACTICAL
III	IV	21300G2	SKILL BASED SUBJECT: PROFESSIONAL COMMUNICATION	2	25	75	100	2	3	THEORY
III	V	21309S	EXTENSION ACTIVITIES: NSS	1	Grade			-	-	-
IV	I	21400T	TAMIL IV	3	25	75	100	4	3	THEORY
IV	I	21400H	HINDI IV							
IV	I	21400F	FRENCH IV							
IV	I	21400M	MALAYALAM IV							
IV	II	21400E	ENGLISH IV	3	25	75	100	5	3	THEORY
IV	IV	21400A/	II BASIC TAMIL II/ADVANCED TAMIL II	100	NA					
		21400B	NON MAJOR ELECTIVE - II: BASICS IN BUSINESS PROCESS OUTSOURCING							
IV	III	21400N	NON MAJOR ELECTIVE - II: BASICS IN BUSINESS PROCESS OUTSOURCING	2	40	60	100		3	THEORY
IV	III	21409A	CORE: PLANT BIOTECHNOLOGY	4	25	75	100	5	3	THEORY
IV	III	21409B	CORE: THERAPEUTIC DRUGS	4	25	75	100	5	3	THEORY
IV	III	21409C	ALLIED: BIOINFORMATICS	4	25	75	100	4	3	THEORY
IV	III	21409P	CORE: PRACTICAL II - LAB IN BASIC BIOTECHNOLOGY	4	40	60	100	5	6	PRACTICAL

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**DR G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
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B.Sc. (BIOTECHNOLOGY)

(Under Choice Based Credit System)

Sem.	Part	Course Code	Course Name	Credits	MARKS			Hrs./Week	Exam Duration (Hrs.)	Category
					CA	TEE	TOTAL			
IV	IV	21409S1/ 21409S2/ 21409S3	*SKILL BASED SUBJECT: COURSE IN BASIC COMPUTER APPLICATIONS/COMPUTER LANGUAGE/BIOSTATISTICS	2	NA	100	100	-	-	PRACTICAL
IV	IV	21400G1	VALUE EDUCATION : INDIAN SOCIETY, PEOPLE AND CULTURE	2	25	75	100	2	3	THEORY
V	III	21509A	CORE: MICROBIAL BIOTECHNOLOGY	4	25	75	100	6	3	THEORY
V	III	21509B	CORE: GENETIC ENGINEERING	4	25	75	100	6	3	THEORY
V	III		ELECTIVE: I	4	25	75	100	4	3	THEORY
V	III	21509P	CORE: PRACTICAL III - LAB IN ADVANCED BIOTECHNOLOGY	-	-	-	-	4	-	PRACTICAL
V	III	21509S	CORE: LAB PROJECT **	-	-	-	-	5	-	PROJECT
V	III	21509C	SKILL BASED SUBJECT: FOOD BIOTECHNOLOGY	4	25	75	100	5	3	THEORY
V	III	21509K	ONLINE COURSE	2	-	-	-	-	-	-
VI	III	21609A	CORE: ANIMAL BIOTECHNOLOGY	4	25	75	100	6	3	THEORY
VI	III		ELECTIVE: II	4	25	75	100	4	3	THEORY
VI	III	21609P	CORE: PRACTICAL III - LAB IN ADVANCED BIOTECHNOLOGY	4	40	60	100	10	6	PRACTICAL
VI	III	21609S	CORE: LAB PROJECT **	11	25	75	100	10	-	PROJECT
VI	IV	21609T1/2 1609T2/ 21609T3	*SKILL BASED SUBJECT: TRAINING IN NETWORKING/MULTIMEDIA/BIOANALYTICAL TECHNIQUES	2	NA	100	100	-	-	PRACTICAL
			TOTAL	140			3900			

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Sem.	Part	Subject Code	Subject Name
ELECTIVE I			
V	III	21509U1	ELECTIVE I: MEDICAL BIOTECHNOLOGY
V	III	21509V1	ELECTIVE I: NANOBIO TECHNOLOGY
V	III	21509W1	ELECTIVE I: IPR AND PATENTING
V	III	21509X1	ELECTIVE I: CANCER BIOLOGY
V	III	21509Y1	ELECTIVE I: DATABASE MANAGEMENT SYSTEM
V	III	21509Z1	ELECTIVE I: BIOPLANETARY SCIENCE
ELECTIVE II			
VI	III	21609U1	ELECTIVE II: INDUSTRIAL CHEMISTRY
VI	III	21609V1	ELECTIVE II: ENZYME TECHNOLOGY
VI	III	21609W1	ELECTIVE II: BIOPHARMACEUTICALS
VI	III	21609X1	ELECTIVE II: HUMAN ANATOMY AND PHYSIOLOGY
VI	III	21609Y1	ELECTIVE II: COMPUTER NETWORKING AND PARTICIPATIVE JOURNALISM



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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022
MAPPING OF COURSES WITH PROGRAMME OUTCOME LEVELS

Course Code	Course Title	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
21109A	CORE: MICROBIOLOGY	3	2	3	3	2	2	2	1	1	1
21109B	CORE: BIOCHEMISTRY AND ENZYMOLOGY	2	3	3	3		2		2		3
21109C	CORE: BIOANALYTICAL TECHNIQUES	3	3	3	3	3	2	3	3	2	3
21209A	CORE: MATHEMATICS AND BIostatISTICS										
21209B	CORE: CELL BIOLOGY AND GENETICS	3	3		1			1	1		1
21209C	CORE: MEDICAL TRANSCRIPTION	3	3	3	3	1	1	2	2	2	3
21209S1/ 21209S2/ 21209S3	SKILL BASED SUBJECT: TRAINING IN CLINICAL MICROBIOLOGY/CLINICAL BIOCHEMISTRY/HOSPITAL MANAGEMENT										
21209P	CORE: PRACTICAL I - LAB IN BASIC BIOLOGICAL TECHNIQUES										
21309A	CORE: MOLECULAR BIOLOGY	3	3	3			3	1	2		
21309B	CORE: IMMUNOLOGY	3	3	3	3	1	1	2	2	2	3
21309C	ALLIED: COMPUTER PROGRAMMING - PERL	2	1		2	3	2		2		2
21409A	CORE: PLANT BIOTECHNOLOGY	3	3	3	3	3	2	3	3	2	3
21409B	CORE: THERAPEUTIC DRUGS	3	3		3		3				3
21409C	ALLIED: BIOINFORMATICS	3	2		1	3	1	2	2	1	
21409P	CORE :PRACTICAL II: - LAB IN BASIC BIOTECHNOLOGY										
21409S1/ 21409S2/ 21409S3	SKILL BASED SUBJECT: COURSE IN BASIC COMPUTER APPLICATIONS/COMPUTER LANGUAGE/BIOSTATISTICS										
21509A	CORE: MICROBIAL BIOTECHNOLOGY	3	3	3	3	1	1	2	2	2	3
21509B	CORE: GENETIC ENGINEERING	2	3	3	3		2		2		3
21509U1	ELECTIVE I: MEDICAL BIOTECHNOLOGY	2		3	3	1	2	2	2	3	
21509V1	ELECTIVE I: NANOBIOBIOTECHNOLOGY	3	3		3		3				3
21509W1	ELECTIVE I: IPR AND PATENTING	3	3	3	3	3	3	3	3	3	2
21509X1	ELECTIVE I: CANCER BIOLOGY	3	1	3	3	1	2	3	2	2	1
21509Y1	ELECTIVE I: DATABASE MANAGEMENT SYSTEM	3	2	1		2	1		1		1
21509Z1	ELECTIVE I: BIOPLANETARY SCIENCE	3	2	1		2	1		1		1
21509C	SKILL BASED SUBJECT: FOOD BIOTECHNOLOGY	1	2	1				3	3	3	3

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Course Code	Course Title	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010
21609A	CORE: ANIMAL BIOTECHNOLOGY		3	3	3	3	3		3	3	3
21609U1	ELECTIVE II: INDUSTRIAL CHEMISTRY	3	3	3	3	2	2	3	3	3	3
21609V1	ELECTIVE II: ENZYME TECHNOLOGY	2	2	3	3	3	3	3	2	3	2
21609W1	ELECTIVE II: BIOPHARMACEUTICALS	3	1	3	3	3	2	3	3	1	1
21609X1	ELECTIVE II: HUMAN ANATOMY AND PHYSIOLOGY	3	2	3	3	2	2	2	3	2	1
21609Y1	ELECTIVE II: COMPUTER NETWORKING AND PARTICIPATIVE JOURNALISM										
21609P	CORE PRACTICAL - III: LAB IN ADVANCED BIOTECHNOLOGY										
21609S	CORE: LAB PROJECT										
21609T1/ 21609T2/ 21609T3	SKILL BASED SUBJECT: TRAINING IN NETWORKING/ MULTIMEDIA/BIOANALYTICAL TECHNIQUES										

Indicators: 1. Reasonable 2. Significant 3. Strong

Signature

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*Training in Clinical Microbiology / Clinical biochemistry/ Hospital management/ Course in Basic Computer applications/ Course in computer language/ Course in Biostatistics / Training in Networking / Multimedia / Bioanalytical Techniques -

Internal evaluation only, report to be evaluated by not less than two faculty members.

Break up of marks

Training in Clinical Microbiology / Clinical biochemistry/ Hospital management/ Course in Basic Computer applications/ Course in computer language/ Course in Biostatistics/Training in Networking / Multimedia / Bioanalytical Techniques

1. Content of the report	: 25 marks
2. Practical skills gained	: 15 marks
3. Application of scientific skills	: 25 marks
4. Instrumentation / Report preparation	: 10 marks
5. Presentation	: <u>25 marks</u>
Total	<u>100 Marks</u>

****Lab Project**

In the TEE the project report will be evaluated and viva voce test will be conducted jointly by the internal (research supervisor) and external examiner.

Break up for CA

1. Interaction frequency and attendance	: 5 marks
2. Timely submission of drafts and proofing	: 5 marks
3. Value Addition/ original ideas	: 10 marks
4. Application of concepts and work execution	: <u>5 marks</u>
Total	<u>25 marks</u>

Break up for TEE (25 marks)

1. Clarity of presentation	: 15 marks
2. Content of report	: <u>10 marks</u>
Total	<u>25 marks</u>

Break up for TEE (50 marks)

1. Methodology	: 10 marks
2. Literature review	: 10 marks
3. Dissertation preparation	: 10 marks
4. Results and discussion	: <u>20 marks</u>
Total	<u>50 marks</u>

Teaching hours for all theory subjects is allocated as 55 - 60 hours. Teaching hours are not same for all subjects.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21109A	CORE: MICROBIOLOGY	4	Theory	-	100

Objective of the Course: To learn about the fundamentals of microbiology and various methods of screening of microbes.

UNIT I: Introduction to Microbiology

(Teaching hours: 10)

History - contribution of Leeuwenhoek, John Needham, Lazzaro Spallazani, Edward Jenner, Louis Pasteur, John Tyndall, Robert Koch and Joseph Lister. Microscopy: Bright field, dark field, phase contrast and electron microscopy (TEM and SEM). Staining techniques: Simple, Gram's, endospore and LPCB.

UNIT II: Morphology of prokaryotic and eukaryotic cells

(Teaching hours: 10)

Ultra structure and general characteristics of prokaryotic and eukaryotic cells: General classification of microbes – Whittaker five kingdom classification. Bacteria – *Escherichia coli*, fungi – *Saccharomyces cerevisiae*, *Aspergillus niger*, algae – *Chlamydomonas* sp. and *Nostoc* sp. - protozoa- *Plasmodium* sp. and *Trypanosoma* sp. and virus – T4 bacteriophage and Pox virus.

UNIT III: Sterilization and disinfection

(Teaching hours: 10)

Definitions – Sterilization: Physical methods: Filtration, Heat: steam, flaming, incineration, tyndallisation, dry heat – Radiation - ionising and non-ionising radiation. Chemical agents in sterilization: Phenolics, alcohol, halogens, heavy metals, quaternary ammonium compounds and aldehydes.

UNIT IV: Culture media and Microbial growth

(Teaching hours: 15)

Types of culture media. Culture techniques: pure culture, enrichment culture, roll tube culture, stab culture, agar slant culture, anaerobic culture, broth culture, shake culture, slide culture. Growth phases, measurement of growth, continuous growth, synchronous growth and diauxic growth. Effects of environmental factors on microbial growth.

UNIT V: Applied Microbiology

(Teaching hours: 15)

Microbial spoilage of fruits and vegetables. **Industrial production:** citric acid, beer and amylase. Water treatment: Drinking water and wastewater. **Systemic study of bacterial pathogens associated with diseases and their laboratory diagnosis and control:** *Vibrio cholera*, *Corynebacterium diphtheria*, *Staphylococcus aureus*, *Salmonella typhi*, *Giardia lamblia*, *Plasmodium vivax*, *Candida albicans*, *Aspergillus niger* and HIV. **Culture Depositories:** Microbial Type Culture Collection, Gene Bank and ATCC.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students can get information and understand about History, Microscopy, Staining in microbiology.	K1 & K2
CO2	They can understand the Morphology of prokaryotic and eukaryotic cells and apply in the classification of organisms.	K1, K2 & K3
CO3	Learn the Definitions of Sterilization and analyze the Physical, Chemical methods then use appropriately.	K2, K3 & K4
CO4	Students can analyze the culture media and Culture techniques apply with understanding of Effects of environmental factors.	K3 & K4
CO5	Creating setup for the production of Industrial products and apply the knowledge in Systemic study of pathogens.	K2, K3 & K5

Note: K1-Remembering; K2-Understanding; K3-Applying; K4 - Analysing; K5 Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1		1			1			
CO2		2		2				1		
CO3	1		3	2	1	2				1
CO4	1	1	1		2		1		1	
CO5		1	2	3	2		2		1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Microbiology	Pelczar M J	Mc Graw Hill Publishing	2005, Sixth
2	Microbiology	Lansing M Prescott.	Mc Graw Hill Publishing	2017, Tenth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Microbiology : an introduction	Gerard J Tortora	Pearson Benjamin Cummings	2010
2	Medical microbiology	Ernest Jawetz	McGraw Hill Medical	2010
3	Principles of fermentation Technology	Whittaker	Aditya Books (P) Ltd	1997

Pedagogy: *Lecture, PPT presentation, Assignment, Discussion, Quiz*

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21109B	CORE: BIOCHEMISTRY AND ENZYMOLOGY	4	Theory	-	100

Objective of the Course: This paper presents the study of various biomolecules, their structure and properties.

