

**M. Com.Computer Application**

Syllabus

SCHOOL OF DISTANCE EDUCATION

**OPEN AND DISTANCE LEARNING**

**2023– 2024onwards**



**BHARATHIARUNIVERSITY**

**AStateUniversity,Accreditedwith“A++”Gradeby NAACRanked21stamongIndianUniversitiesby MHRD-NIRF**

**Coimbatore-641 046, TamilNadu,India**



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| **ProgramEducationalObjectives(PEOs)** | |
| TheM.Com(ComputerApplications)programdescribeaccomplishmentsthatgraduatesareexpectedto attain within fivetosevenyears aftergraduation | |
| Tounderstandanassignmentinane-commerce forum |
| Tomanagetheretailoutletindependently |
| Toassumetheresponsibilitiesofcomputeroperationinsmallbusinessengagedeitherinmanufacturingorrenderingservices. |
| Involveinlifelonglearning |
| Exerciseprofessionalskillsandvalues intheICT sector |



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| **ProgramSpecificOutcomes(PSOs)** |
| AfterthesuccessfulcompletionoftheM.Com(ComputerApplications)program,thestudentsareexpected to |
| Togainpracticalinsightsinprojectpreparationandanalysisofbusinessdata | |
| Usesoftwaretools tocarryoutaspecifiedfinancialanalysisforacorporatesector | |
| Applytheknowledgegainedduringthecourseoftheprogramtosolvetherealtimeproblems | |
| Tomeet theneeds of industry4.0 | |
| CommunicateeffectivelywithICTprofessionals | |



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| **ProgramOutcomes (POs)** | |
| OnsuccessfulcompletionoftheM.Com(ComputerApplications)program | |
| Tobeconversantwithrecentdevelopmentincommerceandtrustareasinthefieldofcomputer |
| Togaincomputer knowledgeand makeuseof iteffectivelyinthefield ofcommerce |
| Todesigncomputersoftwaretosuitthe needsof industryandbusiness |
| Toacquireskillindoingbusinessintheelectronicenvironment |
| Tobecomeworthycitizensofthenationby enrichingknowledgeintheapplicationofcomputerin commerce |

**SCHOOL OF DISTANCE EDUCATION**

BHARATHIAR UNIVERSITY, COIMBATORE-641 046

OPEN AND DISTANCE LEARNING PROGRAMME (ODL)

# M.Com(ComputerApplications)Curriculum

*(Forthe studentsadmitted duringthe academicyear2023–24 onwards)*

**SCHEME OF EXAMINATIONS**

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| **TitleoftheCourse** | **Credits** | **MaximumMarks** | | | |
| **CIA** | | **ESE** | **Total** |
| **FIRSTSEMESTER** |  |  | |  |  |
| ManagerialEconomics | 4 | 25 | | 75 | 100 |
| MarketingManagement | 4 | 25 | | 75 | 100 |
| DatabaseManagementSystem | 4 | 25 | | 75 | 100 |
| ComputerApplications:MSOffice&  Oracle-Practical-I | 4 | 40 | | 60 | 100 |
| Elective-I: Service Marketing | 4 | 25 | | 75 | 100 |
| **SECONDSEMESTER** |  |  | |  |  |
| CorporateAccounting | 4 | 25 | | 75 | 100 |
| HumanResourceManagement | 4 | 25 | | 75 | 100 |
| BusinessResearchMethods | 4 | 25 | | 75 | 100 |
| ObjectOriented Programming with  C++ | 4 | 25 | | 75 | 100 |
| ComputerApplications:Tally&C++-  Practical-II | 4 | 40 | | 60 | 100 |
| Elective-II: Marketing of Financial Services | 4 | 25 | | 75 | 100 |
| **THIRDSEMESTER** |  |  | |  |  |
| CostandManagementAccounting | 4 | 25 | | 75 | 100 |
| VisualBasic | 4 | 25 | | 75 | 100 |
| FinancialManagement | 4 | 25 | | 75 | 100 |
| ComputerApplications:VisualBasic,  VBScript-Practical-III | 4 | 40 | | 60 | 100 |
| InstitutionalTraining(Report40marks  andViva10marks) | 2 | 50 | | - | 50 |
| Elective-III: | 4 | 25 | | 75 | 100 |
| **FOURTHSEMESTER** |  | |  |  |  |
| InvestmentManagement | 4 | | 25 | 75 | 100 |
| DirectTaxes | 4 | | 25 | 75 | 100 |
| JavaProgrammingandHTML | 4 | | 25 | 75 | 100 |
|  | 8 | |  | 200  (160  Marks  –  Projectand 40MarksViva-  Voce) |  |
| PrinciplesandPracticeofInsurance |  | | 25 | 75 | 100 |
| IndustrialLaw |  | | 25 | 75 | 100 |
| Elective-IV: | 4 | | 25 | 75 | 100 |
| **GrandTotal** | 90 | |  |  | 2250 |

**#Electives:ListofGroupofElectivePapers:**

**(Collegescanchoose anyoneof theGroupPapersasElectives) :**

**1. GROUP-A 2. GROUP-B**

1. ServicesMarketing 1.FinancialMarketsandInstitutions
2. MarketingofFinancialServices 2.IndianStockExchanges
3. MarketingofHealthServices 3.Futuresand Options
4. TravelandHospitalityServices 4.FundamentalandTechnicalAnalysis

**3. GROUP-C**

1. PrinciplesofInternationalTrade
2. ExportandImportProcedure
3. InstitutionsFacilitatingInternationalTrade
4. India'sInternationalTrade

\*Inthecoresubjects,NumberofPapersboththeoryandpracticalareincludedwhereverapplicable. Existing number of papers to be offered. However, the total credit and marks for coresubjects remains the same as stated above. @ Includes 25 / 40% continuous internal assessmentmarksfor theoryand practical papersrespectively.

# IIISemester:

1. Industrial/InstitutionalTrainingistobemadecompulsory.TheStudentshouldtakeitupduringthe IISemester holidaysand submit a reportin the IIISemester.
2. Itcarries50markswith2 credits.Breakupfor50marks(OnlyInternals)

Report40marks,Viva-voce10marks(DepartmentlevelunderthechairmanshipofHOD)

1. Institutiontobevisited:

Banks,InsuranceCompanies,trading,manufacturingandserviceorganizations,auditorofficeandother financial institutions.

1. Durationofthevisit:minimumof21days
2. Marksfortheindustrialtrainingoutof50shouldbesenttotheUniversityalongwiththeIIISemesterInternal marks.

IVSemester:

1.Project WorkandViva-voce examinationwillbeoptionalforthe colleges.Theycaneitheroptforproject or2theorypapersinthe IVsemester whicdhare given asbelow:

1. PrinciplesandPracticeofInsurance2.IndustrialLaw
   1. If Project is opted by the college 200 marks with 8 credits will be awarded. The break-up ofmarkswill beasfollows:project work160marks(80%)and vivavoce 40marks(20%).

External Examiners will be appointed by the University for conducting the viva-voce exam alongwith the concerned internal examiner. Monthly review of the project work has to be conducted bytheguidealongwiththe headofthe departmentfor asystematicprogressofthe work.

* 1. If the theory papers are opted instead of project work, the marks and credits will be given asothercore papersi.e., CIA– 25 marksand semesterexam-75 marks



FirstSemester



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| **Coursecode** | | **MANAGERIALECONOMICS** | **CORE** | |
| **Pre-requisite** | | **Basicunderstandingineconomics**  **terminologies** |
| **CourseObjectives:** | | | | |
| Themain objectives ofthis courseareto:   1. Befamiliarwith theeconomictheories andlawofvariableproportion. 2. Makethestudentsto understandthe demanddeterminants. 3. Acquireknowledgein production function,cost andrevenueandbreak evenanalysis. 4. Layafoundation on economicmodels fordemand &supply, pricingdecisions. 5. Assesstheeffectsof businesscyclein abusinessand industrialsickness. | | | | |
| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Acquiretheknowledgeaboutthenatureandscope ofManagerial  Economics,demandanalysisandlawofvariableproportion. | | | |
| Understand the role of Managerial Economist, goal of corporateenterprises,demanddeterminants,typesofmarket,nationalincome  andpublicfinance. | | | |
| Havethoroughknowledgeaboutvarioustypesof costsand revenues  andBreakevenpointanalysis. | | | |
| Analyzeroleofmanagerialeconomistindemandanalysis,costandproductionanalysis. | | | |
| Evaluatethevalueofenterprises,pricingandoutputdecisions,  businesscyclesandcausesandremediesofindustrialsickness | | | |
| **Unit:1** | **ManagerialEconomics- Introduction** | | | |
| Managerial Economics: Meaning-Nature-Scope- Role and Responsibilities of ManagerialEconomist–GoalsofCorporateEnterprises:Profitmaximizationandwealthmaximization. | | | | |
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| **Unit:2** | **Demandanalysis** | | | |
| Demand analysis - Demand determinants – Demand distinctions- Law of demand-exceptions tolaw of demand– Elasticity of demand – Types, methods – Applications- Factors influencingelasticityofdemand–Demand forecasting:Meaning-methods-advantages&disadvantages. | | | | |
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| **Unit:3** | **ProductionFunction** | | | |
| Production Function- Laws of returns-Law of variable proportions-Assumptions and Significance-Limitations. Cost and Revenue – Fixed cost – Variable cost-Total, Average and Marginal cost-Long run and short run costs curves-Revenue curves-Average and marginal revenue-Break EvenAnalysis–Economies ofscale ofproduction. | | | | |
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| **Unit:4** | **Pricingandoutputdecisions -differentmarket situations** | | | |
| Pricing and output decisions in different market situations – Monopoly and Duopoly competition -PerfectandImperfect-Pricingpolicies. | | | | |

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| **Unit:5** | | **Businesscycle** |
| Business cycle – National income-Monetary and Fiscal Policy – Public finance- IndustrialSickness – causes–remedies. | | |
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| **BooksforStudy** | | |
| 1 | ManagerialEconomics: MaheswariandVarshney,2018 | |
| 2 | ManagerialEconomics: P.L.Metha,2016 | |
| 3 | ManagerialEconomics:G.S.Gupta,2015 | |
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| **BooksforReferences** | | |
| 1 | ManagerialEconomics: D.Gopalakrishnan,2016 | |
| 2 | ManagerialEconomics:B.M.Wali&Kalkundrikar,2019 | |
| 3 | ManagerialEconomics:S.Sankaran,2019 | |