UNIT I: Carbohydrates

(Teaching hours: 11)

Structure, classification and optical property; Chemical properties of monosaccharide; Structure and properties of disaccharides - sucrose, maltose and lactose. Polysaccharides - structure and chemical properties of starch, cellulose and glycogen.

UNIT II: Lipids

(Teaching hours: 10)

Classification and properties, Structure of fatty acids – saturated and unsaturated fatty acids, Reactions of Fatty acids; Compound Lipids: glycolipids and phospholipids, Derived lipids: Sterol and Cholesterol.

UNIT III: Metabolism of carbohydrates & Lipid Metabolism

(Teaching hours: 12)

Glycolysis, TCA cycle, Electron Transport chain, Oxidative phosphorylation, Gluconeogenesis. Biosynthesis and beta-oxidation of fatty acid: palmitic acid.

UNIT IV: Amino acid, Proteins and Nucleic acid

(Teaching hours: 12)

Structure and classification of amino acids, chemical reactions of amino acids due to carboxyl group and amino group. Peptides and peptide bond, Classification of Proteins; Levels of organization - primary structure - insulin, secondary structure- keratin and collagen, tertiary structure - myoglobin and quaternary structure – haemoglobin. Structure and Types of DNA and RNA

UNIT V: Enzymes

(Teaching hours: 10)

Enzymes as catalysts; International classification of enzymes; Basic principles and factors affecting enzyme activity; Enzyme kinetics: Michaelis Menten equation. Mechanism of enzyme regulation - allosteric enzymes; Active site, coenzymes, activators and inhibitors, isoenzymes.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Students will understand and practice the various biomolecules, structures and properties. Students will study how to work in experiments including laboratory data and conduct of research	K1 & K2
CO2	Students will explain and describe the structure, classification and types of lipids	K1, K2 & K3
CO3	Students understand the foundational concepts of basis Biochemistry and how to demonstrate the metabolic pathways and regulation of biological and biochemical processes	K2 & K3
CO4	Introduce computer tools to students to educate and make the students up to date with the current scientific literature and draw their biochemical structures including amino acids, nucleic acids and proteins	K3 & K4
CO5	The students will gain knowledge and analyze the soluble and immobilized enzymes on current applications and future potential of enzymes. Complete understand of rate of reactions and order of reactions, and inhibitions and their kinetics and catalysis.	K4 & K5

Note: K1-Remembering; K2-Understanding; K3-Applying; K4 - Analysing; K5 Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3								1
CO2	2	3		3						
CO3				3		1		1		
CO4		1		3						2
CO5			3	1		2		2		3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1.	Fundamentals of Biochemistry	A.C. Deb	New Central Book Agency, Kolkatta	2001 & Seventh
2.	Biochemistry	Donald Voet Judith G. Voet	J. Wiley & Sons	2010 & Fourth
Reference Books				
1.	Principles of Biochemistry	Albert L. Lehninger, David Lee Nelson, Michael M.	W.H. Freeman	2008
2.	Introduction to Enzyme and Coenzyme Chemistry	T. D. H. Bugg	John Wiley & Sons Inc	2012

Pedagogy: Lecture. PPT presentation. Seminar. E Books

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST	21109C	CORE: BIOANALYTICAL TECHNIQUES	4	Theory	-	100

Objective of the Course: This paper aims to empower the students regarding the microscopic observation and analytical techniques involved in qualitative, quantitative analysis, separation and purification of biomolecules.

UNIT I: Buffers and pH

(Teaching hours: 10)

Laboratory Safety Guidelines. Various ways of expressing the concentrations of solutions - Molarity, Molality, Normality and Mole fraction. Methods of calculating pH from Henderson's Hasselbalch equation, Measurement of pH - Glass electrode - Standard hydrogen electrode, Reference electrode, pH indicators and Buffer solution.

UNIT II: Centrifugation & Colorimetry

(Teaching hours: 12)

Centrifugation - Principles and applications – preparative centrifuge, analytical centrifuge; different types of rotors, determination of molecular weight by sedimentation velocity, conversion of rpm to g, separation of organelles. Colorimetry: Colour and absorption spectra, Beer Lambert's Law, Principle and application.

UNIT III: Spectrophotometry, Fluorimetry & Chromatography

(Teaching hours: 12)

Spectrophotometry: Instrumentation, principles and application of UV-Vis, mass spectrometry. Fluorimetry: Instrumentation, principle and application. Chromatography: Principle, materials, methods and applications: Paper chromatography, thin layer chromatography, Gel permeation chromatography, ion exchange chromatography, affinity chromatography, GC and HPLC.

UNIT IV: Electrophoresis

(Teaching hours: 12)

Principle, materials, methods and applications: Paper electrophoresis, Agarose gel electrophoresis, Poly acrylamide gel electrophoresis, Immunoelectrophoresis, Isoelectric focusing.

UNIT V: Tracers and other techniques:

(Teaching hours: 10)

Radioactive decay, Units of radio activity, detection and measurement of radioactivity, Geiger-Muller counter, Scintillation counter, Auto radiography, application of radio isotopes in Biological and medical sciences.

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	From this course the students understand the basics of analytical techniques and Acquire knowledge about calculations and conversions	K1 & K2
CO2	It briefly explains the basics of Characterize certain functionalities of biomolecules by using the analytical techniques for centrifugation and Colorimetry	K1 & K3
CO3	Analyse the principles, instrumentation and applications of various bioanalytical techniques and characterize certain functionalities of biomolecules by using spectroscopic Fluorimetric & Chromatographic techniques.	K2 & K4
CO4	Employ the knowledge for the separation of proteins/peptides by selecting appropriate separation techniques and assimilate the principles and Explain the theoretical principles of electrophoretic and some electro analytical techniques and some of their applications.	K4 & K5
CO5	Explain the theoretical principles of radioactivity and appreciate the uses of radioisotopes.	K3 & k4

Note: K1-Remembering; K2-Understanding; K3-Applying; K4 – Analysing; K5 Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1					1		
CO2	2	3	2	3		2	3		2	3
CO3	3	3	2	3	3		3	3	2	2
CO4	2	3	3	2	1		3	2		1
CO5	2	3	2	1	2	2	3		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Bioinstrumentation	L. Veerakumari	MJP publishers	2011 & First
2	Bioanalytical Techniques	Abhilasha Shourie	Shilpa Chapadgaonkar, Publisher	S. 2015 & Seventh
3	Principles and Techniques in Practical Biochemistry	Wilson and Walker	Cambridge University Press	2000 & Fifth

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Cell and Molecular Biology: Concepts and Experiments	Karp G.	John Wiley & Sons. Inc	2010
2	Physical Biochemistry - Application to biochemistry and molecular biology	Freifelder D.M	W.H. Freeman	2006
3	Cell and Molecular Biology: Concepts and Experiments	C. Neal Stewart	John Wiley & Sons Inc	2016

Pedagogy: Teaching / learning methods are Lecture, PPT presentation & Assignment)

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIRST & SECOND	21109P & 21209P	CORE: PRACTICAL I - LAB IN BASIC BIOLOGICAL TECHNIQUES	4	Practical	-	-

Objective of the Course: The scope of this work is to make the students to understand the basic techniques of chemistry, biochemistry, cell biology, microbiology and genetics in detail.

1. Units of volume, weight, density and concentration measurements and their range in biological measurements
2. Preparation of buffers - PBS, acetate, Tris HCl and citrate
3. Verification of Beer Lamberts Law

I CHEMISTRY

1. Determination of percentage of copper in the given solution using colorimetric method
2. Determination of acid value.
3. Determination of iodine value.
4. Determination of saponification value of oil.
5. Analysis of water samples
 - a. Determination of total hardness of water by complexometry.
 - b. Estimation of soluble chloride in water sample
 - c. Determination of sulphide in water sample
 - d. Determination of percentage of copper in water sample by iodometric method

II BIOCHEMISTRY

1. Estimation of carbohydrates- DNS method
 2. Estimation of proteins - Lowry's method
 3. Estimation of lipids- Vanillin method
 4. RNA estimation- Orcinol method
 5. DNA estimation - Diphenyl amine method
 6. Enzyme assay for amylase
- 

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III CELL BIOLOGY

1. Plant cell types
2. Estimation of chlorophyll pigment.
3. Separation of chlorophyll pigments by paper chromatography.
4. Demonstration of animal handling for experimental purposes.

IV GENETICS

1. Mitosis- all stages in onion root tip
2. Meiosis- stages in *Tradescantia*

V MICROBIOLOGY

1. Microscopy- care and use of microscope
2. Sterilization
3. Sample collection - clinical sample urine and blood
4. Culture media preparation
5. Staining: simple, differential staining
6. Staining of fungi: Lactophenol cotton blue staining
7. Culture Techniques: Inoculation and development of pure culture
8. Biochemical identification of bacteria
9. Maintenance and storage of bacterial strains

Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO	This Practical focus on the basic tools that the Biotechnology students should learn in the First year. Students will get familiarized with basic chemistry and biochemistry, will get the advanced application based knowledge on Cell Biology & Genetics. Will carry out the all the possible introductory techniques in Microbiology	K1, K2, K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	2	3	3	3		2		3		1

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Practical chemistry	Prof. A.O.Thomas	Scientific Book center - Cannanore, Kerala	1989 & Third
2	Practical genetics	Philip MacDonald Sheppard	Wiley	1973 & First
3	Cell Biology: Laboratory Manual	Mary L. Ledbetter	RonJon Publishing	1993 & Second
4	Laboratory Manual of Biochemistry	J. Jayaraman	Willy Eastern	1998 & Second
5	Microbiology: A Laboratory Manual	Chad T. Welsh; James G. Cappuccino	Benjamin Cummings	2016 & Sixteenth

Pedagogy: Lecture, PPT, Demo & Hands on training

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21209A	CORE: MATHEMATICS AND BIostatISTICS (EXCLUDING DERIVATIONS)	4	Theory	90%	10%

Objective of the Course: To expose students to biostatistical tools used in scientific research and also to develop a basic understanding of matrices, differentiation and integration, statistical measures and testing, which is a very useful modeling tool for computer programming.

UNIT I: Matrices

(Teaching hours: 10)

Types of matrices, inverse of a matrix, characteristics equation of a matrix, Eigen value of a matrix. Solutions of simultaneous linear algebraic equations in three variables.

UNIT II: Differentiation

(Teaching hours: 11)

Standard results, function of function of rule, logarithmic functions, implicit functions, functions with respect to another function, maxima and minima of simple problems.

UNIT III: Integration

(Teaching hours: 10)

Standard results, integration by substitution type I, integration by substitution type II, integration by substitution type III, integration by parts.

UNIT IV: Statistical Measures and Graphs

(Teaching hours: 12)

Introduction, collection of data, classification of data, tabulation of data, uses of statistics. Measures of central tendency: mean, median, mode. Graphical representation of data: histogram, frequency curve, frequency polygon, cumulative frequency curves.

UNIT V: Measures of Dispersion

(Teaching hours: 12)

Standard deviation, variance, coefficient of variation. correlation: types of correlation, Karl Pearson's coefficient of correlation, spearman's rank correlation. tests of significance: students t-test -test based on t-distribution for single mean and difference of two means, Chi test for goodness of fit.

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Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO1	Basic definition of matrix, determinants and perform various operations on it.	K1 & K2
CO2	To understand the concepts of differentiation and apply them in various functions.	K1, K2 & K3
CO3	To understand the integration concepts and apply them in various types.	K1, K2 & K3
CO4	To find out appropriate statistical methods such as Mean, median, mode and apply them in various data analysis problems, Graphical representation.	K2, K4 & K5
CO5	To find out appropriate statistical methods like correlation, regression and apply them in various data analysis problems.	K1, K2, K3 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1			3							
CO2			3	1						
CO3			3	1						
CO4			3	1		2				
CO5			3	1		2				

Indicators: 1. Reasonable 2. Significant 3.Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Business mathematics and statistics	P R Vittal	Published by Margham	2012 & Sixth
2	Statistical Methods	S.P Gupta	Sultan chand and sons	2012
3	Introduction to biostatistics and research methods	P S S Sundar Rao and J Richard	Published by PHI Private Limited	2012 & Fifth
4	An Introduction to Biostatistics	N Gurumani	MJP publications	2015 & Second

Pedagogy: Lecture, Assignment.

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Semester	Course Code	Course Title	Credits	Theory / Practical	Problems %	Theory %
SECOND	21209B	CORE: CELL BIOLOGY AND GENETICS	4	Theory	-	100

Objective of the Course: To learn about the fundamentals of cell biology and genetics.

UNIT I: Cell and its Organelles

(Teaching hours: 12)

Discovery of cells, development of cell theory. Classification of cells. Cell organization- prokaryotes and eukaryotes. Endoplasmic reticulum, Golgi complex, Vacuole, Mitochondria, Chloroplast, Ribosome, Lysosome, Peroxisome, Nucleus, Nuclear envelope with nuclear pore complex, nucleolus, nucleoplasm, and chromatin. Cytoskeleton structures (Microtubules, Microfilaments and Intermediate filaments). Cilia, flagella- structure and function.

UNIT II: Membrane Structure, Energy generation and Cellular Division

(Teaching hours: 10)

Ultra structure of the plasma membrane: Models-Sandwich, Fluid mosaic model. Energy generation in mitochondria and chloroplast. Introduction to cell cycle, mitosis, meiosis and crossing over.

UNIT III: Cellular Events and Fundamentals of Cancer

(Teaching hours: 12)

Cell to cell signaling, Nerve cell and transmission of nerve impulses, Muscle cell- types and contraction, Erythropoiesis- genetic and molecular basis of erythrocyte differentiation, morphological specialization of red blood cells. Apoptosis – Intrinsic and Extrinsic pathway.

UNIT IV: Mendelian Principles and Gene Interactions

(Teaching hours: 12)

Segregation, independent assortment. Non-Mendelian inheritance: dominance relations- complete dominance, incomplete dominance, over dominance and co-dominance. Multiple alleles. Chromosomal theory of inheritance, linkage and crossing over- types, mechanism and significance. sex linkage and sex determination. Chromosomal aberrations- changes in structure and number.

UNIT V: Microbial, Population and Evolutionary Genetics

(Teaching hours: 10)

Conjugation, transformation and transduction. Gene frequency and Hardy Weinberg's Equilibrium; evolutionary genetics, somatic cell genetics and Genetic counseling.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To understand the structure of prokaryotic and eukaryotic cells especially organelles, its structure and its function	K1 & K2
CO2	To understand how the cellular components are used to generate and utilize energy; and also to understand the cellular components underlying cellular division	K1 & K2
CO3	To know about the cellular events and fundamentals of cancer	K1, K2 & K4
CO4	To deal with the basic concepts of classical genetics and role of genetic mechanisms in evolution	K1, K2&K4
CO5	To provide the basic knowledge in microbial, population and evolutionary genetics	K2, K3 & K5

Note: K1-Remembering; K2 -Understanding; K3 -Applying; K4 -Analysing; K5 -Creating & Evaluating

Course Outcome mapping with Programme Outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1					1	1		1
CO2	3	2		1			1	1		1
CO3	1	2					1	1		1
CO4	3	3		1			1	1		1
CO5	2	3		1			1	1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Molecular Cell Biology	Lodish	W. H. Freeman	2014 & Seventh
2	Genetics	Strickberger	Prentice Hall of India Learning	2008 & Third
3	Principles of Genetics	Gardner	John Wiley & Sons	1991 & Eighth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Cell- A Molecular Approach	Geoffrey.M. Cooper,	Sinauer Associates	2015
2	Cell and Molecular Biology	Gerald Karp, Janet Iwasa and Wallace Marshall	Wiley international	2016
3	Genetics	Peter Russell	Pearson education	2003

Pedagogy: Lecture, PPT presentations



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SECOND	21209C	CORE:MEDICAL TRANSCRIPTION	4	Theory	-	100

Objective of the Course:

This paper has been designed to give the students comprehensive coaching in the field of medical transcription. With the growing demand for medical facilities and professionals all across the globe, the medical field has gained a lot of popularity. Out of many, the Medical Transcription course is the most sought-after profession for the young medical aspirants. After the completion of the course, the student can work in hospitals, health care centres, community health agencies, private clinics as a medical transcriptionist

UNIT I: Language in Transcription

(Teaching hours: 11)

Etymology, Medical Terminologies, Pronunciation, Sounds of Words – Grammar for Sentence formation, Sentence Structure and Punctuations. Medical Reports and their types – Report Formatting and word processing. Medical Equipment details with spellings. Listening Skills and word dynamics

UNIT II: Pharmacological Compendium

(Teaching hours: 11)

Pharmacology – Introduction - Drug terminology, Dosages, schedules, Terms, symbols, spelling, packaging, Administration, Classification (brand, generic, and trade name), Drug use/listings by medical specialty

UNIT III: Surgical Compendium

(Teaching hours: 12)

General, Breast, Digestive, Intra-abdominal, Bowel, Colon, Rectal, Anal, Biliary, Ear, Nose and Throat, Endocrine, Herniae, Nail, I&D, Gynecology, Neurosurgery, Obstetrics, Ophthalmology, Orthopedic, Otolaryngology, Reconstructive, Thoracic, Urologic, Cardiovascular Surgery – with all related terms listings, dictation and sample reports

UNIT IV: Anatomy and Blood

(Teaching hours: 11)

Human Anatomy – body parts and their different diseases, surgical terms in the diseases. Various types of infections, knowledge of infections in different parts, blood – blood parameters, normal ranges of blood factors. Laboratory values.

UNIT V: Report Preparation

(Teaching hours: 12)

Basic Knowledge on computer operations, Mac or PC - microsoft words, typing and formatting. Knowledge on basic browsers – Google Chrome and Mozilla firefox.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Recall the basic concepts of language in report writing and focus on grammar	K1, K2 & K3
CO2	Students learn about how pharmacology is used in medical field	K1, K2 & K3
CO3	Recall the concepts and terminologies related to surgery of different parts of the body	K1, K2 & K3
CO4	Students learn about different anatomical and blood parameters	K3 & K5
CO5	Elucidate about the need of computer based knowledge in medical transcription field	K3, K4 & K5

Note: K1-Remembering; K2-Understanding; K3-Applying; K4 - Analysing; K5 - Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3			2						
CO2		3					1	2		
CO3	3			2						
CO4		3					1	2		
CO5		2	3	3			1			2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Essentials of Medical Physiology	K Sembulingam and Prema Sembulingam	Jaypee Publications	2012 & Sixth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Stedman's Medical Terms and Phrase			
2	Medical and Surgical Equipment Words			

Pedagogy: Lecture, PPT Presentation, Seminar, Assignment, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21309A	CORE: MOLECULAR BIOLOGY	4	Theory	-	100

Objective of the Course: This paper helps the student understand the patterns of gene expression and regulation and how a cell works.

UNIT I: Cell Cycle Regulation and Chromosomes

(Teaching hours: 10)

Stages of cell cycle, molecular aspects of mitosis and meiosis Regulation – Cyclin Dependent protein kinase and cyclins.

Chromosomes: Fine structure, organization and types.

UNIT II: DNA Replication

(Teaching hours: 11)

Enzymes, proteins and replication mechanism in prokaryotes and eukaryotes; Recombination models and molecular mechanism: Holliday junction model and Double strand break model. DNA repair mechanisms – Excision repair and SOS repair.

UNIT III: Transcription

(Teaching hours: 12)

Promoters, enzymes, mechanism in prokaryotes and eukaryotes; Processing of rRNA, tRNA and mRNA in prokaryotes and eukaryotes and transport of mRNA.

UNIT IV: Translation and Transposons

(Teaching hours: 11)

Genetic code, factors and mechanism in prokaryotic and eukaryotic cells; Post translational modifications. Regulation of gene expression - prokaryotic and eukaryotic cells.

Transposons: simple and complex in prokaryotic and eukaryotic systems; Biology of T4 and Lambda phage.

UNIT V: Mutation and Cancer

(Teaching hours: 12)

Gene mutation- types, forward, reverse and suppressors; classification based on phenotype; Mutagenesis- spontaneous and induced; Analysis of mutants - specific locus test, filtration enrichment and replica plating.

Cancer: Genetic basis, role of oncogenes, tumour suppressor genes and carcinogens.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Analyse the main structural elements and processes that participate in reproduction, growth, maintenance and regulation of the Cell cycle and Chromosome organization	K2
CO2	The students understand the concept and mechanism of the Replication of DNA and enzymology involved in replication of prokaryotes and eukaryotes	K2
CO3	The students understand the concept and mechanism of the Transcription of RNA enzymology involved in transcription of prokaryotes and eukaryotes	K2
CO4	The students understand the concept and mechanism of the Translation of proteins in prokaryotes and eukaryotes and understanding the mechanism and working of Transposons	K2
CO5	Explain the emergence of mutations in genome and their influence on the survival of individuals and importance of Cancer causing and suppressing genes and analyzing its importance and ability of the genes	K2, K3 & K4

Note: K1-Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3								
CO2	1	3						1		
CO3	1	3	2					1		
CO4	1	3	3					1		
CO5	3	2	2			3	1	2		

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Genomes 2	T A Brown.	Sultan Chand & Son Garland Science Publishing, New York	2002 & Two
2	Genes X	Benjamin Lewin.	Oxford University Press, U.K.,	1997 & Eight
Reference Books				
S. No.	Title	Author	Publishers	Year of Publications
1	Cell and Molecular Biology	Gerald Karp.	John Wiley,	2015
2	Molecular Cell Biology	Lodish	Scientific American Books	1994

Pedagogy: Lecture, PPT presentation, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD	21309B	CORE: IMMUNOLOGY	4	Theory	-	100

Objective of the Course: To gain the basic knowledge in immunology, learn about antigens and antibodies and understand their interactions.

UNIT I: Overview of immune system

(Teaching hours: 12)

Immunity, types of immunity- innate and adaptive immunity. Humoral and cell mediated immunity, Hematopoiesis- differentiation and regulation. Cells of the immune system: Macrophages, B & T-Lymphocytes, Dendritic cells, Natural Killer cells, LAK, Eosinophils, Neutrophils, Mast cells. Organs of the Immune system: Bone Marrow, Thymus, Spleen, Lymph node, MALT, CALT.

UNIT II: Antigen and Antibody

(Teaching hours: 12)

Antigen Biology- Antigen, Antigenicity, Immunogenicity-Factors, epitopes, haptens, adjuvants, Super antigen. Antibody: Classes, structure & function of antibody (IgG, IgM, IgE, IgA, IgD). Antigen - Antibody interaction: agglutination, precipitation, RIA, Western blotting, ELISA. MHC- types, structure and function (Class I & II). Antigen Processing and Presentation: Pathways and the role of APC's.

UNIT III: Effector Mechanism

(Teaching hours: 11)

Cytokines - Properties and function. Complement: Classical and Alternative Pathway. T cell and B cell Receptor. Transplantation Immunology: Immunologic basis of graft rejection, graft versus host reaction.

UNIT IV: Hypersensitivity reactions

(Teaching hours: 10)

Types, autoimmune diseases - organ specific, systemic auto immune diseases. Immunodeficiency diseases – SCID, Leukemia and AIDS.

UNIT V: Vaccine technology

(Teaching hours: 10)

Preparation and production of Monoclonal antibodies, purification, application of MAbs in diagnosis and therapy. Vaccines, Catalytic antibodies, Chimeric antibodies.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students will learn about the cellular interactions and activation of immune cells in response to foreign antigen and cytokines. The generation of immune memory and tolerance; and it also clearly explains about the importance of phagocytosis and natural killer cells.	K1 & K2
CO2	It elucidates the genetic basis for immunological diversity and the generation of adaptive immune responses. It gives an outline key event and cellular players in antigen presentation, and how the nature of the antigen will shape resulting effector responses, understand how immunodeficiencies related to disease. It mainly explain the basis of allergy and allergic diseases.	K2&K3
CO3	From this course the students understand the role of cytokines in immunity and immune cell activation; and be able to identify and characterize cytokines of particular immune importance	K2&K4
CO4	This explains about the Differentiate mechanisms that lead to beneficial immune responses and immune disorders and Apply key immunologic concepts and methods to diagnose immune disorders.	K2&K4
CO5	To identify the main mechanisms of inflammation and helps to understand the principles governing vaccination and the mechanisms of protection against disease	K4&K5

Note: K1-Remembering; K2 -Understanding; K3-Applying; K4 -Analysing; K5 -Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	2	-	1	2	2	1	1
CO2	2	3	2	2	1	-	1	1	1	3
CO3	2	3	2	3	1	1	2	1	2	2
CO4	3	3	2	2	1	1	2	2	2	2
CO5	2	3	3	2	1	-	1	1	2	1

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Immunology	Kuby	Freeman company	2002 & Sixth
2	Fundamental of Immunology	Paul	Lippencott Raven	2008 & Sixth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Immunology: An introduction	I R Tizard,	Saunders College publishers	1995
2	Vaccines	Stanley	BMA Medical Book Awards Highly Commended in Public Health	2011
3	Cellular and Molecular Immunology	Abul K. Abbas, Andrew H. H. Lichtman, Shiv Pillai	Elsevier Health Sciences	2014

Pedagogy: Lecture, PPT presentation, Assignment

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory / Practical	Problems %	Theory %
THIRD	21309C	ALLIED: COMPUTER PROGRAMMING - PERL	4	Theory	-	100

Objective of the course: To understand fundamentals in computers and to introduce the computer programming, the PERL.

UNIT I: Fundamentals of Computing Basics (Teaching Hours: 11)

Introductory concepts: Operating system, Types of languages – High level, Low level languages, Algorithm & flow chart. Definitions of terms: Compiler, Linker, Loader, Interpreter. Applications of Computers

UNIT II: The Internet and Intro to PERL (Teaching hours: 12)

Internet terminologies: WWW, FTP, HTML, HTTP. Scripting language. Interpreted Language. About PERL. Why PERL?. Basic structure of Perl language – print command – First PERL program – Executing your code. Literals: Numbers and Strings, Operators, Scalar data, Array data, Hash data. Variables in PERL: Scalars, Arrays and Hashes.

UNIT III: Data Structures in PERL (Teaching hours: 12)

Scalar Variable: Function list - chomp, chop, length, chr, index, uc, ucfirst, lc, lcfirst. Array Variable: Creating an array, Use of range operator in an array, Adding and removing elements, getting the number of elements in an array, Accessing elements in an array. Function list - reverse, sort, join, split, pop, push, shift, unshift. Hash Variable: Printing hash data, accessing and removing elements, Function list - keys, values, delete, each, exists

UNIT IV: Control Structures and Regular Expressions (Teaching hours: 10)

Control Structures: *if, else, elsif, switch, while, until, do...while, for and for...each.* (Statements associated with loops – *next, last, redo, goto, continue*) Regular expressions: Simple string comparisons, Matching, Substitutions, and Translations. Special characters in patterns.