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| **Coursecode** | | **MARKETINGMANAGEMENT** | **CORE** |
| **Pre-requisite** | | **Basicunderstandingofthemarketingandits**  **applicationsindecisionmakingisrequired** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis courseareto:   1. Enablestudentsto classifytypesof marketingandmodern marketingconcept. 2. Equip the learners on product planning, appraise pricing system and promotion in themarkets. 3. Explainthevariouskindsof channels ofdistributionand functionofmiddleman. 4. Enhancepracticalapplicationsonadvertisingmedia. 5. Introducetheagriculturalmarketingand clarifyingmarketresearchVsmarketingresearch | | | |
| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessful completionof thecourse,student willbe ableto: | | | |
| Recollectthemarketingconcepts,typesandmodernmarketing concept. | | | |
| Identifythemacro andmicro environmentsofamarket andbuyer behavior. | | | |
| Locatethedifferenttypesofproducts,productline,productmixand pricingdecisions. | | | |
| Evaluatetheimportantofchannelsofdistributionandpromotionalmix. | | | |
| Acquiretheknowledgetomarkettheagriculturalproduceandabout marketingresearch. | | | |
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| **Unit:1** | **Introduction** | | |
| Market: Meaning-types. Marketing: Meaning-types (Relationship marketing-Digital marketing-Augmentedmarketing-Retailmarketing-Eventmarketing-Greenmarketing-Demarketing-Remarketing-Socialmarketing-InternationalMarketing)-importancemarketingmix(4P‟s).Modernmarketingconcept:factorsinfluencingthemarketingconcept–marketingsystem-marketingfunctions.MarketingManagement:Meaning-Definition-Nature-Principles–Importance-Functions-Problems-DifferencesbetweenSalesManagementandMarketingManagement. | | | |
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| **Unit:2** | **Product** | | |
| Product: Meaning- features-classifications- Product policies: Product Planning and Development-Product Line-Product Mix-Product Branding-Product Packaging – Labeling: meaning-features-importance. Product Life Cycle: Meaning-importance-PLC Chart. Pricing: Objectives-kinds ofpricingpolicy-factors influencingthepricingpolicy. | | | |
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| **Unit:3** | **ChannelsofDistribution** | | |
| Channels of Distribution – Meaning - Basic channels of distribution - Selection of a suitablechannel-FactorsInfluencingSelectionofachannel-middlemenindistribution-Kinds–Functions-  EliminationofMiddlemen -Arguments infavour ofandagainst. | | | |

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| **Unit:4** | | **PromotionalMix** |
| Promotional Mix: Meaning-importance. Advertising: Meaning-methods-media-advertising copy-qualities of a good advertising copy-evaluation of advertisements. Personal selling: Meaning-importance-duties-qualitiesofaneffectivesalesman.Salespromotion:Meaning&importance. | | |
| **Unit:5** | | **MarketingInformationandResearch** |
| Marketing Information and Research: Meaning-Importance- Components of marketing research-MarketResearchVsMarketingResearch.AdvantagesofMarketingResearch.AgriculturalMarketing:meaning-features –defects.Regulatedmarket:meaning-features&importance. | | |
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| **BooksforStudy** | | |
| 1 | MarketingManagement: C.B.Mamoriaand Joshi,2017 | |
| 2 | Marketingmanagement:Dr.C.B.Gupta andDr.N.RajanNair,2019 | |
| 3 | MarketingManagement : PhilipKotler, 2017 | |
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| **BooksforReferences** | | |
| 1 | ModernMarketing:R.S.N.Pillai &Bagavathi,2016 | |
| 2 | Fundamentalsof Marketing: WilliamJ.Stanton, 2018 | |
| 3 | MarketingManagement:Dr.Radha, 2018 | |



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| **Coursecode** | | **DATABASEMANAGEMENTSYSTEM** | **CORE** |
| **Pre-requisite** | | **BasicknowledgeinDBMSisneededin UGlevel** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis courseareto:   1. Befamiliarwiththefundamentalelementsofrelationaldatabasemanagementsystems. 2. Developtheconceptsofrelationaldatamodel,entity-relationshipmodel,relationaldatabasedesign,and relational algebra. 3. Layan ideato improvethe databasedesign bynormalization. 4. Introducehierarchical approachandprogramcommunicationblock. 5. AcquireknowledgeinNetworkApproachDBTG,DataStructureand Datamanipulation. | | | |
| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessful completionofthe course, studentwill beable to: | | | |
| Describethefundamentalelementsofrelationaldatabasemanagement systems | | | |
| Explainthebasicconceptsofrelationaldatamodel,entity-relationship model,relationaldatabasedesign,relationalalgebraandsql. | | | |
| Converttheer-modeltorelationaltables,populate relationaldatabase andformulatesqlqueriesondata. | | | |
| Evaluatethehierarchicalapproach andprogramcommunicationblock | | | |
| BefamiliarwithbasicdatabaseknowledgeinNetworkApproach, DBTGDatamanipulation. | | | |
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| **Unit:1** | **DatabaseSystem** | | |
| DatabaseSystemArchitectureBasicconcepts:Datasystem,operationaldata,dataindependence, Architecture for a database system, Distributed databases. Storage Structures :Representation of Data. Data Structures and corresponding operators: Introduction, RelationApproach,Hierarchical Approach,Networkapproach. | | | |
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| **Unit:2** | **RelationalApproach** | | |
| Relational Approach : Relational Data Structure : relation, Domain, attributes, keys.RelationalAlgebra:Introduction,Traditionalsetoperation.Attributenamesforderivedrelations,special relational operations. | | | |
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| **Unit:3** | **EmbeddedSQL** | | |
| Embedded SQL : Introduction – Operations not involving cursors involving cursors –Dynamicstatements.QuerybyExample–Retrievaloperations,Built-infunctions,updateoperations, QBE Dictionary. Normalization: Functional dependency, First, Second, third normalforms,Relations with morethan onecandidatekey, Good and bad decomposition. | | | |
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| **Unit:4** | **HierarchicalApproach** | | |
| HierarchicalApproach:IMSdata structure. Physical database, Databasedescription,Hierarchical sequence. External level of IMS : Logical Databases, the program communicationblock. IMSDatamanipulation:Definingthe programcommunicationBlock:DL/IExamples. | | | |

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| **Unit:5** | | **NetworkApproach** |
| Network Approach : Architecture of DBTG system. DBTG Data Structure : The Setconstruct,Singularsets,sampleschema,theexternallevelofDBTG–DBTGDatamanipulation. | | |
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| **BooksforStudy** | | |
| 1 | DatabaseSystems concepts byAbraham Silberschatz, HenryFKorth, 2018 | |
| 2 | AnIntroductiontoDatabaseSystem–BipinCDesai,2016 | |
| 3 | An IntroductiontoDatabaseSystem–C.J.Dates, 2018 | |
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| **BooksforReferences** | | |
| 1 | DatabaseManagementSystems:RaghuRamakrishnan,2019 | |
| 2 | PrinciplesofDatabaseSystems”byJ. D.UllmanBook Review:2014 | |



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| **Coursecode** |  | **COMPUTER APPLICATIONSPRACTICALSI–MSOFFICEANDORACLE** | **CORE** |
| **Pre-requisite** | | **Practical exposes in application softwareusingms-officeis required.** |
| **CourseProgramme:** | | | |
| **M.S.OFFICE**   1. Type a document (like-Speech of a chairman in AGM, Budget speech of finance minister)and   performthefollowing:   * + Rightalignandboldface   + Centeralignanditalics   + Justifyandcenteralignment   + Alsoinsertfootnoteandendnote forthesame.   + Changeaparagraphintotwocolumnparagraph   + Insertpagenumberatthe bottom   + Insertdate, timeand headingin theheader section. | | | |
| 2.Usingmail merge,send aninvitation /notice(bycreatingthe invitation/notice)forthefollowingsituation (at least 5 addresses to beentered)  (Anyoneof the following)   1. Foropeninganew branch 2. InaugurationofATM 3. Informingabout newscheme oroffer | | | |
| 3.PreparationofTableusingMS word –SalesAnalysisfor aperiodoffive years forthreeproducts | | | |
| 4. UsingEXCELprepare atable for(anyoneof the following)   1. Employeespayroll 2. Salesdata 3. Studentsmarks andperform thefollowingfunctions   (Total,Average,Percentage,conditionalsumandshowtheresultsinchart) | | | |
| 5.Preparean Excelsheetand applythefollowingstatisticalfunctionsto analyzethedata(Anyoneof the following)   1. Mean,Median, Mode d)Capital BudgetingTechniques i) PayBankPeriod 2. StandardDeviatione)DepreciationTechniqueii)NPV 3. TimeSeriesf)Ratiosg) BreakevenAnalysisiii)ARR | | | |
| 6. Prepare a questionnaire for a research problem by using MS WORD – use word art,Reference,borders andshadingandinsertatable relevanttoyourresearchproblem. | | | |
| 7.PrepareaPowerPointpresentationfor(anyone of thefollowing)   1. ProductAdvertisementBreakEvenAnalysis 2. CompanyAdvertisement Sales Projections 3. AnnualGeneral Meeting(Minimum 5 slides) | | | |



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| Requirements   1. UsingHyperlink toall slides 2. Differentanimationeffectfortextand pictures 3. Fullyautomatic – timing– 2 minutes |
| 8. UsingAccess prepare atablefor(anyoneof thefollowing)   1. PayRoll 2. Studentrecord 3. Salesdata 4. Addressdatabaseofcustomers –   Requirements  (ByusingDesign view/Wizard view)   1. Oneofthefieldsshould bePrimaryKey 2. Applysortoption todisplayrecords(at leastthreedifferentmethod ofsorting) 3. Generatereports byusingdifferent queries. |
| **DBMS**   1. Create atable-usenameSoftwarewiththefields andinsert thevalues:FieldnameField typeField size   Programmernamecharacter15Titlecharacter20  Languageusedcharacter15  Softwarecostnumber10with2decimalplacesDevelopmentcost number 10  Softwaresoldnumber3Queries:   * 1. Displaythedetailsof softwaredevelopedby“PRAKASH”.   2. Displaythedetailsof thepackageswhosesoftwarecostexceeds“2000”.   3. Displaythedetailsofthesoftwarethataredevelopedin“C++”.   4. Whatis thepriceof costliest softwaredeveloped in“C”.   5. Displaythedetailsoftheprogrammerwhoselanguageusedis same as“Suresh”. |
| 10)CreateatableCompanywith thefollowingfields and insertsthevalues:FieldnameField typeField size  Company name character 15Proprietorcharacter15  Address character 25Suppliernamecharacter15Noofemployeesnumber4  GPpercentnumber6with2decimalplacesQueries:   1. Displayall the recordsof thecompanywhicharein theascendingorderofGP percent 2. Displaythenameof thecompanywhosesuppliernameis “Telco”. 3. Display the details of the company whose GP percent is greater than 20 and order by GPpercent 4. Displaythedetail ofthecompanyhavingtheemployeerangingfrom300 to1000 5. DisplaythenameofthecompanywhosesupplierissameaslikeTata‟s. |



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| 11) Create a table named Student with the following fields and insert the values:FieldnameField typeField size  Student Name character 15Gender character 6  Roll No. character 10DepartmentNamecharacter15Addresscharacter25  Percentagenumber4with2decimalplacesQueries:   1. Calculatethe average percentageofthe students. 2. Displaythenames ofthestudents whosepercentageis greater than 80 3. Displaythedetails ofthestudent who gotthehighest percentage. 4. Displaythedetails of thestudents whosepercentageis between 50and70. 5. Displaythedetails of the studentswhosepercentageisgreater thanthe percentageofRollNo =12CA01 |
| 12)Create thetable PRODUCTwith thefollowingfieldsand insertthevalues:FieldnameField typeField size  Productnonumber6Product name character 15Unitofmeasurecharacter15  Quantity number 6with 2 decimal placesTotalamountnumber8with2decimalplacesQueries:   1. Usingupdatestatements calculatethe totalamountand thenselect the record. 2. Selecttherecordswhoseunitofmeasureis“Kg” 3. Selecttherecords whosequantityisgreaterthan10 and less thanorequal to 20 4. Calculate theentiretotalamount byusingsumoperation 5. Calculatethenumber ofrecords whoseunit priceis greaterthan 50withcount operation |
| 13. Create the table PAYROLL with the following fields and insert the values:FieldnameField typeField size  Employee no number 8Employeenamecharacter8Departmentcharacter10  Basicpaynumber8with 2decimalplacesHRAnumber6 with2 decimal places  DAnumber6with2decimalplacesPFnumber6with 2decimal places  Netpaynumber8with2decimalplacesQueries;   1. Updatetherecordstocalculatethenetpay. 2. Arrangethe recordsof employees inascending orderoftheirnet pay 3. Displaythe details oftheemployees whosedepartment is:sales” 4. Selectthedetailsof employees whoseHRA>=1000andDA<=900 5. Selectthe recordsindescendingorder |
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SecondSemester



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| **Coursecode** | | **CORPORATEACCOUNTING** | **CORE** |
| **Pre-requisite** | | **Broadknowledgeinaccountingentries** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis courseareto:   1. Developtheconceptualframeworkof corporateaccounting. 2. Makethe studentsto learnprocedurerelatingto preparationofcompanyfinalaccounts. 3. Educatethestudentstoprepareofstatementofaffairsandliquidator‟sfinalstatement. 4. Imparttheknowledge relatingtobankingand insurance companies. 5. Offer the ideas about Human resource accounting,Government accounting, Responsibilityaccountingand Environmental Accounting. | | | |
| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessfulcompletion ofthe course,studentwillbeableto: | | | |
| Comprehendtheaccountingprovisionsin theCompaniesActrelating topreparation offinal accountsof acompany. | | | |
| PrepareaccountsrelatingtoAmalgamation,AbsorptionandAlteration ofshare capital. | | | |
| Prepareaccountsat thetimeofliquidationofcompanies. | | | |
| Develop the knowledge on various accounting aspects pertaining tovaluationofshares,holdingcompanyaccountsandbankingandinsurance companies | | | |
| Befamiliarwith thetheoreticalframework ofHumanresource accounting,Governmentaccounting,ResponsibilityaccountingandEnvironmentalAccounting | | | |
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| **Unit:1** | **Finalaccounts** | |  |
| Preparation of Final accounts – Schedule VI Part I and Part II – Profit prior to incorporation –Managerialremuneration–Issueof Bonusshares–Preparationof Balance Sheet. | | | |
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| **Unit:2** | **Amalgamation** | | |
| Amalgamation as Merger- Amalgamation as Purchase -Calculation of Purchase Considerationundervariousmethods- AccountingtreatmentasperAS14inthebooksofTransfereeCompany.Absorption (Excluding inter – company holdings) – External reconstruction – Internalreconstruction(Excludingscheme ofreconstruction). | | | |
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| **Unit:3** | **Liquidationofcompanies** | | |
| Liquidationofcompanies:Meaning-causes-PreparationofStatementofAffairsandLiquidator‟sfinal statement. Holding company accounts excluding inter-company holdings: Preparation ofConsolidatedBalancesheet only. | | | |
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| **Unit:4** | **BankingcompaniesandInsuranceCompanies** | | |
| Accountsof Bankingcompaniesand InsuranceCompanies(LifeandFire Insuranceonly). | | | |

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| **Unit:5** | | **Inflationaccounting** |
| Inflation accounting – Human resource accounting-Principles of Government accounting –Responsibilityaccounting-Environmental Accounting. | | |
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| **BooksforStudy** | | |
| 1 | AdvancedAccounting:M.C.Shukla&T.S.Grewa,2018 | |
| 2 | Advanced Accounting:R.L.Gupta,2016 | |
| **BooksforReferences** | | |
| 1 | AdvancedAccounting:Jain &Narang,2019 | |
| 2 | Arulanandam & Raman, “ Advanced accounting”, Himalaya Publishing House, Mumbai,2016 | |
| 3 | S.P. Iyangar,“Advanced accounting”,Himalaya PublishingHouse,Mumbai,2018 | |



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| **Coursecode** | | **HUMANRESOURCESMANAGEMENT** | **CORE** |
| **Pre-requisite** | | **Understandingofeffectiveinterpersonal**  **skillsofemployeesintheorganization** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis courseareto:   1. Explaintheimportanceofhumanresources andtheireffectivemanagement inorganizations. 2. Demonstrate a basic understanding of different tools used in forecasting and planning humanresourceneeds. 3. Outlinethecurrenttheoryandpracticeof recruitmentandselection. 4. Describeappropriateimplementation,monitoringandassessmentproceduresoftraining. 5. Explain the importance of the performance management system in enhancing employeeperformance. | | | |
| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessfulcompletion ofthe course,student willbeable to: | | | |
| Explainhumanresourcesplanning,Dealingwithsurplusanddeficient manpower. | | | |
| Describethemeanings ofterminologyand tools used in managing employeeseffectively. | | | |
| Prepareaselection strategyfor aspecific job. | | | |
| Gainknowledgeindevelop,analyzeandapplyadvancedtrainingstrategies andspecifications forthe deliveryof trainingprograms. | | | |
| Compareand contrastthedifferenttechniques involvedin the performance appraisal process, for example, the giving and receiving offeedback | | | |
| **Unit:1** | **Introduction** | | |
| Human Resource Management –Definition-Objectives-Functions-Evolution and growthofHRM-QualitiesofgoodHRManager-ChangingrolesofaHRManager-ProblemsandchallengesofaHRManager-PlanningtheHumanresources-Objectives–Stepsinhumanresources planning –Dealing with surplus and deficient man power-job analysis-Job description-Jobspecification. | | | |
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| **Unit:2** | **RecruitmentandSelection** | | |
| RecruitmentandSelection-Procurementprocess-Placement-Induction-Objectivesofrecruitment-sources-Internal and External recruitment –Application blank-Testing-Interviews-Types. | | | |
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| **Unit:3** | **TrainingandDevelopment** | | |
| Training and Development-Principles of Training-Assessment of training needs-On theJobtrainingmethods-Offthejobtrainingmethods-Evolutionofeffectivenessoftrainingprogrammes. | | | |
| **Unit:4** | **Discipline** | | |
| Discipline-Meaning-Causesofindiscipline-Actsofindiscipline-ProcedureforDisciplinaryAction-Organizationconflict-Conflictinorganizationalbehaviours-Individualaspectofconflict-Organizational conflict-Management ofconflict. | | | |

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| **Unit:5** | | **PerformanceAppraisal** |
| Performance Appraisal-Process-Methods of performance appraisal-Appraisalcounseling-Motivationprocess-TheoriesofMotivation-Managinggrievancesanddiscipline. | | |
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| **BooksforStudy** | | |
| 1 | L.M.Prasad.HumanResourceManagement,SultanChand &Sons, New Delhi, 2018 | |
| 2 | C.B.Memoria,PersonnelManagement,HimalayaPublishingHouse,2018 | |
|  | | |
| **BooksforReferences** | | |
| 1 | P.C.Tirupathi,PersonnelManagement &IndustrialRelations,SultanChand&Sons,New  Delhi,2016 | |
| 2 | S.S.Khanka,HumanResourceManagement,S.CHAND,NewDelhi,2016 | |
| 3 | KeithDarvis,Human Behavioursatwork,McGrawHillHigherEducation,2018 | |



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| **Coursecode** | | **BUSINESSRESEARCHMETHODS** | **CORE** | |
| **Pre-requisite** | | **Basicknowledgeinresearchand statisticaltoolsisneeded** |
| **CourseObjectives:** | | | | |
| Themain objectives ofthis courseareto:   1. Developanideaaboutvariousresearchdesignsandtechniques. 2. Understandsamplingtechniquesofresearchandits applications. 3. Emphasisthelearners inapplicationofappropriatetoolsinresearch. 4. Makethe learnersto understand thesignificanceof testingof hypothesis. 5. Layafoundationtobecomefamiliarinstyleof preparingresearchreport. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Applya rangeofquantitativeand/or qualitativeresearchtechniques tobusinessandmanagement problems/issues | | | |
| Organizeandconductresearch inamoreappropriatesamplingmethod manner. | | | |
| Developnecessarycritical thinkingskills inorder to evaluatedifferent statisticaltoolsusedinresearch. | | | |
| Demonstrateknowledgeandunderstandingofdataanalysisandinterpretationinrelationtotheresearchprocess bytestinghypothesis. | | | |
| Writearesearchreport andthesis. | | | |
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| **Unit:1** | **Introduction** | | | |
| Business Research: Meaning – Scope - Significance –challenges-types-process– Qualities a goodresearcher–Ethicsinresearch-Researchproblems:Identification-Selection.Hypothesis–Researchdesign. | | | | |
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| **Unit:2** | **Samplingdesign** | | | |
| Sampling design: Meaning-Sampling frame- Sampling and Non-Sampling Errors- Type I Errorand Type II Error in research- Level of Significance- determination of sample size Methods ofsampling. Census: merits and demerits - Census Vs Sampling. Pilot study –Pre test.Primary andSecondarydata:Meaning-sources-merits-demerits.Methodsofdatacollection:Observation-Interview-Survey-Email-ScheduleandQuestionnaire.Levelsofmeasurement:Nominal-Ordinal-IntervalRatio.Scalingtechniques:Rating scales-Attitudescales–Likert‟sScale-Guttsmanscale-Thurstonscale. | | | | |
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| **Unit:3** | **Statisticaltools** | | | |
| Statisticaltoolsused inresearch-Measures ofCentraltendency–Standarddeviation–  Correlation – simple, partial and multiple correlation –Auto correlation – Regression models –OrdinaryLeastSquaremethods– Multiple regression. | | | | |
| **Unit:4** | **TestingofHypothesis** | | | |
| TestingofHypothesis-Parametrictest:„Z‟test:Testfordifferencesbetweenproportions,  differencebetweenMeansoftwosamples-differencesbetweentwoStandarddeviationsandtestingthecorrelationco-efficient-„t‟test:ToTestthesignificantofthemeanofarandom | | | | |