UNIT V: Simple Programs (Teaching hours: 10)

1. Program to store DNA sequence
2. Program to concatenate DNA fragments
3. Program to print the codons
4. Program to remove the last character from protein sequence
5. Program to find the length of the protein sequence
6. Program to remove residues from the end of the protein sequence
7. Program to remove residues from the beginning of the protein sequence

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To demonstrate the fundamental understanding of computing and programming language concepts	K1 & K2
CO2	To provide the knowledge in utilizing web technologies and introduction to PERL	K1 & K2
CO3	To understand the data structures in PERL and to improve the logical skills	K1, K2 & K3
CO4	To know the use of control structures and regular expressions in PERL programming	K1, K2 & K3
CO5	To demonstrate the problem solving skills	K2, K4 & K5

Note: K1-Remembering; K2-Understanding; K3- Applying; K4 - Analysing; K5 - Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2				2					
CO2	2				2					
CO3				2	3	2		2		2
CO4				2	3	2		2		2
CO5		1		1	3	2				

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Learning Perl	Randal L. Schwartz, Tom Phoenix & braindfoy	O'Reilly	2008 & Fifth
2	https://www.perl.org/books/beginning-perl	-	-	-
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Genomic PERL: From Bioinformatics Basics to Working Code	Rex A Dwyer	Cambridge University Press	2003
2	Bioinformatics, Biocomputing and PERL	Michael Moorhouse and Paul Berry	John Wiley and Sons Ltd	2004
3	Beginning Perl for Bioinformatics	James & Tisdall	O'Reilly & Associates	2001

Pedagogy: Lecture, PPT presentation, seminar, assignment



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
THIRD & FOURTH	21309P & 21409P	CORE: PRACTICAL II - LAB IN BASIC BIOTECHNOLOGY	4	Practical	-	-

Objective of the Course: On successful completion of the subject, student should have understood basic techniques in Immunology, PTC, Enzyme technology and Bioinformatics.

I IMMUNOLOGY

1. Preparation of serum from blood
2. Preparation of antibodies
3. ABO blood grouping
4. Radial immuno diffusion
5. Ouchterlony double diffusion
6. Immuno electrophoresis
7. Rocket Immunoelectrophoresis
8. Osmotic fragility of RBC's
9. RBC and WBC count
10. Differential leukocyte count by Leishmann's staining

II BIOPROCESS TECHNOLOGY

1. Isolation and preservation of industrially important microorganisms
2. Demonstration of Fermentor: Batch and Continuous
3. Citric acid production
4. Penicillin production
5. Amylase production
6. SCP production
7. Lipase Production
8. Protease Production

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III PLANT BIOTECHNOLOGY

1. Composition and preparation of MS medium
2. *in vitro* seed germination
3. Micro propagation: single node culture
4. Callus induction and regeneration
5. Somatic embryogenesis and synthetic seeds
6. Embryo culture
7. Anther culture
8. Cell suspension culture

IV BIOINFORMATICS

1. Retrieving gene sequence, protein sequence and an article
2. Finding similar sequences
3. Sequence alignment - pairwise and multiple sequence alignment
4. Phylogenetic analysis
5. Retrieving protein structure from structure database and molecular visualization

Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO	Practical gives a broad knowledge and Hands on training in all techniques given. <ul style="list-style-type: none"> ➤ An ability to apply knowledge of immunology in health and diagnostic purposes ➤ Students will be able to explain the steps involved in the production of bioproducts by employing modern biotechnology ➤ Develop skills for application of tissue culture techniques in plant breeding and knowledge about the plant tissue culture and transgenic plants. ➤ Students gains the ability to analyze and interpret computational data by visiting NCBI and PubMed etc., 	K2,K3,K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	2	3	3	3	3	2	3	1	3

Indicators: 1. Reasonable 2. Significant 3.Strong

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Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Laboratory Manual on Biotechnology	Prof. P M Swamy	Rastogi Publications	2008 & First
2	General Microbiology: Laboratory Manual	Robert F. Boyd	Times Mirror/Mosby College Pub	1984 & Second
3	Microbial Technology: Fermentation Technology	Henry J. Peppler, D. Perlman	Academic Press	1979 & Second
4	Practical Immunology	Frank C. Hay, Olwyn M. R. Westwood, Paul N. Nelson, Leslie Hudson	Blackwell Publishing	2008 & Fourth
5	Plant Tissue Culture Concepts and Laboratory Exercise	Robert Nicholas Trigiano, Dennis John Gray	CRC Press	2000 & Second
6.	https://www.ncbi.nlm.nih.gov	-	-	-
7.	https://www.ncbi.nlm.nih.gov/gene	-	-	-
8.	https://www.ncbi.nlm.nih.gov/protein	-	-	-
9.	https://www.ncbi.nlm.nih.gov/pubmed/	-	-	-
10.	http://blast.ncbi.nlm.nih.gov	-	-	-
11.	https://www.ebi.ac.uk/Tools/msa/clustalo/	-	-	-

Pedagogy: Lecture. PPT. Demo & Hands on training

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21409A	CORE: PLANT BIOTECHNOLOGY	4	Theory	-	100

Objective of the Course: To provide the student knowledge on the basic classification of Plant Kingdom, fundamentals of plant tissue culture techniques and its applications in agriculture.

UNIT I: Classification of Plant Kingdom

(Teaching hours: 11)

Systematics: Two Kingdom and Five Kingdom Systems - Salient features of various Plant Groups (Algae, Fungi, Bryophytes, Pteridophytes and Gymnosperms) - Viruses - Bacteria - Algae : Spirogyra - Fungi : Mucor - Bryophyta : Riccia - Pteridophyta : Nephrolepis - Gymnosperms : Cycas

UNIT II: Basics of Plant tissue culture

(Teaching hours: 10)

History of Plant Tissue Culture, Concepts of cellular Totipotency. Laboratory organization and Safety measures, Sterilization techniques, Surface sterilization of explants, Media Preparation- Media formulation, Nutrients Composition, Growth regulators – Solid and Liquid medium.

UNIT III: Culturing Techniques

(Teaching hours: 12)

Establishment of Callus culture and Cell Suspension culture - its maintenance and limitations. Isolation and culture of Plant Protoplast, Maintenance, Viability and its applications; Anther and Pollen Culture – Applications and limitations, Ovule/Ovary Culture, Zygotic embryogenesis, Molecular aspects of Somatic Embryogenesis and its applications.

UNIT IV: Organ Culture and Micro propagation

(Teaching hours: 11)

Principles and applications of Embryo culture and rescue; Endosperm culture, Methods of Micro propagation its applications and Limitations, Shoot tip and Meristem culture, Artificial seed production, Simple Freezing method, Encapsulation, Protocol for cryopreservation and restoration.

UNIT V: Application of Transgenic plants

(Teaching hours: 11)

Herbicide resistance, drought tolerance, salt tolerance, disease resistance, pest resistance, insect resistance (Bt cotton); Symbiotic nitrogen fixation in legumes by Rhizobia (nif); edible vaccines; Antisense RNA technology; Application of PTC in crop improvement – secondary metabolite production, Commercial micropropagation and phytoremediation.

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Course Outcome mapping with Knowledge level

Course outcome	CO statement	Knowledge level
CO1	The course provides the fundamentals of classification of plant kingdom and its importance	K1&K2
CO2	Students will learn the history, laboratory organization and safety measures, sterilization	K1, K2&K3
CO3	The student will understand the basic concepts, principals and technical advances behind the in vitro culture of plant cells	K2&K3
CO4	Students will acquire knowledge of advances in principles, applications, methodology and protocol for organ culture and micro propagation	K3& K4
CO5	The student will get exposure to wide applications of plant transformation for improving the productivity and performance of plants under biotic and abiotic stresses.	K4& K5

Note: K1-Remembering; K2 - Understanding; K3-Applying; K4- Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	-	-	-	-	1	-	-
CO2	2	3	2	3	-	2	3	-	2	3
CO3	3	3	2	3	3	-	3	3	2	2
CO4	2	3	3	2	1	-	3	2	-	1
CO5	2	3	2	1	2	2	3	-	2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	The Plant Kingdom: A Guide to Plant Classification and Biodiversity	Theresa Greenaway	Raintree Steck-Vaughn,	2012 & Third
2	An Introduction to Plant Tissue Culture by. Published by New Delhi.	M.K. Razdan	Oxford and IBH Publishing Co.,	2003 & Second
3	Plant Cell and Tissue Culture - A Tool in Biotechnology : Basics and Application	Karl-Hermann Neumann , Ashwani Kumar , Jafargholi Imani	Publisher Springer-Verlag Berlin and Heidelberg GmbH & Co. KG	2010. & First

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Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Plant Tissue Culture: Theory and Practice by S S Bhojwani and M.K. Razdan, Elsevier Publications, Netherlands, 2004.	Timir Baran Jha and Biswajit Ghosh	Universities Press Pvt.Ltd	2007
2	Plant Biotechnology and Transgenic Plants	Kirsi-Marja Oksman-Caldentey and Wolfgang H Barz	Marcel Dekker, Inc	2002
3	Plant Biotechnology and Genetics: Principles, Techniques, and Applications,	C. Neal Stewart	John Wiley & Sons Inc	2016

Pedagogy: Lecture, PPT presentation & Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FOURTH	21409B	CORE: THERAPEUTIC DRUGS	4	Theory	-	100

Objective of the Course: Upon completion of the course, students will be able to know the basics, classification, administration and mode of action of various drug sources. Gain knowledge on different types of medical systems available.

UNIT I: Introduction To Drugs

(Teaching hours:11)

Definition, History and development. Terminologies – Pharmacology, Pharmacodynamics, Pharmacognosy and Pharmacokinetics. Drug Classification – On the basis of Chemical Structure, Drug action, Pharmacological Effect and Molecular Targets.

UNITII: ADME

(Teaching hours: 11)

Sources of drugs – Natural and Synthetic, Different modes of drug Administration, Fate of drug after administration: Definition and concept of absorption, distribution, metabolism and elimination of drug. Bioavailability and half life of drug.

UNIT III: Siddha System of Medicine

(Teaching hours:11)

Basic Concepts, Panchekaranam theory and its uniqueness in Siddha, Materia Medica, Special therapies of Siddha Medicine. **Ayurvedic System of Medicine:** Principles, Three Dhosa Theory, Factors responsible for increase in three dhosas, Principles of treatment **Allopathic and Integrated system of medicine:** Definition, History and Applications.

UNIT IV: Diabetes Mellitus

(Teaching hours:12)

Definition, Types, Causes, Control measures, Symptoms and Diagnosis: Complications of Diabetes: Acute – Diabetic Ketoacidosis, Chronic: Micro vascular and Macro vascular diseases. Hypercholesterolemia: Definition, Causes – Diet and Genetics, Diagnosis. Complications: Central Obesity and Atherosclerosis.

UNIT V: Therapeutics for Diabetes and Hypercholesterolemia

(Teaching hours:12)

Glycemic and Cholesterol control by diet, **Mode of action, Interaction and Side effects** – Classification of Anti-diabetic drugs Metformin, sulfonyl urea and Insulin therapy; Cholesterol Lowering Medications: Statins. Impact of Siddha and Ayurvedic medicine on both the conditions. **Medicinal plants as drug for treatment** – *Azadirachta indica* (Vembu), *Emblia officinalis* (Nelli), *Aloe barbadensis* (Sotru katralai), *Catharanthus roseus* (Nithya Kalyani) and *Ocimum sanctum* (Tulsi).

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Helps in correlating between pharmacology of a disease and its mitigation or cure. Knowledge about the mechanism pathways of different class of medicinal compounds.	K1 & K2
CO2	To understand the drug metabolic pathways, adverse effect and therapeutic value of drugs	K2 & K3
CO3	To know the structural activity relationship of different class of Siddha and Ayurveda drugs.	K1 & K4
CO4	Well acquainted with studying diseases like Diabetes Mellitus and Hypercholesterolemia	K2&K5
CO5	Classification of Diabetic Drugs and Applications and uses of medicinal plants	K2, K3 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2		3						2
CO2	3	2		2						2
CO3	3	3		3						2
CO4	2	2		2		3				1
CO5	3	2		3		3				3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Drug-like Properties: Concepts, Structure Design and Methods: from ADME to Toxicity Optimization	Li Di and Edward H.Kerns,	Academic Press, Cambridge	2014 & Second
2	Textbook of Diabetes	Richard I. G. Holt, Clive Cockram, Allan Flyvbjerg, Barry J. Goldstein, W	Wiley - Blackwell	2010 & Fourth
Reference Books				
S. No.	Title	Author	Publishers	Year of Publications
1	Ashton Medicinal Plants for Diabetes - 2013. Published by	Aaron Matas,	Lulu press,	2013

Pedagogy: Lecture, PPT presentation, Assignment

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Semester	Course Code	Course Title	Credits	Theory / Practical	Problems %	Theory %
FOURTH	21409C	ALLIED: BIOINFORMATICS	4	Theory	-	100

Objective of the course: To acquire basic knowledge in the field of biological databases and biological information technology in the context of biotechnology applications.

UNIT I: Biological Databases

(Teaching hours: 12)

History of Bioinformatics, scope and applications of Bioinformatics. Biological data used in Bioinformatics, Biological databases – features, types and classification with respect to the sequence: Primary nucleic acid sequence databases: NCBI-GenBank, DDBJ and EMBL; Primary protein sequence databases: PIR, Swiss-Prot; Secondary databases: SMART and PFam; Composite databases: OWL. Other popular resources in NCBI: PubMed, OMIM, Entrez.