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| sample, Difference between means of two samples (Independent and paired Samples) testing.Anova: One way ANOVA -Two way ANOVA. Non-parametric test: Chi-square Test - MannWhitney„U‟Test-Kruskalwallis„H‟Test. | | |
| **Unit:5** | | **Interpretation** |
| Interpretation: Meaning-Significance. Report writing: Significance – Layout of research report-mechanicsofwritingaResearchreport–PrecautionstobefollowedinResearchReport-Typesofreports-footnotes andbibliographywriting; checkingplagiarism. | | |
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| **BooksforStudy** | | |
| 1 | BusinessResearchMethods:Emory,2017 | |
| 2 | BusinessResearchMethods:Rummel&Ballaine,2018 | |
| 3 | StatisticalMethods:S.P.Gupta,2016 | |
|  | | |
| **BooksforReferences** | | |
| 1 | ResearchMethodology:C.R. Kothari,2019 | |
| 2 | Methodologyof Research in Socialscience: Krishnaswami O.R, Ranganathan K,2019 | |
| 3 | Researchmethodology: Paneerselvam,2019 | |



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| **Coursecode** | | **OBJECT ORIENTED PROGRAMMINGWITH C++** | **CORE** |
| **Pre-requisite** | | **Handsontraining inCprogrammingis needed** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis courseareto:   1. Introducethe elements ofobjectorientedprogrammingandstructureof C++program. 2. Explainprogrammingfundamentals,includingstatementandcontrolflowandrecursion. 3. Describeoperatoroverloading,rulesforoverloadingoperators and dataconversion, inheritance 4. Applythe conceptsofclass, method,constructor,instance,dataabstraction, functionabstraction,inheritance,overriding,overloading,andpolymorphism. 5. Clarifyvirtualfunctionsandpolymorphism. | | | |
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| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | |
| Outlinetheessentialfeaturesandelementsofthe C++programming language. | | | |
| Understandconceptsofinheritance andpolymorphism. | | | |
| Understandthedifferencebetweenfunctionoverloadingandfunction overriding | | | |
| Analyze,write,debugandtestbasicC++codesusingtheapproachesintroducedin thecourse. | | | |
| Incorporateexceptionhandlinginobject-orientedprograms. | | | |
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| **Unit:1** | **Introduction** | | |
| Evaluation of Programming Paradigm– Elements of Object oriented programming -Data Encapsulation and Abstraction classes – Inheritance – Derived classes – Polymorphism –Operator overloading –Friend functions – Polymorphism – virtual functions – Merits anddemerits of OOP – Popular OOP languages – C++ at a glance – Applications of C++ - C++statements– structureofC++program. | | | |
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| **Unit:2** | **Datatypes** | | |
| Data types – character set – Token, Identifiers and Keywords – variables – operators andexpressions–Controlflow–IF,IF..Else,NestedIf..Else,Forloop,While..loop,do..whileloop,breakstatement,switch statement,continue statementandgotostatement.Arrays–operations on arrays – Multidimensional arrays – strings – string manipulations. Functions –Functioncomponents –Libraryfunctions –Inlinefunctions. | | | |
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| **Unit:3** | **Classesandobjects** | | |
| Classes and objects – Class specification – class objects – Accessing class members –defining member functions – Data Hiding – Friend functions and friend classes. Constructor –parameterized constructors – destructors – constructor overloading – order of constructor anddestructor– copyconstructor. | | | |
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| **Unit:4** | | **Operatoroverloading** |
| Operator overloading – over loadable operators – Rules for overloading operators – Dataconversion. Inheritance – Forms of inheritance – single, multiple, multi level, hierarchal andhybridinheritance–whento useinheritance–Benefits ofInheritance. | | |
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| **Unit:5** | | **VirtualfunctionsandPolymorphism** |
| Virtual functions and Polymorphism – need for virtual functions – Pointers to derivedclass objects – Pure virtual functions – Abstract classes – Rules for Virtual functions – Data fileoperations–Openingoffile–closingoffile–streamstatememberfunctions–reading/writingacharacter fromafile– structureandfileoperations– classes andfile operations. | | |
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| **BooksforStudy** | | |
| 1 | E.Balagurusamy,“ObjectOrientedProgrammingwithC++”,TataMcGrawHillPublishing  CompanyLtd. 2016 | |
| 2 | D.Ravichandran,“ProgrammingwithC++”,TataMcGrawHillPublishingCompanyLtd.  2016 | |
|  | | |
| **BooksforReferences** | | |
| 1 | K.R.Venugopal,Rajkumar,T.Ravishanker.,“MasteringC++”,TataMcGraw-Hillpublishing  CompanyLtd2012 | |



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| **Coursecode** | **COMPUTER APPLICATIONSPRACTICALS-II : TALLY & C++TALLY** |  |
| **Pre-requisite** | **Handsontraining intally andC programmingin UGlevel** |
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| **TALLY**  1. ByusingTally-Create Voucher &ledgerwith adjustments(UsingF11 andF12 keys) | | |
| 2.PrepareTrialBalance,Profit&LossA/CandBalanceSheet  (Withminimum ofany5adjustments) | | |
| 3.PrepareInventorystatement using(CalculateInventorybyusingall methods)   1. FIFO 2. LIFO 3. SimpleAveragemethod 4. WeightedAverageMethod. | | |
| 4.Prepareafundflowstatementand giveyouropinion. | | |
| 5.Prepareacashflowstatementandpresentyourview. | | |
| 6.Analyzetheperformanceofan organizationbyusingRatio  (Minimum5Ratiosareessential). | | |
| **C++**  7.PayRoll calculation(Usingsimpleprogram) | | |
| 8.FindoutEOQ,Minimum Level,MaximumLevel,Re-orderlevel(Usingsimpleprogram) | | |
| 9.Writeac++programto calculate workingcapital usingclassand objects(memberfunction  shouldwriteinsideandoutsidetheclass) | | |
| 10.Programto calculate contribution, P/vRatio,BEPand Marginof safetyusingFunctions. | | |
| 11.CalculateSimple Interestandcompoundinterestusinginlinefunctions. | | |
| 12.CalculateDepreciation – byusingconstructorsand Destructors | | |
| 13.WriteaC++programtocalculate thesumandproductoftwo complexnumbersusing  operatoroverloading. | | |
| 14.Writeac++programto preparecostsheetusinginheritance. | | |



ThirdSemester



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| **Coursecode** | | **COST AND MANAGEMENTACCOUNTING** | **CORE** | |
| **Pre-requisite** | | **Basicknowledgeincostsheetandratioanalysis** |
| **CourseObjectives:** | | | | |
| Themain objectives ofthis coursearetoenablethe students to  1. Be familiar with the components of cost.2.give aninsight intomethods ofcost.   1. Understand the budgetingandbudgetarycontrol. 2. Beawareofthefundsflowand cashflowstatements. 3. Giveaninsightintofinancialstatementanalysis. | | | | |
| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Recallthecomponentsof cost | | | |
| Classifyandcomparethemethodsof cost | | | |
| Constructdifferenttypes ofbudget | | | |
| Applydifferent costvariances and solvethe adversesituations | | | |
| Analyzethefinancial statementsof acompany | | | |
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| **Unit:1** | **Introduction** | | | |
| CostAccounting–Meaning–Definition–DifferencebetweenFinancialandCostAccounting–ImportanceofCostAccounting–RelationshipbetweenCostandmanagement Accounting – Methods of Costing – Elements of Cost – Cost Concepts –preparationof CostSheet–MaterialControl–FixationofStock levels–E.O.Q- Pricingof  materialissues – inventoryControl. | | | | |
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| **Unit:2** | **LabourCost** | | | |
| LabourCost–MethodsofWagepayment–IncentiveSystems–idletime–over-time–labourTurnover–CausesofLabourTurnover–overheads–allocationandabsorptionof  overheads. | | | | |
| **Unit:3** | **RatioAnalysis** | | | |
| NatureandScopeofManagementaccounting–Meaning–Objectives–Importance–limitations  –FinancialStatementAnalysis–RatioAnalysis –UsesandlimitationsofRatios. | | | | |
| **Unit:4** | **FinancialStatementAnalysis** | | | |
| FundsFlowandCashFlowstatements,WorkingCapitalManagement | | | | |
| **Unit:5** | **Budgeting** | | | |
| Cost – Volume – Profit Analysis – marginal costing – Break Even Analysis – ManagerialapplicationofMarginalCosting –significance– limitations –Budgetingand BudgetaryControl –  PreparationofBudgets–MaterialProcurement–Production–Sales–FlexibleandCashbudgets. | | | | |
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| **BooksforStudy** | |
| 1 | N.K.Prasad,principles&PracticeofCostaccounting, BookSyndicate.2018 |
| 2 | Bierman&Drebeng,ManagerialAccounting,Macmillong.2016 |
| 3 | L.M.Pandey,ManagerialAccounting, VIkasPubHouse.2015 |
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| **BooksforReferences** | |
| 1 | AdvancedCostAccounting,Jarn&Narang,KalyaniPub.2016 |
| 2 | ManagementAccountingandFinancialcontrol,S.N.Maheswari,SultanChand.2013 |
| 3 | HobertN.Aanthony,ManagementAccounting–TextandCases,Irwin.2019 |



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| **Coursecode** | | | **VISUALBASIC** | **CORE** |
| **Pre-requisite** | | | **Basicunderstandingaboutcomputerandvisualcomponents.** |
| **CourseObjectives:** | | | | |
| Themain objectives ofthis courseareto enablethe students to   1. Introducedifferentformsofvisual 2. Exploredifferentforms intrinsiccontrols 3. Understandexpertideaaboutvisualvariableand procedure. 4. Gainexpertknowledgeaboutdatabase. 5. Describedifferenttype ofdatareport | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Recallvariousformofvisuals | | | | |
| Understanddifferenttypeof intrinsiccontrols | | | | |
| Expertknowledge aboutvisualvariableandprocedure. | | | | |
| Analyzethemethod ofdatabaseworking. | | | | |
| Evaluatedifferenttypeofdata report | | | | |
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| **Unit:1** | | **Introduction** | | |
| FirststepswithMicrosoftVB6:IntegratedDevelopmentEnvironment-FirstprograminVB-  Introductiontoforms:Commonproperties,methodsandevents. | | | | |
| **Unit:2** | | **IntrinsicControls** | | |
| IntrinsicControls:Textboxcontrols,Labelandframecontrols,commandbutton,checkboxandoptionbuttoncontrols,listboxandcombocontrols,pictureandimagecontrols,drivelistbox,dir-  listboxandfilelistboxcontrolsandothercontrols,control arrays. | | | | |
| **Unit:3** | | **Variables&Procedures** | | |
| Variables & Procedures: Scope & Lifetime of variables, native datatypes, aggregate datatypes -Arrays-VBforapplication andVBlibraries:Control flow,Workingwithnumbers, Strings,Date  andTime. | | | | |
| **Unit:4** | | **Databases** | | |
| Databases:DataaccessSAGA,VBData BaseTools,ADOData Binding,DataEnvironment  designer, crash course in SQL. Database Programming: ADO at work-setting up a connection,Processingdata. | | | | |
| **Unit:5** | | **TablesandReports** | | |
| TablesandReports-Datagridcontrol,Flexgrid control,DataReport -Data ReportDesigner. | | | | |
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| **BooksforStudy** | | | | |
| 1 | VisualBasic6Programming,Black Book-StevenHolzner,DreamtechPressPublisher,New  Delhi2016 | | | |
| 2 | VisualBasic6–HowtoProgram,H.M.Deitel.,P.J.DeitalandT.R.Nieto2015 | | | |
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| **BooksforReferences** | | | | |
| 1 | ProgrammingMicrosoftVisualBasic-Francesco Balenda,WPPublicationsand  Distributors.2016 | | | |



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| 2 | VisualBasic6-GaryCronell, TataMcGrawHillPublishingCompnayLtd2019 |



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| **Coursecode** | | | **FINANCIALMANAGEMENT** | **CORE** |
| **Pre-requisite** | | | **Understanding about finance, managementandsourceoffinance.** |
| **CourseObjectives:** | | | | |
| Themain objectives of this courseareto enablethestudents to   1. Understandthe conceptandimportanceof financialmanagement. 2. Identifyvarioussourcesof long-termandshort-termfinance. 3. Understandvariousmethodandtechniqueforcalculatingcostofcapital. 4. Knowdifferent types leverages usedbythe organization. 5. Understandvarious dividendpolicies followedbyorganization. | | | | |
| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Recollecttheconceptandimportanceoffinancialmanagement. | | | | |
| Havethoroughknowledgeaboutvarioussources oflong-termand short-termfinance. | | | | |
| Examinevariousmethodand techniqueforcalculatingcostofcapital. | | | | |
| Examinedifferenttypeleveragetechnique followed byaorganization. | | | | |
| Expertknowledge aboutvariousdividendpolicies. | | | | |
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| **Unit:1** | | **Introduction** | | |
| Financial Management - Meaning, Nature, scope and objectives–Role and functions of FinancialManagement–Financialdecisions–relationshipbetweenRiskandReturn–Sourcesoffinance–Short-termandLong-term finance. | | | | |
| **Unit:2** | | **Costof Capital** | | |
| CostofCapital-Meaningandimportance–CostofDebt,Preference,EquityandRetainedEarnings– Weighted Average Cost of capital–Capital budgeting–Techniques – ROI, Paybackperiodand Discountedcash flow. | | | | |
| **Unit:3** | | **Leverages** | | |
| Leverages - Financial Leverage– Operating leverage–EBIT and EPS analysis–Theories of CapitalStructure – Net income approach– Net operating income Approach. MM Hypothesis –Determinantsofcapitalstructure-Capitalization –OverandUnderCapitalization-Meritsand  Demerits. | | | | |
| **Unit:4** | | **DividendTheories** | | |
| DividendTheories:Walter‟smodel–GordonandMM‟smodels–Dividendpolicy-Formsof  Dividend–Determinants ofdividendpolicy. | | | | |
| **Unit:5** | | **WorkingCapitalManagement** | | |
| Working Capital Management–Cash Management–Receivables Management–Inventory  Management–DeterminantsandComputationofWorkingCapital. | | | | |
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| **BooksforStudy** | | | | |
| 1 | FinancialManagement- PrasannaChandra2016 | | | |
| 2 | FinancialManagement-I.M.Pandey,2016 | | | |
| 3 | FinancialManagement- Khan&Jain2018 | | | |



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| **BooksforReferences** | |
| 1 | FinancialManagement-S.N.Maheswari2015 |
| 2 | PrinciplesofManagerialFinance- L.J.GitmanandDr.M.Manickam2016 |
| 3 | FinancialManagement- SharmaandShashiK.Gupta2018 |

# COMPUTERAPPLICATIONSPRACTICALIII–VB

**Practical List (Visual Basic)VisualBasic**

* + 1. Write a VB program to use Menu Editor for adding a picture and also increase anddecreasethe height andwidth of theimagebox, option button &check box.
    2. Write aVBprogramtoprepare apayslip.
    3. WriteaVBprogram tocalculate depreciation.
    4. WriteaVBprogramtocalculate VariousLeverages.
    5. WriteaVBprogram tofind the PVand FV byusingFinancialFunctions.
    6. Write aVBprogram to useMDIForm and includethe imagelist control.
    7. Write aVBprogramto find thecurrencyconversion.
    8. Program tocomputecostofcapitalusingFinance function.
    9. Programtodesign advertisementcopyusingImageandPicture,File,Drive andDirectory.
    10. Programto prepareCapital BudgetusingOptionButton andcheck box.
    11. Designaformtolinkit withinventorymanagementtablefromdatabase.
    12. Designaformusingoptionbutton,combobox,andlistboxforpreparingasupermarketbill.
    13. Program to create customer database and prepare report using Flex Grid control andcommoncontrol.
    14. Program to create student database and prepare report using ADO control andcommoncontrol.



FourthSemester



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| **Coursecode** | | | **INVESTMENTMANAGEMENT** | **CORE** |
| **Pre-requisite** | | | **Basicunderstandingaboutinvestmentandportfoliomanagement.** |
| **CourseObjectives:** | | | | |
| Themain objectives ofthis coursearetoenablethe students to   1. Providea generalunderstandingaboutinvestmentavenuesandpersonal finance. 2. Giveabroaderunderstandingaboutbehavioralfinanceandhowitequiptodecidepersonalinvestment. 3. Understandthe characteristicsofsecuritiesmarketsandtheinstrumentstradedtherein. 4. Giveboarder understandingabout fundamentaland technicalanalysis. 5. Analyzeriskandreturn ofsecuritiesandmanageportfoliosofinvestment. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Recallvariousinvestmentavenuesandpersonalfinance. | | | | |
| Understandsecuritiesmarkets,regulation anditsinstruments | | | | |
| Examinefundamental analysisof anorganizationusingfinancialdata  information. | | | | |
| Examinetechnicalanalysisofanorganizationusingfinancialdata  information. | | | | |
| Evaluateriskreturnofsecuritiesindifferentinvestment proposal. | | | | |
| **Unit:1** | | **Introduction** | | |
| Nature,MeaningandscopeofInvestment–ImportanceofInvestment–FactorsinfluencingInvestment–Investmentmedia–FeaturesofinvestmentProgramme–InvestmentProcess–  DevelopmentofFinancialsystemin India. | | | | |
| **Unit:2** | | **CapitalMarket** | | |
| CapitalMarket–NewissueMarketandstockexchangeinIndia–B.S.E–N.S.E–Kindsof  Tradingactivity–Listingof Securities – SEBIand its Roleand guidelines. | | | | |
| **Unit:3** | | **FundamentalandTechnicalAnalysis** | | |
| Fundamental andTechnicalAnalysis–Securityevaluation –EconomicAnalysis–Industry  Analysis–CompanyAnalysis –TechnicalAnalysis –PortfolioAnalysis. | | | | |
| **Unit:4** | | **InvestmentAlternatives** | | |
| InvestmentAlternatives –InvestmentinBonds,EquityShares,Preferenceshares,Government  Securities – Mutual Funds – Real Estate – Gold – Silver – Provident fund – Unit Trust – The PostOfficeSavings Scheme–LIC. | | | | |
| **Unit:5** | | **PortfolioManagement** | | |
| PortfolioManagement–Nature,Scope–SEBIGuidelinestoPortfolioManagement–PortfolioInvestmentProcess–ElementsofPortfolioManagement–PortfolioRevision–Needsand  Problems–CapitalAssetPricingModel(CAPM) | | | | |
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| **BooksforStudy** | | | | |
| 1 | InvestmentManagement-FrancisCherunilam2018 | | | |
| 2 | InvestmentManagement-KhanandJain2016 | | | |
| 3 | InvestmentManagement -PreetiSingh2019 | | | |

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| **BooksforReferences** | |
| 1 | InvestmentManagement -V.K.Bhalla2016 |
| 2 | InvestmentManagement -Dr.R.P.Rustogi2019 |
| 3 | InvestmentManagement -RadhaandPanameshwaran2019 |
| 4 | InvestmentManagement –Avadhanl2018 |