UNIT II: Sequence Alignment & Similarity Searching

(Teaching hours: 12)

Definitions: homology, similarity, identity and gaps. Local and global alignment: Needleman Wunsch and Smith Watermann Algorithm. Pairwise sequence alignment: methods, significance, limitation and tools. BLAST: List, extent, e-value and p-value, principles of BLAST search, types of BLAST.

UNIT III: Multiple Sequence alignment

(Teaching hours: 11)

Multiple sequence Alignment: Methods, significance and tools: ClustalX and ClustalW. Conserved Domains: Databases of conserved domains: PRINTS and BLOCKS. Integrated multiple sequence alignment: InterPro and MetaFam.

UNIT IV: Phylogenetic Analysis & Molecular Visualization

(Teaching hours: 11)

Phylogenetic Trees: Node, internode, cladogram, phylogram, dendrogram, phenotypic and gene trees; Phylogenetic analysis methods; Applications of phylogeny. Difference between offline, online tool, academic licensed software and commercial software. RasMol and QMol: Importance of molecular visualization.

UNIT V: Protein Structure: Databases and Prediction Methods

(Teaching hours: 11)

Structural Databases: ProteinData Bank. Protein Structure Classification Databases: SCOP and CATH. Protein Structure Modeling: Comparative modeling, Abinitio Prediction, Threading. Protein Folding. Molecular Docking.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To get introduced to the history, scope and importance of Bioinformatics and its significance in biological data analysis	K1, K2 & K3
CO2	To provide the clear knowledge in pairwise sequence alignment, methods and its analysis using tools	K2, K3 & K4
CO3	To provide the clear knowledge in multiple sequence alignment, methods and its analysis using tools	K1, K2 & K4
CO4	To make them understand about phylogenetic analysis methods & molecular visualization tools	K2, K3 & K4
CO5	To demonstrate the overview about biological macromolecular structures and structure prediction methods	K2, K3 & K4

Note: K1- Remembering; K2 –Understanding; K3–Applying; K4 –Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2		1	3					
CO2	2	2		1	3	1	2	2	1	
CO3	2	2		1	3	1	2	2	1	
CO4	2	2		1	3	1	2	2	1	
CO5	2	2		1	3		2	2	1	

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Bioinformatics Sequence and Genome Analysis	David W. Mount	Cold Spring Harbor Laboratory Press	2004 & Second
2	Bioinformatics Methods and Applications: Genomics, Proteomics and Drug Discovery	Rastogi S C., Namita Mendiratta, Parag Rastogi	Prentice Hall of India Private Limited	2013 & Fourth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Bioinformatics Methods and Applications: Genomics, Proteomics and Drug Discovery	Rastogi S C., Namita Mendiratta, Parag Rastogi	Prentice Hall of India Private Limited	2013
2	Bioinformatics and Functional Genomics	Jonathan Pevsner	John Wiley	2015
3	Bioinformatics Sequence and Genome Analysis	David W. Mount	Cold Spring Harbor Laboratory Press	2004
4	Introduction to Bioinformatics	Attwood, T.K. and D.J. Pary Smith	Addison Wesley Longman Limited	2012

Pedagogy: Lecture, PPT presentation, seminar, assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21509A	CORE: MICROBIAL BIOTECHNOLOGY	4	Theory	-	100

Objective of the Course: To learn about the different concepts and basics of knowledge about microorganisms and their applications in the production of various products for industrial and commercial uses.

UNIT I: Fermentation and fermentor

(Teaching hours: 10)

Historical perspective; medium formulation and sterilization; Types of fermentation: ethanolic and lactic acid fermentation, solid state and submerged fermentation; Basic functions of fermentor, Types of fermentor, Design of different parts of fermentor.

UNIT II: Microbial food products

(Teaching hours: 12)

Alcoholic beverages: Wine, distilled spirit, cider; Dairy products: Cheese, butter, yoghurt; Plant products: Bread, soy sauce, sauerkraut, coffee beans, cocoa, tofu and preserved olives; Food preservatives and supplements: Nisin, Ascorbic acid, vinegar, carotenoids, cobalamin, riboflavin.

UNIT III: Microbial enzymes and industrial solvents

(Teaching hours: 12)

Commercial microbial enzyme production process; Microbial enzymes and its applications: proteases, lipases, carbohydrases, miscellaneous enzymes; Organic solvents: ethanol, butanol; Fuels: methane, hydrogen; Amino acids: glutamic acid, lysine; Exopolysaccharides: xanthan gum

UNIT IV: Microbial health care products

(Teaching hours: 12)

Antibiotics: penicillin, streptomycin, tetracycline; Bacterial vaccines, live, attenuated, inactivated, recombinant, DNA vaccines; Therapeutic proteins: DNase, erythropoietin, human growth hormone, insulin, interferons, interleukins, Tissue plasminogen activators, collagen.

UNIT V: Microbes and environment

(Teaching hours: 10)

Bioelectricity, biomining, biogas, biofertilizers, biopesticides, biofuels, bioplastics: source, production, advantages and application.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	From this course the students understand the role of fermentation and types of fermentor and its importance	K1&K2
CO2	Students will gain basic information of microbial food products and its conception	K1 & K3
CO3	Students will understand the different processes involved in microbial enzymes and industrial solvents and its techniques	K2, K3 & K4
CO4	Students will develop and assess the conditions for efficient and sustainable design, methodology and preservation of microbial health care products	K2 & K5
CO5	Integrating scientific and technological knowledge on the use and application of microbes and environment	K4& K5

Note: K1-Remembering; K2-Understanding; K3-Applying; K4-Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme Outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	2	3	2	-	1	2	2	1	1
CO2	2	3	2	2	1	-	1	1	1	3
CO3	2	3	2	3	1	1	2	1	2	2
CO4	3	3	2	2	1	1	2	2	2	2
CO5	2	3	3	2	1	-	1	1	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Fermentation Technology	P.F. Stanbury and A. Whitaker	Pergamon press	2016& Third
2	Microbial Biotechnology: Fundamentals of Applied Microbiology	Alexander N. Glazer, Hiroshi Nikaido	Cambridge University Press	2007 & Second
3	Industrial Microbiology: An Introduction	Michael J Waiets, Neil N Morgan, John S Rocky and Gary Higton	Black Well Science Ltd	2001 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Microbial Biotechnology	Timir Baran Jha and Biswajit Ghosh	Universities Press Pvt.Ltd	2007
2	Industrial Microbiology	Kirsi-Marja Oksman Caldentey and Wolfgang H Barz	Marcel Dekker, Inc	2016
3	Plant Biotechnology and Genetics: Principles, Techniques, and Applications	C. Neal Stewart	John Wiley & Sons Inc	2016

Pedagogy: Lecture, PPT presentation & Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21509B	CORE: GENETIC ENGINEERING	4	Theory	-	100

Objective of the Course: This paper provides the student a thorough knowledge in principles and methods in genetic engineering, vectors in gene cloning, transformation in higher organisms.

UNIT I: DNA modifying enzymes (Teaching hours: 10)

DNA modifying enzymes and their uses: Nucleases, Restriction enzymes, DNA ligases, DNA Polymerase, Methylase, *Taq* Polymerase, Reverse Transcriptase, Terminal Transferases, Polynucleotide kinases; Alkaline phosphatase. Sticky ends; Blunt ends; Linkers, Adapters and Homopolymer tailing.

UNIT II: Cloning vectors and their application (Teaching hours: 12)

Biology and construction of plasmid vectors: pBR322, pUC vectors; Bacteriophage vectors: phagemids, cosmids, shuttle vectors; Expression vectors; M13 vectors; viral vectors: SV40 and retroviral vectors; Artificial chromosomes - PAC, BAC, YAC; Construction of Vectors for the desired gene. Ti plasmid for plant transformation.

UNIT III: Basic Recombinant DNA Techniques (Teaching hours: 11)

Construction of a recombinant molecule. Genetic transformation: Physical and Chemical methods in bacteria; transformation of plants by *Agrobacterium* and biolistic method; Animal transformation by microinjection and liposome mediated transfer method. Identifying the clones of interest: Screening by nucleic acid hybridization, Blotting techniques: Southern; Northern; Western and South-western. Selection of transformants - Marker genes and reporter genes.

UNIT IV: Advanced Recombinant Techniques (Teaching hours: 12)

Construction of genomic libraries (Shotgun cloning), Construction of cDNA libraries. PCR: Methods and types; DNA sequencing, Human genome project; Site directed Mutagenesis; RNA interference; DNA microarray; DNA profiling: Polymorphism analysis by RFLP, RAPD, AFLP, RACE; minisatellites, microsatellites, Single nucleotide polymorphism.

UNIT V: Applications (Teaching hours: 10)

Gene therapy: cystic fibrosis; DNA forensics; Vaccines; Recombinant hormones: Insulin and Growth hormone, Blood factor: Factor VIII and tissue plasminogen activator; interferons and interleukins.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students will have knowledge of tools and strategies used in genetic engineering.	K1 & K2
CO2	This course exposes students to the applications of cloning vectors in biological research.	K1, K2 & K3
CO3	The course includes a description of the fundamental techniques of genetic engineering that serve as tools for obtaining and manipulating nucleic acids	K2 & K3
CO4	Advanced techniques exposed to students which can make them apply the knowledge of genetic engineering in problem solving and in practice	K3 & K4
CO5	Students will acquire knowledge of advances in biotechnology-healthcare, agriculture and environment cleanup via recombinant DNA technology.	K4 & K5

Note: K1-Remembering; K2 –Understanding; K3 –Applying; K4 –Analysing; K5 –Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3								1
CO2	2	3		3						
CO3				3		1		1		
CO4		1		3						2
CO5			3	1		2		2		3

Indicators: 1. Reasonable 2. Significant. 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Principles of Gene Manipulation	S. B. Primrose, R. M. Twyman and R.W. Old	Wiley-Blackwell Scientific Publications	2001 & Sixth
2	Genetic Engineering: Concepts and Applications	R. Suganthi and C.S. Shobana	Kalaikathir Achchagam	2013 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Gene Cloning and DNA Analysis. An Introduction	T. A. Brown	Blackwell Scientific Publications	2010 & Sixth
2	From Genes to Clones: Introduction to gene technology.	Winnacker, E.L.	VCH publisher s	1987 & First

Pedagogy: Lecture, PPT presentation, e-content seminar, Assignment, Quiz, Group Discussion

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21509U1	ELECTIVE I: MEDICAL BIOTECHNOLOGY	4	Theory	-	100

Objective of the Course: This course has been designed to provide the student insights into these invaluable areas of biotechnology, which play a crucial role in determining its future use and applications in medicine.

UNIT I: Introduction of Medical Biotechnology and drug discovery (Teaching hours: 12)

Worldwide market in medical biotechnology, revolution in diagnosis, approaches of therapy, FDA: Organization chart and regulatory measures for drug discovery: Investigational new drug. Overview, rational drug design, combinatorial chemistry in drug development, computer assisted drug design, role of bioinformatics in genome based therapy, antisense DNA technology for drug designing.

UNIT II: Vaccine technology (Teaching hours: 12)

Subunit vaccines, drawbacks of existing vaccines, criteria for successful vaccine, peptide vaccine, minicells as vaccines, impact of genetic engineering on vaccine production, viral vector vaccines and AIDS vaccine chiral technology: Principle and applications.

UNIT III: Stem cells in therapy (Teaching hours: 11)

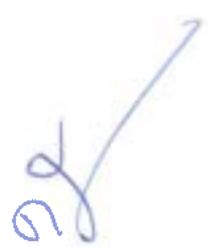
Therapeutic proteins, interleukins, interferons: principle, Production and applications, Gene Therapy: Basic approaches to gene therapy, vectors used in gene therapy, applications of gene therapy in cancer, genetic disorders and AIDS. Therapeutic Cloning.

UNIT IV: Nutraceuticals and Biosensors in clinical diagnosis (Teaching hours: 11)

Fast-based nutraceutical technology of typical food / food products (bread, cheese, idli, agro-products (oilseeds) and Food derived bioactive peptides. Use of nucleic acid probes and antibodies in clinical diagnosis and tissue typing.

UNIT V: Clinical trials (Teaching hours: 10)

Phase - I, II and III trial Norms: ICMR guidelines for design and conducting clinical trials, licensing procedure in India.



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Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)
COIMBATORE - 641014
B.Sc. (BIOTECHNOLOGY)
(Under Choice Based Credit System)

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This course deals with market value for medical biotechnology and overview of drug designing and drug discovery which is the basic for entrepreneurship in biotechnology market.	K1, K3 & K5
CO2	The students learn about production of various vaccines which is the current trend in medical biotechnology	K2 & K5
CO3	This course deals with basics and production of recombinant proteins which is the blooming area of medical biotechnology	K1, K4 & K5
CO4	This course emphasizes on probes for biosensors and also nutraceuticals which enables the students to develop their entrepreneurial skills	K2, K4 & K5
CO5	The students can develop their knowledge in clinical trials which increases their understanding and social responsibility in this field.	K1 & K3

Note: K1-Remembering; K2 -Understanding; K3 -Applying; K4 -Analysing; K5 -Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1	-	2	-	1	2	-	-	-	-
CO2	1	-	-	3	-	2	-	1	1	-
CO3	1	-	-	3	-	-	2	2	1	-
CO4	1	-	-	3	-	-	2	2	1	-
CO5	2	-	3	-	1	1	-	2	3	-

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Medical Biotechnology: Achievements, Prospects and Perceptions	Albert Sasson	United Nations University Press	2006 & First
2	Microbial Biotechnology- Principles and Applications	Lee Yaun Kun	World Science publications	2006 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Genetic techniques for Biological Research	Michels	Wiley Publications	2002
2	Microbial Biotechnology - Fundamentals of Applied Microbiology	Glazer AN, Nikaido H.	WH Freeman, New York	2015
3	Methods in Biotechnology and Bioengineering	Vyas	CBS publications	2002
4	Lipidomics of Stem Cells	Pebay, Alice, Wong, Raymond CB	Humana Press	2017

Pedagogy: Lecture, Assignment, Seminar

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2021-22

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COIMBATORE - 641014
B.Sc. (BIOTECHNOLOGY)
(Under Choice Based Credit System)
EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21509V1	ELECTIVE I ; NANOBIOTECHNOLOGY	4	Theory	-	100

Objective of the Course: The paper is framed to provide the principles, technology and applications of nano materials in Biology to the students.