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| **Coursecode** | | | **DIRECTTAXES** | **CORE** |
| **Pre-requisite** | | | **Basicunderstandingofincome tax practiceandlaw** |
| **CourseObjectives:** | | | | |
| Themainobjectives of this courseareto enablethestudents to   1. Enablestudentstounderstandcomputationoftaxable incomeofvariousentities. 2. Acquaintthestudentswiththeconceptsoftax administration. 3. Impartdeepknowledgeaboutthelatestprovisionsofincometaxact. 4. Develop application and analytical skill of the provisions of income tax law for income taxplanningand management. 5. Educatelearnersaboutprocedurefor assessmentande-filing. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessfulcompletion ofthe course,studentwillbeableto: | | | | |
| Calculatecomputationof taxableincomeundervarioussources. | | | | | |
| Recollecttheconceptoftaxadministrationandpractices. | | | | | |
| Acquirethe knowledgeabout latestprovision ofincometax act. | | | | | |
| Gainexpertknowledgeregardingthelegitimatewayoftaxplanningandmanagement. | | | | | |
| Ableto pertain procedureforassessmentand e-filing. | | | | | |
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| **Unit:1** | | **Introduction** | | |
| IncomeTaxAct–Definition–Income–AgriculturalIncome–Assessee–Previousyear–Assessment year–Residential status–Scope of Total Income–Capital and Revenue–Receipts andExpenditure–ExemptedIncomes. | | | | |
| **Unit:2** | | **ComputationofIncome** | | |
| Computationof IncomefromSalariesandIncomefromHouseproperty. | | | | |
| **Unit:3** | | **ComputationofProfitsandGains** | | |
| ComputationofProfitsandGainsofBusiness orprofession–CalculationofCapitalgain. | | | | |
| **Unit:4** | | **ComputationofIncomefromothersources** | | |
| ComputationofIncome from othersources–Set-OffandCarryForwardofLosses-Deduction  fromGrossTotal Income–AssessmentofIndividuals. | | | | |
| **Unit:5** | | **IncomeTaxAuthorities** | | |
| IncomeTaxAuthorities–ProcedureforAssessment–CollectionofTax–Procedureofe-  filing. | | | | |
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| **BooksforStudy(s)** | | | | |
| 1 | DirectTaxes-B.B.Lal | | | |
| 2 | IncomeTaxLaw &Practice-Gaur &Narang | | | |
| 3 | IncomeTaxLaw&Practice-Dr.H.C.Mehorotra | | | |
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| **BooksforReferences** | |
| 1 | TaxLaws-DingarPagare |
| 2 | IncomeTax -BhagavathiPrasad |



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| **Coursecode** | | **JAVA PROGRAMMINGANDHTML** | **CORE** |
| **Pre-requisite** | | **Basic knowledge onJAVAPROGRAMMINGANDHTML** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis courseareto:   1. AcquaintthestudentswiththebasicconceptsofJAVAprograming. 2. Understandtheprinciplesofcreatinganeffective webpage. 3. Understandobjectorientedprogrammingconcept. 4. Helpthestudentto insertheadinglevelswithin a webpage. 5. Trainto create head andbodysection in HTMLpage. | | | |
|  | | | |
| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessfulcompletion ofthe course,studentwill beable to: | | | |
| Ithelp tounderstand the concept of JavaandHTML | | | |
| Beabletounderstandthedifferencebetweenobjectorientedprogrammingand procedural oriented language | | | |
| Tofamiliarizethestudentswithlanguageenvironmentandtoimplementvarious concepts related to language. | | | |
| Ithelpthestudentstounderstandbasicconceptaboutcontrolstatementsand treads. | | | |
| Understandhowtoinsertheadinglevelswithinawebpageandinsertorderedand unordered lists within aweb page. | | | |
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| **Unit:1** | **Introduction** | | |
| History of java-Java features-Javaandinternet-Javaandwww-Javalanguage:Introduction– Simple javaprogram structures-JVM | | | |
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| **Unit:2** | **Constants** | | |
| Constants-Variables-Data types-Arithmetic, relational, logical, assignment operators- if,if…else, else…if ladder-while, do, for-jumps in loops-Defining a class-Creating objects-Methoddeclaration-fieldsdeclaration. | | | |
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| **Unit:3** | **Array** | | |
| Onedimensional array-creating anarray-Strings-MultipleInheritance-Creatingthreads-Extendingthreadclasses-Stoopingandblockingathread-Life cycle ofathread. | | | |
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| **Unit:4** | | **HTML** |
| HTML-HistoryofHTML-HTMLgeneration-HTMLdocuments-Anchortag-HyperlinksSampleHTMLdocuments | | |
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| **Unit:5** | | **WebpageComment** |
| Headandbodysection-Headersection-Title-Prologue-Links-ColourfulwebpageCommentline-SampleHTMLdocuments-Lists-Ordered lists-Unordered lists-Nested lists. | | |
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| **TextBook(s)** | | |
| 1 | Programmingwithjava-Aprimer-E.Balagurusamy,TMHPublications,3rdEdition. | |
| 2 | WorldWideWeb designwith HTML-C.XavierTMH Publications, 2000. | |
| 3 |  | |
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| **ReferenceBooks** | | |
| 1 | TheCompleteReferenceJava2-PatrickNaughtonand HerbertSchildt ,3rd EditionTMH  Publications,2000. | |
| 2 | Programmingwithjava2-C.Xavier,ScitechPublications,2000. | |
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| **Coursecode** | | | **PRINCIPLES AND PRACTICE OFINSURANCE** | **CORE** |
| **Pre-requisite** | | | **Basicunderstandingabouttheconceptofinsuranceand types** |
| **CourseObjectives:** | | | | |
| Themain objectives ofthis coursearetoenablethe students to   1. Giveacomprehensive understandingonthegeneralprinciplesandconceptsof insurance,insurancepractices andprocedures 2. Understandvarioustypesinsuranceanditspolicies. 3. Createawarenessamongstudentson thelegalframeworkofinsurance 4. Acquired knowledge in Health Insurance, group insurance products andMediclaimpolicies 5. BeawareonIRDARegulationact2002 | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Expertknowledgeaboutgeneralprinciplesandconceptsofinsurance, insurancepracticesandprocedures | | | | |
| Examinevarioustypesof insuranceanditsfunctions. | | | | |
| Discussaboutlegalframeworkaboutdifferentinsurancepolicies. | | | | |
| Awarenessaboutdifferedhealthpoliciesand groupinsurance | | | | |
| ExamineIRDARegulationact. | | | | |
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| **Unit:1** | | **Introduction** | | |
| IntroductiontoInsurance–Meaningdefinition–Natureandfunctions–TypesofInsurance–  Roleandimportanceofinsurance-PrinciplesofinsuranceclassificationofInsurance. | | | | |
| **Unit:2** | | **LifeInsurance** | | |
| LifeInsurance–Meaning–Kindsofpoliciesandplans–TypesofLifeInsuranceproducts–  Annuitycontacts andtheir uses–Role of L.I.C.ofIndia | | | | |
| **Unit:3** | | **HealthInsurance** | | |
| Health Insurance–Individualand groupinsurance products –Mediclaimpolicies–itsbenefits–  Cattle Insurance–Personalaccidentinsurance. | | | | |
| **Unit:4** | | **Generalinsurance** | | |
| Generalinsurance–Marine,Fire,MotorandMiscellaneousInsurance–Insurancemarketing–  Networkand customerservice. | | | | |
| **Unit:5** | | **Claimsandsettlement** | | |
| Claimsandsettlement–Legalaspects–Guidelinesforsettlementofclaims–IRDA–RegulatoryprovisionsunderIRDAAct1999–Regulations2000–IRDARegulations2002–Protectionof  policyholdersinterest. | | | | |
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| **BooksforStudy** | | | | |
| 1 | InsurancePrinciplesandPractices:M.N.Mishra2015 | | | |
| 2 | PrinciplesandPractices of Insurance:P.Periasamy2016 | | | |
| 3 | InsuranceFundamentals,Environment:B.S.Bodla,M.C.Garg&K.P.SinghandProcedures  2019 | | | |

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| **BooksforReferences** | |
| 1 | Principlesof Insurance:N.Premarathy2016 |
| 2 | FundamentalofLifeInsurance:Mishra2017 |
| 3 | Insurance-Theoryand Practice : Tripathy2018 |
| 4 | Principlesof Insuranceand:AlkaMittal&S.L.GuptaRiskManagement2019 |



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| **Coursecode** | | **INDUSTRIALLAW** | **CORE** |
| **Pre-requisite** | | **Basic understanding about businessregulatoryorganization andtheirpractice** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis coursearetoenablethe students to   1. Acquireupdatedknowledgeanddevelop understandingofthe regulatoryframework forbusiness 2. Gainexpertknowledgeaboutvariousindustrialact 3. Beawareonopportunitiesavailableinvariouslegalcompliancessoastoenablethememployable. 4. Impartknowledge aboutcurrentpracticeofindustriallaw. 5. Trainincalculationonpaymentofgratuity. | | | |
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| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessfulcompletion ofthecourse, studentwill beable to: | | | |
| Understandupdated regulatoryframework followed bythecompanies. | | | |
| Examinevarioustypeofindustrialactanditsfunctions. | | | |
| Analyzevariousopportunitiesavailableinvariouslegalcompliancesso astoenablethememployable. | | | |
| Createknowledgeaboutcurrentpracticeofindustriallaw | | | |
| Abletocalculate paymentofgratuity. | | | |
| **Unit:1** | **FactoriesAct** | | |
| FactoriesAct1948–Provisionsrelatingtohealth,Safety,Welfare–EmploymentofChildand  youngmen–Auditworkers–Womenworkers–TheChildLabour(ProhibitionandRegulation)Act1986 – ChildLabourRules 1988. | | | |
| **Unit:2** | **TradeUnions Act** | | |
| TradeUnionsAct1926–Definition–Registration–RightsandPrivileges–Cancellationof  registration-Politicalfund–IndustrialDisputesAct1947–Provisionsrelatingtostrike,lockout,retrenchment,Layoff andclosure– Machineryto solve disputes. | | | |
| **Unit:3** | **TradeUnionsAct** | | |
| Paymentof BonusAct1965–MeaningofGrossProfit –Computationofavailableandallocablesurplus – Eligibility for bonus – Minimum and Maximum bonus – Exemption – Applicability oftheact–Paymentof wagesAct 1936 – permissibledeductions – TimeandModeofpayment –  MinimumwagesAct1948– TheTamilnaduPaymentofsubsistenceAllowanceAct1981. | | | |
| **Unit:4** | **SocialsecurityLegislation** | | |
| Social security Legislation – Employees State Insurance Act 1948 – Definition – Medical Board –Purpose for which funds can be spent – Benefits – Employees provident Funds and miscellaneousProvisions Act 1952 – Scope – Object – Application of the Act – Definition – Employees PFScheme – Employees Family pension scheme and Fund – Workmen‟s compensation Act 1923 –Employer‟sliabilityandNon-liability–Waysopentoworkmenfor claimingcompensation–  Disability– Partial– Permanent–Total disablement–Accusation – Diseases. | | | |
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| **Unit:5** | | **Paymentof GratuityAct** | |
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| ThePaymentofGratuityAct1972–Gratuity–Scopeandcoverage–Definition–PaymentofGratuity–CompulsoryInsurance–ProtectionofGratuity–EnvironmentalProtectionAct–The  IndustrialEmployment(Standingorder)Act1946. | | | |
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| **BooksforStudy** | | | |
| 1 | Industrial Law–N.D.Kapoor2019 | | |
| 2 | FactoryLaws applicable toTamilnadu-S.Vaidyanathan,MadrasBookAgency.2018 | | |
| 3 | Industrial Law-S.MShuklaandR.N.Saxena2016 | | |
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| **BooksforReferences** | | | |
| 1 | BusinessandIndustriallaw-P.P.S.Gogna2018 | | |
| 2 | TheChildlabour(Protection&Regulation)-Madras BookAgencyAct19862018 | | |
| 3 | TheTamilNaduPaymentofSubsistence -MadrasBookAgencyAthouranceAct1981 | | |
| 4 | TheEnvironment(Protection)Act1986 -ProfessionalBookPublishers2016 | | |
| 5 | Labour IndustrialLaws-P.K.Padhi2019 | | |



Elective



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| **Coursecode** | | **SERVICESMARKETING** | **ELECTIVE** |
| **Pre-requisite** | | **BasicknowledgeonserviceMarketing** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis courseareto enablethe students to:   1. Understandthe conceptsofservicemarketingmanagement. 2. Learnaboutservicemarketingprocessfordifferenttypesofproductsandservices. 3. Understandthe tools used bymarketingmanagersin decision situations. 4. Knowmoreaboutmarketingmixforselectedmarketingservices. 5. Getinsightinservicequality. | | | |
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| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | |
| Examinethenatureofservices,anddistinguishbetweenproductsandservices | | | | |
| Identifythemajor elementsneeded toimprovethemarketingofservices | | | | |
| Develop an understanding of the roles of relationship marketing and customerservicein addingvalue to the customer'sperception ofaservice | | | | |
| Examiningthe keymarketingservicesandmarket segmentation | | | | |
| Evaluatingservicequality,measurement, causes andproblems,principles  guidingimprovingofquality | | | | |
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| **Unit:1** | **Introduction** | | |
| Services:-Meaninganddefinitionofservices–ImportanceofservicesinIndianEnvironment – Classification of services – Characteristic features of services – Growth of theservicesector–Economic policyon services – Differences betweengoodsandservices. | | | |
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| **Unit:2** | **ServiceMarketing** | | |
| ServiceMarketing:-Concept–Significance–Customer'sexpectationinServiceMarketing– Managingdemand and supplyin servicebusiness. | | | |
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| **Unit:3** | **MarketingMix** | | |
| MarketingMixforServices–Marketingmixofselectedservices:-PersonalcareMarketing – Entertainment Marketing – Education Marketing – Communication Marketing –ElectricityMarketing. | | | |
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| **Unit:4** | **KeyServices** | | |
| Key Services Marketing:- Banking services – Insurance services – Transport services –Tourismservices–Hotelservices-Consultancyservices–Hospitalservices-Marketsegmentation. | | | |
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| **Unit:5** | | **ServiceQuality** |
| Service Quality: - Introduction – Measurement of Service Quality – Scope of ServiceQuality –ToolsforachievingServiceQuality–CausesofServiceQuality–Problems–Principlesguidingimprovingof servicequality. | | |
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| **BooksforStudy** | | |
| 1 | ServicesMarketing -P.N.Reddy,H.R.Appannaiah,S.AnilKumar,Nirmala.2017 | |
| 2 | ServicesMarketing -S.M.Jha. 2010 | |
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| **BooksforReferences** | | |
| 1 | ServicesMarketing -Dr.S.Shajahan.2018 | |
| 2 | ServicesMarketing– Dr.P.Natarajan,2019 | |



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| **Coursecode** | | **MARKETINGOFFINANCIALSERVICES** | **ELECTIVE** |
| **Pre-requisite** | | **BasicknowledgeonFinancialServices** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis courseareto enablethe students to   1. Developandexpandknowledgeintheoverallmarketingenvironmentof financialservice. 2. Understandthe keyissues andfuturetrends that surround financial service marketing 3. Befamiliarwith thenatureand scopeof varioustypesof financialservices. 4. Knowaboutvariousservices relatedtoinsurances anditspolicies. 5. Referringvariousreal estateindustryabout theirclassificationand itsmechanism. | | | |
| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessfulcompletion ofthe course, studentwill beable to: | | | |
| Understandhow marketingtheoryunderpins themarketingoffinancial services | | | |
| Appreciatehowrecent thinkinginmarketingandservicesmarketing appliestofinancialservices | | | |
| Identifykeyissues formarketers offinancial services | | | |
| Interpretationofvariousreformsandtypesofinsuranceservices relatedtolifeinsurance | | | |
| Discussingaboutthe conceptsbasedonrealestateindustryandtheirinvestmentpatterninmarkets,securitizationmechanism‟smeritsin India. | | | |
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| **Unit:1** | **FinancialMarketinIndia** | | |
| FinancialMarketinIndia–FinancialSectorReforms–MoneyMarket–CapitalMarket  –BondMarket–TypesofBonds. | | | |
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| **Unit:2** | **StockExchanges** | | |
| StockExchanges –ObjectivesofNSE–BombayStockExchange (BSE)–OTCEI. | | | |
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| **Unit:3** | **Plasticcards** | | |
| Plastic cards – Types of Card – Current Trends in Credit Card Industry – Benefits ofPlastic Cards – Disadvantages of Plastic Cards. Bancassurance – Benefits of Bancassurance –DistributionChannels inBancassurance– Successof Bancassurance. | | | |
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| **Unit:4** | **InsuranceServices** | | |
| InsuranceServices–InsuranceSectorReforms–TypesofInsuranceCompanies–Needof Insurance– TypesofInsurancePolicies– Role ofLifeInsurance. | | | |
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| **Unit:5** | **RealEstateIndustry** | | |
| Real Estate Industry – Concept – Classification – Benefit of Real Estate Investment –Developments in the Indian Real Estate Markets. Securitization: Mechanism of Securitization –Advantagesof Securitization– Securitization inIndia | | | |

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| **BooksforStudy** | |
| 1 | FinancialServices-NaliniPravaTripathy,2017 |
| 2 | Financial InstitutionsandMarkets -L.M.Bole2010 |
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| **BooksforReferences** | |
| 1 | FinancialMarkets&Institutions-FredericS.Mishkin2017 |
| 2 | FinancialMarkets&Institutions–GordenandNatarajan,2019 |



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| **Coursecode** | | **MARKETINGOFHEALTH SERVICES** | **ELECTIVE** | |
| **Pre-requisite** | | **Basicknowledgeonhealthservices** |
| **CourseObjectives:** | | | | |
| Themain objectives ofthis courseareto enablethe students to   1. Understandhealthcaredecisionmaking 2. Developskillsinapplyingmarketingstrategies 3. Predicttheenvironmentaltrendsandopportunitiesinthehealthsector. 4. Comparingaboutvariousonlinehealth servicesrelatedtoclinicalhealth care. 5. Assessing about various rights and legal aspects related to consumer protection and safetymeasures. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessfulcompletion ofthe course, studentwill beable to: | | | | |
| Understand and critically and effectively apply a number of tools available tomarketingmanagers in healthcaresector | | | |
| Appreciate and exercise critical judgment in implementing the marketingstrategiesin thehealth caresector | | | |
| Analysereal-lifesituationsandprovidesolutionstochallenges | | | |
| Assessingvarious onlinecritical judgmentin implementingthe marketing strategiesin thehealth caresector | | | |
| Adaptingvariouslegalsystemsrelatedtoconsumerrights&protection, promotionagenciesandfoodnutrition‟sinIndia | | | |
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| **Unit:1** | **Marketingplansforservices** | | | |
| Marketingplansforservices:process,strategyformulation,resourceallocationandmonitoring services communications- customer focused services- service quality- SERV QUALmodel. | | | | |
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| **Unit:2** | **Hospitalservices** | | | |
| Hospitalservices-SelectingHealthCareProfessionals-EmergingtrendsinMedicareMarketingMedicare– Thrust areasforMedicareservices. | | | | |
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| **Unit:3** | **MarketingMix forHospitals** | | | |
| MarketingMixforHospitals-ProductMix-PromotionMix-PriceMix-PlaceMixStrategicMarketingforHospitals. | | | | |
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| **Unit:4** | **OnlineHealthServices** | | | |
| OnlineHealthServices-OrganizationofOnlineHealthCareBusiness-On-lineMarketingand On-linefinancial&clinical transaction. | | | | |
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| **Unit:5** | | **Legalsystem** |
| Legalsystem:ConsumerRights&Protection,medicinesafetyrules-Food&NutritionSecurityinIndia -Health Promotion Agencies. | | |
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| **BooksforStudy** | | |
| 1 | MarketingHealthServices:Richard.K.Thomas | |
| 2 | ServiceMarketing:S.M.Jha, 2017 | |
| 3 | ChangingTrends inHealth &Nutrition : Sujata,K.Dass, 2016 | |
| 4 | TeachingToday‟sHealth:DavidJ.AnsPaugh&GeneEzell,2015 | |
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| **BooksforReferences** | | |
| 1 | MarketingforHealth services: Aframeworkforcommunications,evaluation &TotalQuality  Management:RodSheaff,2015 | |
| 2 | ServiceMarketing:HelenWoodruffe,2018 | |
| 3 | ServiceMarketing:P.K.Sinha&S.C.Sahoo, 2016 | |