UNIT I: Introduction to Nanotechnology **(Teaching hours: 11)**

Definition, history of nanomaterials, classification of nanomaterials, Properties of nanomaterials, concept of nanoscale engineering: size and confinement effects.

UNIT II: Synthesis and Characterization of Nanoparticles **(Teaching hours: 12)**

Strategies for nano architecture, bottom up, top down and functional approaches; Chemical and physical synthesis of nanoparticles, characteristics of nanoparticles, Characterization of nanoscale materials using UV spectroscopy, SEM, TEM, AFM/STM, XRD and FTIR.

UNIT III: Interlinking Biology with Nanotechnology **(Teaching hours: 11)**

Bionanomaterials: DNA, protein and lipids based nanostructures- synthesis, characterization and applications; Bionanopores, Biological synthesis of nanoparticles and mechanism: bacteria, fungi, yeast and plants; Molecular Self assembly in biology.

UNIT IV: Biological Functionalisation of Nanomaterials **(Teaching hours: 11)**

DNA/protein-gold nanoparticle conjugates; DNA nanostructures for mechanics and computing; DNA as smart glue, DNA analyzer as biochips; Biologically inspired nanocomposites; Peptide nanostructures and their applications: electronics, antibacterial agents

UNIT V: Application of Nanobiotechnology **(Teaching hours: 11)**

Antimicrobial activity of nanoparticles- mechanism; Nanoanalytics- Quantum dots - Bioconjugates in cell and tissue imaging; Diagnosis of cancer and other diseases using bionano systems; Drug and gene delivery; Protein targeting-targeting signals, translocation and sorting; Micelles for drug delivery; Proteins and DNA coupled nanoparticles for biosensors; Nanotechnology in agriculture.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Basic Knowledge and generation in Nanobiotechnology	K1 & K2
CO2	Physical Characterization of nanoparticles	K2 & K3
CO3	To enhance the technical competence of identifying, analyzing and creating appropriate engineering of biological nanoparticles.	K1 & K4
CO4	New product development.	K2 & K5
CO5	Improving efficiency of existing systems by developing innovative low cost solutions.	K2 & K4

Note: K1-Remembering; K2 -Understanding; K3 -Applying; K4 -Analysing; K5 -Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2		3						2
CO2	3	2		2						2
CO3	3	3		3						2
CO4	2	2		2		3				1
CO5	3	2		3		3				3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Drug-like Properties: Concepts, Structure Design and Methods: from ADME to Toxicity Optimization	Li Di and Edward H.Kerns,	Academic Press, Cambridge,	2014 & Second
2	Textbook of Diabetes	Richard I. G. Holt, Clive Cockram, Allan Flyvbjerg, Barry J. Goldstein, W	Wiley - Blackwell	2010 & Fourth
Reference Books				
S. No.	Title	Author	Publishers	Year of Publications
1	Ashton Medicinal Plants for Diabetes - 2013. Published by	Aaron Matas,	Lulu press,	2013

Pedagogy: Lecture, PPT presentation, Assignment

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2021-22

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21509W1	ELECTIVE I: IPR AND PATENTING	4	Theory	-	100

Objective of the Course: Students are exposed to the basic of IPR including application and obtaining a patent - the significance, knowledge about the copyright and designs. Students also learn about the IPR laws of India and Biotechnology and patents and case studies.

UNIT I: Basic concepts of Intellectual Property

(Teaching hours: 10)

Introduction to intellectual property rights; Intellectual property laws; Trade related aspects of Intellectual Property Rights; Forms of IPR like patent, design, copyright and bioethics.

UNIT II: Patents

(Teaching hours: 12)

Introduction to patent law and conditions for patentability; Procedure for obtaining patents; rights of a patentee; patent infringements; Biotechnology patents and patents on computer programs; patents from an international perspective.

UNIT III: Copyright

(Teaching hours: 10)

Registration procedure and copyright authorities; assignment and transfer of copyright, copyright infringement and exceptions to infringement; Software copyright.

UNIT IV: Designs

(Teaching hours: 11)

Introduction to the law on industrial designs; registration and piracy; International perspective; registration, commercial exploitation and infringement.

UNIT V: IPR laws

(Teaching hours: 12)

Rights/protection, infringement or violation, remedies against infringement: civil and criminal; Indian Patent Act 1970 and TRIPS; major changes in Indian patent system as post TRIPS effects; contents of patent specification and the procedure for patents; obtaining patents; geographical indication; WTO; detailed information on patenting biological products; Plant breeders' and farmers' rights; Biodiversity; Budapest treaty; Appropriate case studies.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Identify different types of Intellectual Properties (IPs), the right of ownership, scope of protection as well as the ways to create and to extract value from IP.	K1 & K2
CO2	To disseminate knowledge on patents, patent regime in India and abroad and registration	K2 & K4
CO3	Recognize the crucial role of IP in organizations of different industrial sectors for the purposes of product and technology development	K2 & K3
CO4	To disseminate knowledge on trademarks and registration aspects, Industrial designs, piracy	K4
CO5	To disseminate knowledge on Design, Geographical Indication (GI), Plant Variety and Layout Design Protection and their registration aspects, IPR laws in detail, TRIPS	K3, K4 & K5

Note: K1-Remembering; K2 -Understanding; K3 -Applying; K4 -Analysing; K5 -Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	3	3	2	2	2	3	2
CO2	3	2		2			2	2		1
CO3		3	2	3	2	3	3	2	3	1
CO4	3	2	3	3				3		1
CO5	3	3	3	2	3	2	3	2	3	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Intellectual property rights in India	Ahuja VK	Lexis Nexis	2015 & First
2	Unfolding Intellectual property rights	Parentek Innovations	Notion press	2019 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	An Introduction to IPR	Venkataraman M		2014

Pedagogy: *Lecture, PPT presentation, Assignment*

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21509X1	ELECTIVE I: CANCER BIOLOGY	4	Theory	-	100

Objective of the Course: To learn the basics and advanced processes of molecular and genetic basis of cancer.

UNIT I: Introduction to cancer

(Teaching hours: 11)

Definition, Cell cycle regulation: intra and extra cellular control of cell division, programmed cell death (apoptosis): intrinsic and extrinsic pathways of cell death. Necrosis, malignancies, angiogenesis; Clinical significances of invasion, Metastatic cascade, Three step theory of invasion.

UNIT II: Causes of cancer

(Teaching hours: 11)

Carcinogens, Chemical carcinogenesis; irradiation carcinogenesis; viral carcinogenesis. oxygen free radicals, aging and cancer; genetic susceptibility and cancer; DNA repair defects and their relationship to cancer, mutagens, and mutations.

UNIT III: Epidemiology and Etiology of cancer and Cancer Diagnosis

(Teaching hours: 10)

Benign and Malignant Tumor, Different Forms of cancer: lung, liver, prostate, breast, colorectal and cervical - Causes, Symptoms and Diagnosis. Biochemical, Imaging and Biopsy – Principle and Procedures. Awareness and challenges faced by cancer patients.

UNIT IV: Molecular genetics of Cancer

(Teaching hours: 11)

Oncogenes, p53, Mechanisms of oncogene activation, Role of growth factors and receptors in carcinogenesis - G – Protein - Linked receptors, RAS signaling in cancer, Familial cancer syndromes and the discovery of tumor suppressors, Heat shock protein-mediated events.

UNIT V: Tumor Immunology and Cancer Therapy

(Teaching hours: 12)

Mechanism of the Immune Response to Cancer: Antigen Presenting Cells; Antigen Processing; T Lymphocytes and T Cell Activation: Cell- Mediated Cytotoxicity. Different forms of therapy, Chemotherapy, Radiation Therapy, Immuno therapy, Applications of new technologies in prevention: gene therapy and Stem cell therapy.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students learn about the basics of cell and cancer and the cell's response to cancer invasion	K1 & K2
CO2	This course deals with the different modes and causes of cancer which can improve the student's self awareness.	K2 & K4
CO3	This course deals with the symptoms and methods of cancer diagnosis and advanced equipments available for cancer diagnosis	K3 & K5
CO4	This course deals with the molecular genetics and signaling pathways involving cancer cells which gives the strong knowledge about designing cancer drugs.	K2 & K4
CO5	This course deals about the immune response for cancer and the current therapies for cancer treatment	K3 & K5

Note: K1- Remembering; K2 –Understanding; K3 –Applying; K4 –Analysing; K5 –Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	-	-	1	-	-	2	-	-
CO2	3	1	-	-	1	-	-	-	2	1
CO3	-	-	3	3	1	-	3	-	2	1
CO4	3	1	-	-	1	2	-	2	-	-
CO5	-	-	-	3	1	-	3	2	-	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Cancer Biology	Raymond W. Ruddon	Oxford University Press	2007 & Fourth
2	Molecular Biology of Cancer	F.Macdonald, C.H.J Ford, and A.G Casson	Garland science/ Bios scientific Publishers.	2006 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Biology of Cancer	Weinberg, Robert A	Garland Science	2007
2	Molecular Biology of Cancer; Mechanisms, targets and therapeutics	Lauren Pecorino	Oxford University press	2008

Pedagogy: Lecture, Assignment, Seminar

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory / Practical	Programs %	Theory %
FIFTH	21509Y1	ELECTIVE I: DATABASE MANAGEMENT SYSTEM	4	Theory	-	100

Objective of the Course: To inculcate students about basics concepts in Database Management Systems & its model, Structured Query Language, RDBMS and advances in DBMS.

UNIT I: Introduction to Database Systems **(Teaching hours: 11)**

File Management System (FMS) – Database Management System (DBMS) – FMS versus DBMS – Overview of Database Management – Introduction to SQL.

UNIT II: DBMS Models **(Teaching hours: 11)**

The Hierarchical Model – Network Model – Relational Model – Database System Architecture.

UNIT III: SQL **(Teaching hours: 11)**

DDL – Create – Alter – Drop. DML – Insert – Update – Delete – Select. DCL – Commit – Roll Back – Save point. Aggregate Functions, Order by clause, Group by clause, Having. Clause.

UNIT IV: The Relational Model **(Teaching hours: 11)**

Relational Database Characteristics - Relational Databases Primer – Relational Algebra – Database Integrity – Keys – Views.

UNIT V: Advances in DBMS **(Teaching hours: 11)**

Deductive Databases – Internet and DBMS – Multimedia Databases - Mobile Databases.

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B.Sc. (BIOTECHNOLOGY)
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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To provide the fundamental knowledge in database systems	K1 & K2
CO2	To develop an understanding about essential of DBMS Models	K1 & K2
CO3	To understand the basic concepts of structures and query language	K1, K2 & K3
CO4	To describe the fundamental elements of relational database management systems	K1 & K2
CO5	To provide the basic knowledge in DBMS advances	K2, K3 & K4

Note: K1-Remembering; K2 –Understanding; K3 –Applying; K4 –Analysing; K5 –Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3							1		1
CO2	3	2	1		2	1		1		1
CO3	3	2	1		2	1		1		1
CO4	3	2	1					1		1
CO5	3				2	1		1		1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No	Title	Author	Publishers	Publication Year & Edition
1	Introduction to Database Management Systems	AtulKahate	Pearson Education	2006 & First
2	Oracle SQL and PL/SQL Handbook	John Adolph Palinski	Pearson Education	2003 & First
Reference Books				
S.No	Title	Author	Publishers	Year of Publications
1	Introduction to Database Management Systems	AtulKahate	Pearson Education	2006
2	Oracle SQL and PL/SQL Handbook	John Adolph Palinski	Pearson Education	2003

Pedagogy: Lecture, PPT presentation, seminar, assignment

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2021-22

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B.Sc. (BIOTECHNOLOGY)
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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2020-2021

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21509Z1	ELECTIVE I: BIOPLANETARY SCIENCE	4	Theory	-	100

Objective of the paper: To orient the students and to create awareness on the basics of earth science. Planetary science is an interdisciplinary major, and the paper will involve geology, physics, chemistry, astronomy, biology, oceanography, and many other sciences. Planetary science is concerned with understanding the origin, evolution, and structure of planetary bodies, primarily those in our own solar system

UNIT I: Basics About Earth & Life

(Teaching hours: 11)

The earth and the solar system - important physical parameters and properties of the planet earth - abundance of elements in the earth - primary differentiation of the earth and composition of its various zones – Meteors – Basics and importance. Planetary Biology – Paleontological, geological and Molecular Histories of life.

UNIT II: Atmosphere

(Teaching hours: 11)

Atmosphere: Composition of the atmosphere and its internal structure- cloud classification - cyclones, anticyclones and tornadoes; jet streams; climate and climatic changes; natural and human induced factors.

UNIT III: Hydrosphere

(Teaching hours: 11)

The hydrological cycle; inter-relationship of surface and ground water - Water masses formation and characteristics - sealevel changes - waves and tides - chemistry of sea water- biological controls on the composition of the oceans - oceanic modulation of climatic changes estuary, bay and marine pollution.

UNIT IV: Orbital Mechanics and Tides

(Teaching hours: 11)

Simple orbits: Kepler and Newton - Energy, momentum, and the *vis viva* equation - Specifying an orbit – Orbital elements - Changing orbits, interplanetary orbits - 3 body problems – Planetary flybys, Lagrangian points, and Orbital resonances - Tides – Orbital decay, the Roche limit, Planetary Rings.

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UNIT V: Man and Ecosystem

(Teaching hours: 11)

Ecology – ecosystem - nutrient cycling and food-chain; human impact on air, land, soil, water, climate and forest resources; conservation of resources; coping with natural hazards; problems of pollution and waste; application of engineering geology to development without destruction; optimum use of energy alternatives.

Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Course emphasizes on the Basics of Planet and Life	K1 & K2
CO2	Students get to know the Basics of Complete atmosphere	K1,K2 & K3
CO3	The course will assume a basic familiarity with chemistry and earth science regarding the hydrosphere reserves	K1,K2 & K3
CO4	Chapter details about the different types of orbital and Tide mechanics	K1,K2 & K5
CO5	Exploitation of planet with anthropogenic activity	K2,K3 & K4

Note: K1-Remembering; K2 –Understanding; K3 –Applying; K4 –Analysing; K5 –Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3						2		3
CO2		3						2		3
CO3		3						2		3
CO4		3						2		3
CO5		3						2		3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Fundamental Planetary Science	Jack Lissauer and Imke de Pater	Cambridge Univ. Press	2013 & First ISBN 9780521618557
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1.	Physics and Chemistry of the Solar System	John S. Lewis	Elsiever Academic Press	2004 & Second

Pedagogy: Lecture, PPT presentation, seminar, assignment

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH & SIXTH	21509P & 21609P	CORE: PRACTICAL III - LAB IN ADVANCED BIOTECHNOLOGY	4	Practical	-	-

Objective of the Course: On successful completion of the subject student should have understood the molecular techniques in genetic engineering, Animal cell culture, and basics of biopharmaceutical practicals. Advanced techniques incorporated gives good exposure for the students in their real time application.

I MOLECULAR BIOLOGY

1. Growth curve of bacteria
2. Phage titration
3. Isolation of genomic DNA from plant and bacteria
4. Agarose gel electrophoresis
5. Isolation of plasmid DNA from bacteria
6. Restriction digestion and ligation of Lambda phage DNA
7. Bacterial transformation, expression and selection
8. Immobilization of cells and enzymes

II ANIMAL BIOTECHNOLOGY

1. Preparation of Animal cell culture media
2. Primary cell culture (Chicken Fibroblast)
3. Isolation of genomic DNA from animal Tissue

III BIOPHARMACEUTICALS

1. Plant Sample – Collection, Solvent and Aqueous Extraction, Processing
2. Qualitative Phytochemical analysis
3. Quantitative Phytochemical Analysis
4. Antimicrobial Assay – Disc Diffusion Method and Well Diffusion Method
5. Antioxidant Assay

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Course Outcome mapping with Knowledge level

Course outcome	CO Statement	Knowledge level
CO	<ul style="list-style-type: none"> ➤ Students will know the life with molecular functionalities and able to isolate different types of DNA, and performs PCR, Restriction, Ligation and Transformation protocols ➤ Students performs practical related to animal cell and tissue culture using Chick embryo and understands the basics in the ATC. ➤ An understanding of production processes and planning in herbs based drugs. The ability to practice bio pharmaceuticals and various applications 	K2,K3,K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome:

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO	3	3	3	3	1	3	3	3	3	3

Indicators: 1. Reasonable 2. Significant 3. Strong

Reference Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	An Introduction to Practical Biotechnology	S Harisha	Firewall Media	2005 & First
2	Genetic Engineering Principles and Practice	Sandhya Mitra	Macmillan India	1996 & First
3	Animal Cell Culture: A Practical Approach	R. Ian Freshney	IRL Press	2006 & Fifth
4	Biopharmaceutics and Pharmacokinetics - A Practical Manual	Venkateswaramurthy N, D.Dhachinamoorthi	Pharmamed Press/bsp Books	2010 & First

Pedagogy: Lecture, PPT, Demo & Hands on training

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
FIFTH	21509C	SKILL BASED SUBJECT: FOOD BIOTECHNOLOGY	4	Theory	-	100

Objective of the Course: To impart knowledge and skills related to basic food chemistry and to make the student to understand the causes of food borne illness and predict the micro organism that can spoil a given food, when prepared, processed and stored

UNIT I: Food chemistry

(Teaching hours: 12)

Functional properties of sugars and polysaccharides, Proteins and Amino acids, Lipids, Vitamins and Minerals in food, Maillard browning reaction. Enzymatic browning in foods and industrial applications of enzymes. Water in food, water activity and shelf life of food. Natural food flavours, extraction methods and characterization. Pigments in food and their industrial applications.

UNIT II: Food Additives

(Teaching hours: 11)

Various additives such as preservatives, antioxidants, emulsifiers, sequesterants, humectants, stabilizers, colours, sweeteners, acidulants with respect to chemistry, food uses and functions in formulations.

UNIT III: Food Fermentation and Food Borne Diseases

(Teaching hours: 11)

Food Fermentation: Sauerkraut, Oriental Fermented foods, Food borne infections and intoxication- Bacteria, Viruses, Protozoan- toxins. Food spoilage causes and prevention Raw material cleaning, sorting and grading of foods. Mixing, emulsification

UNIT IV: Packaging

(Teaching hours: 11)

Functions of packaging, type of packaging materials, methods of packaging and equipment used, barcodes & other marking, packaging regulations, packaging and food preservation, disposal of packaging materials, rigid and semi rigid containers, flexible containers; sealing equipment, labeling, aseptic and shrink packaging.

UNIT V: Malnutrition

(Teaching hours: 11)

Causes and effect of malnutrition on the vulnerable section of the society, effect of malnutrition on national development. Measures to combat malnutrition – National nutrition policy and programmes. Importance of therapeutic nutrition, Role of ICDS, WHO, UNICEF, NIN, NFI, CFTRI, FTRI, NNMB in combating malnutrition.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students will understand the importance of nutritional values in food and food chemistry. The students will understand the industrial enzymes in food and applying in food industries	K2, K3 & K4
CO2	The students will come to know the food additive which will be used in all food materials in daily life	K1 & K2
CO3	The course deals with the pathogens involved in food and causing various diseases and understanding the keen knowledge on fermented foods	K2 & K3
CO4	The students gain knowledge on packaging of foods and evaluate the stability of packing materials which we use to pack foods	K3 & K5
CO5	To impart the knowledge of food safety issues, surveillance and monitoring techniques, impact of malnutrition and methods to overcome and reduce malnutrition.	K1, K2, K3 & K4

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating.

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3					2			
CO2		3					3			
CO3		3	2			3		1		
CO4								3		
CO5	2	2				3			3	

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Food science	Potter Norman N, Hotchkiss Joseph,	CBS Publications,	2005 & First
2	Food processing Technology: Principles and Practice	P. Fellow, Wood	Head publishing Limited, Cambridge, England.	2000 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Food Microbiology	Frazier	Tata McGraw Hill,	2007
2	Nutrition and Dietetics	Joshi S.A,	Tata Mc Graw Hill Publishing Co. Ltd,	2010

Pedagogy: Lecture. Assignment

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EFFECTIVE FOR THE STUDENTS ADMITTED DURING THE ACADEMIC YEAR 2021-2022

Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21609A	CORE: ANIMAL BIOTECHNOLOGY	4	Theory	-	100

Objective of the Course: To study the basic concepts in basic Zoology, cell growth and differentiation and Animal tissue culture, students gain knowledge on different media used in ATC and cell culture, cell transformation and transgenesis.

UNIT I: Animal Classification

(Teaching hours: 11)

Classification Binomial Nomenclature – Invertebrate and Chordata, **Invertebrate** Arthropods (Cockroach), Poriferons (sponges), mollusks (snail), cnidarians (corals), nematodes (worms) ,Echinoderms. **Chordates**- Pisces (shark), Amphibians (frog), Reptiles (Calotes or Garden lizard), Aves (pigeon), mammalian (rabbit)

UNIT II: Developmental Biology

(Teaching hours: 11)

Cell growth and differentiation, Gametes: structure, gametogenesis spermatogenesis, oogenesis, fertilization, cleavage: types of cleavage, blastulation, gastrulation.

UNIT III: Animal tissue culture

(Teaching hours: 12)

Laboratory design and maintenance of ATC laboratory. Animal House and Ethics, Tissue culture media – types and preparation, Role of media components in growth and culture of cells. Growth phase, cell-cell interaction and cell adhesion. Types of contaminants: Physical, chemical and biological. Cryopreservation of animal cells.

UNIT IV: Types of cell culture

(Teaching hours: 12)

Primary and established cultures, three-dimensional cultures. Trypsinization and types, passaging, characterization of cultured cells, counting of cells: live and dead cells. Flow cytometry: introduction, principle and applications. Toxins and cytotoxic assays

UNIT V: Cell transformation and Transgenesis

(Teaching hours: 10)

Physical, Chemical, Biological methods of manipulation of cells, study of genetic regulation using animal cells. **Transgenesis:** Transgenic animals, production of transgenic mice, cattle, fish. Gene targeting, gene silencing and gene knock-out.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students will understand the basic knowledge of animal kingdom and habits and behavior of animals	K1 & K2
CO2	The students will come to know the process of gametogenesis and development of an organism from an embryo	K2 & K4
CO3	The course will describe as to how animal cell culture, types of media is carried out for research and diagnostic purposes.	K1 & K3
CO4	The students gain knowledge on various cell cultures and use of culture for different purposes	K3, K4 & K5
CO5	How transgenic animals are generated, what are the pros and cons along with ethical issues associated with transgenesis.	K2, K3, K4 & K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analysing; K5 – Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1		3								2
CO2		3								2
CO3		2		3						1
CO4		3		3	1					
CO5			3	3	3	3		3	3	3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Basic Cell Culture: A practical approach	J M Davis	Oxford University Press	2002 & Two
2	The Life of Vertebrates.	Young, J. Z.	Oxford university press.	2004 & Third
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Animal Cell Culture: A Practical Approach	Ian Freshney	John Wiley & Sons Inc.	2006
2	Textbook of animal biotechnology,	Carlos Wyatt,	Syrawood Publishing House	2016

Pedagogy: Lecture, Assignment



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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21609U1	ELECTIVE II: INDUSTRIAL CHEMISTRY	4	Theory	-	100

Objective of the Course: To promote critical thinking, problem-solving skills and creative thinking; and to provide the ability to bring the technology into the development of industrial chemistry work.

UNIT I: Water (Teaching hours: 11)

Treatment of water for municipal purposes, sea water as a source of drinking water, Hard and soft water. Types of hardness, softening of water, lime soda process, permutit or zeolite process, ion exchange process, water for industrial purposes, water for laundry work, water for boiler use, water analysis.

UNIT II: Fermentation (Teaching hours: 12)

Introduction, Historical, condition favourable for fermentation, characteristics of enzymes, short account of some fermentation processes: manufacture of beer, fermentation of wort, manufacture of spirits, manufacture of wines, manufacture of vinegar, ethyl alcohol from molasses - preparation of wash - Distillation - alcohol from waste sulphite liquor.

UNIT III: Dyes (Teaching hours: 12)

Introduction, sensation of colour, colour and constitution, classification of dyes according to their mode of application, classification of dyes based on chemical constitution, method of application, general methods of application of dyes on fiber.

UNIT IV: Bioleaching and Vitamins (Teaching hours: 12)

Bioleaching: leaching and extraction, mechanism for bioleaching, Direct and Indirect, application and advantages. **Vitamins:** Fat and water soluble vitamins, detection and estimation, source, isolation.

UNIT V: Small scale units (Teaching hours: 12)

Safety matches, agarbattis, naphthalene balls, wax candles, shoe polish, gum paste, writing/fountain pen ink, chalk crayons, plaster of paris, silicon carbide crucibles. Adhesives: Animal glue, other protein adhesives, starch adhesives, synthetic resin adhesives, rubber based adhesives, cellulose and silicate adhesives.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students will evaluate the water analysis and removal of water hardness. They will determine the level of water hardness and will remove the hardness with various methods.	K1
CO2	It briefly explains the Fermentation types and manufacture of various products using fermentation	K2 & K3
CO3	It explains the production of inorganic and organic industrial products such as dye and fertilizers.	K3 & K4
CO4	From this course the students will understand about the Types, Applications of Bioleaching and Vitamins	K2, K3 & K5
CO5	Analyse the role of surfactant in various value added applications like detergency, adhesives, surface coatings etc.	K1 & K2

Note: K1-Remembering; K2-Understanding; K3-Applying; K4-Analysing; K5-Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	2	1	1	1	1	3	3
CO2	3	3	3	3		2	3	3	3	3
CO3		2		2	2	1			1	2
CO4	3	3	3	3	2	2	2	2	2	3
CO5	1	2	1	2	2	2	2	2	2	2

Indicators: 1. Reasonable 2. Significant 3. Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Biotechnology - A Textbook of Industrial Microbiology	Wulf Crueger and Anneliese Crueger	Panima Publishing Corporation New Delhi	2005 & Second
2	Industrial chemistry	B.K.Sharma	Goel publishing House - India	1990-91 & Fourth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	The Vitamins	Jr and Gerald F. Combs	Academic Press, USA	2012
2	Synthetic Dyes	Gurdeep R. Chatwal	Himalaya Publishing House	1993

Pedagogy: Lecture, PPT presentation, Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21609V1	ELECTIVE II: ENZYME TECHNOLOGY	4	Theory	-	100

Objective of the Course: This paper presents the basic knowledge on enzyme and enzyme reactions and its characteristics along with the production and purification process.

UNIT I: Introduction

(Teaching hours: 10)

History and development of enzymology. Enzyme as biocatalysts. Enzyme classification and nomenclature. Mechanisms of enzyme action. Concept of active site. Specificity of enzyme action. General principles of enzyme activity. Units of enzyme activity. Sources of enzymes. Regulatory enzymes. Cofactors. Isoenzymes. Coenzyme.

UNIT II: Kinetics of Enzyme Action

(Teaching hours: 10)

Enzyme kinetics, Michaelis-Menten equation, Significance of MM equation, Line weaver-Burk plot, Eadie Hofstee and Hanes Woolf equation. Briggs Haldane modification of MM equation.

UNIT III: Inhibitors and types

(Teaching hours: 12)

Reversible and irreversible. Enzyme substrate complex. Nucleophilic and electrophilic attack. Role of metal ions in enzyme catalyst. Enzyme specificity. Factors affecting enzyme activity like temperature, pH, etc. Comparison of enzymes with chemical catalysts.

UNIT IV: Enzyme production

(Teaching hours: 11)

Membrane bound enzyme extraction. Comparison of enzyme with fermentations. Intrinsic activity of enzymes. Uses of enzymes. Enzyme manufactures. Biochemical applications. Physical and chemical techniques for enzyme immobilization. Production and purification of crude enzyme extracts from plant, animal and microbial sources

UNIT V: Applications

(Teaching hours: 12)

In Food Industry. Brewing, Baking and Cheese manufacture, Antioxidants. Uses of enzyme in extraction of natural products. Commercial applications of enzymes. Production of Industrial Enzymes. Modified and Artificial Enzymes. Catalytic Antibodies. Enzymes as food processing aids.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The course provides the fundamentals of enzyme properties, nomenclatures, characteristics, mechanism of enzymes and enzyme specificity	K1 & K2
CO2	The student will learn kinetics of enzyme catalyzed reactions and they apply biochemical calculation for enzyme kinetics	K2 & K3
CO3	The student will understand the regulatory mechanisms of enzyme activity, enzyme inducers and repressors and mainly about the factors affecting enzyme activity	K2 & K3
CO4	Compare methods for production, purification, characterization and immobilization of enzymes	K2 & K4
CO5	The student will get exposure of wide applications of enzymes and their future potential.	K4 & K5

Note: K1-Remembering; K2-Understanding; K3-Appealing; K4-Analysing; K5-Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2	2	1	2	1	1	1	1	1
CO2	2	2	2	2	1	2		2	3	2
CO3	1		1	3		1	3	2	3	
CO4	2	2		1	1	3	1	2	1	2
CO5	1	2	3	2	3	2	1		2	2

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Handbook of Enzyme Biotechnology	Alan Wisemen	Ellis-Horward limited	1995 & Third
2	Enzyme Technology	Pandey A., Webb C., Socol C. R. and Larroche C	Springer	2006 & First
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Enzymes: Biochemistry, Biotechnology and Clinical Chemistry	Trevor Palmer	Horwood Publishing Limited	2001

Pedagogy: Lecture, PPT presentation. Assignment

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21609W1	ELECTIVE II: BIOPHARMACEUTICALS	4	Theory	-	100

Objective of the Course: To enable the students to know the actual path of metabolism of drugs and drug discovery.

UNIT I: Biological systems

(Teaching hours: 11)

Solubility- factors, Bio-availability, Agonist, antagonist, synergism; Routes of drug administration, Passage across biological membrane, absorption and distribution of drugs; Binding of drugs to plasma proteins, Drug – dose relationship (ED50, LD50, therapeutic index)

UNIT II: Drug Metabolism

(Teaching hours: 11)

Drug metabolism (Phase I and Phase II reaction), Microsomal drug metabolism: hydroxylation, conjugation, deamination, N-oxidation, Azo & nitro reduction; Non-microsomal oxidation – oxidative deamination, purine oxidation, dehalogenation, hydrolysis; Elimination of drugs from the body with reference to renal system.

UNIT III: Drug Receptor and Drug Discovery

(Teaching hours: 11)

Drug Receptor: binding forces in drug – receptor interactions, types of receptors, consequence of drug – receptor interaction, isolation and characterization of receptors. Need for developing new drugs, procedure followed in drug designing, molecular modification of lead compounds, Active site determination of enzymes, Design of enzyme inhibitors.

UNIT IV: Pharmaceutical products

(Teaching hours: 12)

Antibiotics: penicillin, streptomycin, tetracycline, Vitamins, Plant Secondary metabolites: Alkaloids, flavanoids, steroids, terpenoids.

UNIT V: Use of DNA technology in pharma products

(Teaching hours: 12)

Therapeutic proteins- insulin, human growth hormone, clotting factors, interferons, interleukins, tissue plasminogen activators (tPA), Erythropoietin, production, and applications.



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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	This course enables the students to learn about basics of drugs and distribution of drugs in biological systems.	K1 & K3
CO2	This course deals with different types of chemical components of drugs and their metabolism and elimination.	K3 & K4
CO3	The students gain knowledge about components involved in drug discovery and its mechanism so that they can have a strong base in pharmaceutical biotechnology.	K2, K3 & K5
CO4	This course deals about the production and application of pharmaceutical products which is the platform for pharmaceutical industries.	K2, K3 & K5
CO5	This course deals about the production and application of genetically engineered pharmaceuticals which is a blooming field in biotechnology, where there exists ample of scope for a job in bio products based commercial sectors.	K3, K4 & K5

Note: K1-Remembering; K2-Understanding; K3 -Applying; K4 -Analysing; K5 -Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	-	-	-	-	1	-	-	1
CO2	1	-	2	-	2	-	-	-	-	1
CO3	-	1	-	3	1	-	-	-	-	2
CO4	-	-	3	3	3	2	3	3	1	1
CO5	-	1	3	-	-	-	3	3	1	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Introduction to Drug Design	SN Pandeya	New Age International Publication	2007 & First
2	Pharmacology and Pharmacotherapeutics	Satoskar, R.S., Bhandarkar, S.D., Aina pure, S.S	Popular Prakashan, Mumbai	2002 & Seventeenth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Industrial Pharmaceutical Biotechnology	Heinrich Klefenz	Wiley-VCH publication, Germany	2002
2	Pharmaceutical Biotechnology	Daan Crommelin, Robert D Sindelar	Taylor and Francis publications, New York	2002
3	Handbook of Pharmaceutical Biotechnology	Jay P. Rho, Stan G Louie	Pharmaceutical products press, New York	2003
4	Theory and Practice of Industrial Pharmacy	Lachman L Lieberman, HA Kani J., Easton, PA	Varghese publishing & Co	2000

Pedagogy: Lecture. Assignment. Seminar

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21609X1	ELECTIVE II: HUMAN ANATOMY AND PHYSIOLOGY	4	Theory	-	100

Objective of the Course: Students get to know about body composition, organs and systems. Syllabus give the insight into the complete body functioning.

UNIT I: Introduction to Human Body , Human Tissue and Muscular System (Teaching hours :11)

Overview of Anatomy and Physiology, Structural Organization of Human Body, Homeostasis, Medical Imaging: X-Rays, CT Scan, MRI Scan and Ultra Sonography - Principle, Working and Applications, Anatomical and Medical Terminologies. Tissue: Definition and Origin, Classification and Functions of Epithelial Tissue, Connective Tissue, Muscle Tissue and Nervous Tissue. Structure and function of muscles, Muscle contraction- Voluntary and involuntary actions.

UNIT II: Bone Tissue and Skeletal System & Integumentary System (Teaching hours:11)

Bone classification, Structure of Bone, Bones Cells and Tissues, Bone formation and development - Structure, Classification and Function of Axial Skeleton, Appendicular Skeleton and Joints. Layers of Skin, Accessory structures of skin, Functions of Integumentary system.

UNIT III: Nervous System & Endocrine System (Teaching hours :12)

Basic structure and function of nervous system: CNS, PNS and ANS, Structure of Brain and Vertebral Column, Neuron: Structure, Types and Function, Synapse; Function of Nervous Tissue. Structure and Function of Pituitary Gland and hypothalamus, Thyroid Gland, Parathyroid Gland, Adrenal Gland and Pineal Gland, Gonadal and Placental Hormone and Endocrine Pancreas.

UNIT IV: Circulatory, Cardiovascular System & Respiratory System (Teaching hours :11)

Blood: Hematopoiesis, Classification and Function of Erythrocytes, Leucocytes and Thrombocytes - Structure and Function of Heart and Blood Vessels, Cardiac Muscle and Electrical Conductivity, Principle and working of ECG. Structure and Function of Respiratory system, Structure of Lungs, Process of Breathing, Gas Exchange and Transport.

UNIT V: Digestive System Urinary System & Reproductive System (Teaching hours:12)

Digestive System Organs – The Mouth, Pharynx, Esophagus, the Stomach, the Small and Large Intestine , Accessory Organs in Digestion – Liver, Pancreas and Gall Bladder - Structure and Function. Kidney – Structure and Function, Nephrons - Structure and Function, Process of Micturition, Formation of Urine and Characteristics of Urine, Male reproductive System – Anatomy and Function of Male Reproductive organ, Spermatogenesis and Structure of Sperm. Female Reproductive System - Anatomy and Function of Female Reproductive organ, Oogenesis, Menstrual Cycle.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	The students will understand the basic about human anatomy and physiology and compares living and lifeless organisms. This course will give knowledge about Anatomical and Medical Terminologies of human body	K1 & K2
CO2	The students will properly apply structure of skeletal system and lists out the tissues of skeletal system and defines the structure and functions of joints, properties of bone tissue.	K1, K2 & K3
CO3	Understands to learn about the nervous system and sense organs and categorizes endocrine organs and tells how hormones work	K2, K3 & K4
CO4	This course will explain the properties of circulatory, respiratory systems and their structure and functions of heart. Explains how that respiratory system and tells the structure and functions of lungs.	K1 K3 & K4
CO5	The students should learn properties of digestive and excretory systems and the tell the importance. The students will have lifelong learning about organs of reproductive system and the structure of female reproductive organ and male reproductive organ.	K1 & K2

Note: K1-Remembering; K2 –Understanding; K3 –Applying; K4 –Analysing; K5 –Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	1		3	3	1	2	1	1		1
CO2	1	2					2			
CO3			2							
CO4					2			2		
CO5	3	2	3	3		2	1	3	2	1

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Anatomy and Physiology	J. Gordon Betts	Open tax college	2010 & First
2.	Human Anatomy and Physiology	Elaine N. Marieb and Katja Hoehn	Benjamin-Cummings Pub Co	2003, Second
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	Textbook of Anatomy and Physiology for Nurses and Allied Health Science	Indu Khurana.Arushi	Sathish Kumar jain and Produced by Vinod K.Jain CBS Publishers and Distributors Pvt .Ltd.	2010
2	Human Anatomy and Physiology,	Wilhelm and Patricia Brady	McGraw-Hill, New York.	2009

Pedagogy: Lecture, PPT presentation, Seminar, E Books

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Semester	Course Code	Course Title	Credits	Theory/ Practical	Problems %	Theory %
SIXTH	21609Y1	ELECTIVE II: COMPUTER NETWORKING AND PARTICIPATIVE JOURNALISM	4	Theory	-	100

Objective of the paper: To orient the students on the basics of computers, world wide web and its functioning. To create an awareness among the student community about the Emerging trends in Social media platforms.

UNIT I: Basics of computers

(Teaching hours: 11)

Hardware and Software – Modem, Hard Disk, CD ROM, Control Panel, CPU

UNIT II: Internet

(Teaching hours: 11)

Internet- History and Structure, Internet Explorer, Email- Search Engines: Yahoo, Netscape and Others- HTML Basics

UNIT III: Computer Networks

(Teaching hours: 11)

Classification-Interconnectivity-Administration- Network Architecture and Applications. Types of Computer Networks -Ethernet-Types-Virtual LAN. Computer Network Topologies- Network Components: Network cables – Distributors – Routers – Network cards -USB. Network Security: Secret Key and Public Key Encryption- Message Digest. Transmission Media: Magnetic- Twisted Pair – Coaxial – Fiber optics – Wireless Transmission. Switching: Circuit, Message, and Packet Switching.

UNIT IV: Computer Network Model

(Teaching hours: 11)

Layered Tasks- OSI Model – Physical Link Layer- Data Link Layer- Network Layer – Transport Layer- Session Layer – Presentation Layer – Application Layer. TCP/IP Protocol Suite. Addressing: Physical Address- Logical Address- Port address- specific address.

UNIT V: Social media platforms

(Teaching hours: 11)

Emerging trends in Social media platforms -Blogging, Twitter, Instagram, Facebook, Online Journalism, Citizen Journalism. Cyber laws in India, Code of Ethics in Web Media.

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	Course emphasizes on the Basics of computers	K1 & K2
CO2	Students get to know the Basics of world wide web	K1,K2 & K3
CO3	Basics and fundamentals of Computer Networks	K1,K2 & K3
CO4	Chapter details about the Computer Network Model	K1,K2 & K5
CO5	Emerging trends in Social media platforms.	K2,K3 & K4

Note: K1-Remembering; K2 -Understanding; K3 -Applying; K4 -Analysing; K5 -Creating & Evaluating

Course Outcome mapping with Programme outcome

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1				2	3					3
CO2				2	3					3
CO3				2	3					3
CO4				2	3					3
CO5				2	3					3

Indicators: 1. Reasonable 2. Significant 3.Strong

Text Books				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Data Communication and Networking	Behorouz A Forouzan	McGraw Hill Companies	2007 & Fourth
Reference Books				
S.No.	Title	Author	Publishers	Year of Publications
1	E- Resources	-	-	-