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| **Coursecode** | | **TRAVEL AND HOSPITALITYSERVICES** | **ELECTIVE** |
| **Pre-requisite** | | **Basicknowledgeonhospitalityservices** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis courseareto enablethestudents to :   1. Understandthestructure,natureand operatingcharacteristics ofthedifferentsectors ofthehospitalityindustry: foodservice, lodgingand tourism 2. Obtainanappreciationofthevariousfunctionsofmanagementandtheirinterrelationshipswith other key concerns of managers such as marketing, finance and human resourcemanagement 3. Identify the role of managers in the hospitality industry and to highlight their principalresponsibilities. 4. Makeunderstand theclassification ofhotelsbyphysicalcharacteristics. 5. Summarize hospitality services and behavioural profile of users related to hotel marketinginindianperspective. | | | |
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| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessful completionofthecourse, student willbe ableto: | | | |
| Applyrelevant technologyfor theproduction andmanagement of traveland hospitalityexperiences. | | | |
| Plan,lead,organizeand controlresourcesforeffectiveandefficient traveland hospitalityoperations. | | | |
| Create,apply,andevaluatemarketingstrategiesfortraveland hospitalitydestinations and organizations. | | | |
| Discussingabout varioushospitalityservicesand its classificationof hotelsbypricelevel. | | | |
| Examiningthevariousbehaviouralprofile ofusers andrelatedtohotel marketinginindianperspective. | | | |
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| **Unit:1** | **Introduction** | | |
| Tourism:Concept-NatureofTourism:SignificanceofTourism–Classification–Tourism in India – Future of Tourism – Basic and Geographical Components of Tourism –Definitionsof Tourist and Foreign Tourist – Elements of Tourism. | | | |
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| **Unit:2** | **TouristDestination** | | |
| India – A Tourist Destination- Tourism Marketing: the concept – users of TourismServices – Product Planning and Development – Market Segmentation for Tourism – MarketingInformationSystem forTourism | | | |
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| **Unit:3** | **MarketingMixforTourism** | | |
| MarketingMixforTourism–theProductMix–PromotionMix–PriceMix–thePlaceMix– the people–Tourism MarketinginIndian Perspective. | | | |

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| **Unit:4** | | **HospitalityServices** | |
| HospitalityServices:Hotels–classificationofHotelsbyphysicalcharacteristics–classificationofhotels bypricelevel. | | | |
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| **Unit:5** | | **Behaviouralprofileofusers** |  |
| Behaviouralprofileofusers–MarketInformationSystemforHotels–ProductPlanningandDevelopment– MarketingMixforHotels–HotelMarketinginIndian Perspective. | | | |
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| **BooksforStudy** | | | |
| 1 | Tourismand TravelManagement – BishwanathGhosh, 2017 | | |
| 2 | InternationalTourismManagement –A.K.Bhatia,2016 | | |
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| **BooksforReferences** | | | |
| 1 | ServicesMarketing–S.M.Jha, 2014 | | |
| 2 | ServicesMarketing–Dr.P.Natarajan,2019 | | |



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| **Coursecode** | | **FINANCIAL MARKETS ANDINSTITUTIONS** | **ELECTIVE** |
| **Pre-requisite** | | **Basic knowledge on financial market andInstitutions** |
| **CourseObjectives:** | | | |
| Themain objectives of this courseareto enablethestudents to   1. Understandtheoverview of Indianfinancialsystemandsecuritiesexchangeboard ofIndia. 2. Acquireknowledgeinbanking,smallsavings,providentfunds,unittrustofIndiaandmutualfunds. 3. Beawareonthenonbankingfinancialintermediariesandnonbankstatutoryfinancialorganizations. 4. ExplaininvestmentinformationandcreditratingagencyofIndia Limited. 5. Definingbasicconceptsrelatedtofinancialinstitutions,moneymarketinstitutions,andInvestmentInformation andCredit RatingAgencyofIndia Limited. | | | |
| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessfulcompletion ofthe course, studentwill beable to: | | | |
| DescribeIndianFinancialSystemandsecuritiesexchangeboardof India. | | | | |
| ClassifySmallSavings,ProvidentFunds,UnitTrustofIndiaand MutualFunds. | | | | |
| Exploreactivitiesofnon-financialbanking | | | | |
| Assessingaboutvariousinvestmentinformationandcreditrating agency | | | | |
| Identifyingaboutvariousfinancialinstitutionsandrelatedtoits workingandfunctions | | | | |
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| **Unit:1** | **Introduction** | | |
| FinancialMarkets–AnOverview–MoneyMarket–CallMoneyMarket–Commercial  PaperMarket–CommercialBillMarket–CertificateofDeposit(CD)Market–TreasuryBillMarket– Government orGilt-edged Securities Market. | | | |
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| **Unit:2** | **CapitalMarket** | | |
| CapitalMarket–AnOverview–CapitalMarketInstruments–CapitalMarketReforms–  NewIssueMarket(NIM)–DeptMarket– Foreign ExchangeMarket–DerivativesMarket. | | | |
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| **Unit:3** | **FinancialServicesInstitutions** | | |
| FinancialServicesInstitutions–ClearingcorporationofIndiaLimited(CCIL)–CreditRatingandInformationServicesofIndiaLimited(CRISIL)–DiscountandFinanceHouseof  India Limited(DFHIL). | | | |
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| **Unit:4** | **InvestmentAgency** | | |
| InvestmentInformationandCreditRatingAgencyofIndiaLimited(ICRA)–OvertheCounterExchangeofIndia(OTCEI)–NationalSecuritiesDepositoryLimited(NSDL)–  SecuritiesTradingCorporationofIndiaLimited(STCI). | | | |

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| **Unit:5** | | **FinancialInstitutions** |
| FinancialInstitutions–MoneyMarketInstitutions–CapitalMarketInstitutions–NationalHousingBank–Functionsandworking–Export-Import(EXIM)BankofIndia–NABARD. | | |
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| **BooksforStudy** | | |
| 1 | FinancialInstitutionsandMarkets, L.M.Bhole,TataMcGraw–HillPublishingCo.,Ltd.2017 | |
| 2 | Financial InstrumentsandServices,NaliniPravaTripathy,PrenticeHallof India.2016 | |
| 3 | FinancialMarketsandInstitutions,S.Gurusamy, VijayNicole Imprints(P) Ltd.,2018 | |
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| **BooksforReferences** | | |
| 1 | FinancialServices:M.Y.Khan,TataMcGraw-HillPublishingCo.,Ltd.2016 | |
| 2 | FinancialServices: Dr.D.JosephAnbarasu &Others, Sultan Chand&Sons.2015 | |



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| **Coursecode** | | **INDIANSTOCKEXCHANGES** | **ELECTIVE** |
| **Pre-requisite** | | **BasicknowledgeonIndian stock exchange** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis coursearetoenablethe students to   1. Understandtheoverview ofIndianFinancialSystemandsecuritiesexchangeboardofIndia. 2. Acquireknowledgeinbanking,SmallSavings,ProvidentFunds,UnitTrustofIndiaandMutualFunds. 3. Beawareon different platforms fortradingof securities ofvarious companies. 4. Taught aboutE-commerceActand InternetStock Trading. 5. SummarizeaboutvariousconceptsrelatedinternetstocktradingfeaturesandSEBIfunctions. | | | |
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| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessfulcompletion ofthe course, studentwill beable to: | | | |
| DescribeIndianstockexchangesandsecuritiesexchangeboardof India. | | | |
| Classifyandregulatethetradingtransactionswithproperrulesand regulations. | | | |
| Exploreactivitiesoftheinvestorsof stockexchange | | | |
| Determiningthesecuritiescontractsregulationactandimportant provisionsrelatedtoSEBIfunctionsworkings. | | | |
| Examiningvariousbasic conceptsof internetstocktradingfeatures | | | |
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| **Unit:1** | **Introduction** | | |
| Stock Exchange-Meaning and Functions – World's Stock Exchanges – Indian StockExchanges-Origin and Growth - OrganisationStructure-Mode of Organisation-Membership-StockExchangeTraders–StockExchangeTrading-JobbersVs.Brokers-StockExchangeDealingsTradingof Securities. | | | |
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| **Unit:2** | **StockExchangeRegulatory Framework** | | |
| Stock Exchange Regulatory Framework-Under the SEBI Act, BSCC Act, Defence ofIndia Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities ContractsRules 1957 – Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian StockExchanges-Demutualization. | | | |
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| **Unit:3** | **Listing** | | |
| Listing-Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences ofNon-Listing – Delisting –Insider Trading – Speculation- Speculation Vs. Gambling-InvestorsVsSpeculators –Investor Protection. | | | |
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| **Unit:4** | **SecuritiesContracts** | | |
| TheSecuritiesContracts(Regulation)Act,1956-Importantprovisions–SEBI-Functionsandworking. | | | |

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| **Unit:5** | | **InternetStockTrading** |
| InternetStockTrading-Meaningandfeatures-CurrentScenario-RegulatingInternetStock Trading-IPOs ontheInternet-e-IPO – E-commerce Act andInternet Stock Trading –Stock IndexFutures. | | |
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| **BooksforStudy** | | |
| 1 | FinancialServicesandMarkets: Dr.S.Gurusamy, VijayNicoleImprints(P) Ltd,2017 | |
| 2 | FinancialServices:M.Y.Khan,TataMcGraw-Hill PublishingCompanyLimited.2016 | |
| 3 | FinancialServices: Dr.D.JosephAnbarasu &Others, SultanChand&Sons.2015 | |
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| **BooksforReferences** | | |
| 1 | .FinancialInstitutionsandMarkets,L.M.Bhole,TataMcGraw –HillPublishingCompany  Limited.2016 | |
| 2 | Financial InstitutionsandMarkets–GordenandNataraj,2019 | |



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| **Coursecode** | | **FUTURESANDOPTIONS** | **ELECTIVE** | |
| **Pre-requisite** | | **BasicknowledgeonDerivatemarket** |
| **CourseObjectives:** | | | | |
| Themain objectives of this courseareto enablethe students to:   1. Providedelegateswith a goodunderstandingofhowthefuturesand optionsmarketswork,togetherwith the functions of theclearinghouse. 2. Understand and valuate the basic derivatives and their applications in the financial riskmanagementand investment. 3. Learn the theoretical underpinnings and the practical applications in real world ofderivativesecurities. 4. Learnthetheoreticalunderpinningsandthepracticalapplicationsinrealworldofderivativesecurities. 5. Definingvarious types ofpayofffor buyerand identifyingcommoditymarkets | | | | |
| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessfulcompletion ofthe course, studentwill beable to: | | | | |
| Evaluatingthe conceptsandmarket mechanics ofdifferenttypesof financialderivatives | | | |
| Analyzehow financialderivatives arevalued,based ontheno-arbitrageandrisk-neutral valuationapproaches | | | |
| Evaluatetheinstrumentsthatcan beusedto implementrisk managementstrategies. | | | |
| Discoveringvarious payoff forbuyer of futures and otheroptions like hedgingandspeculation. | | | |
| Identifyingtheevolutionof commoditymarketsand exchanges in India. | | | |
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| **Unit:1** | **Introduction** | | | |
| IntroductiontoDerivatives–Definitionofderivativesproducts–participantsinderivativesmarket, economicforeverofderivatives market. | | | | |
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| **Unit:2** | **IndexDerivatives** | | | |
| IndexDerivatives–Indexnumber–economicsignificanceofindexmovements–typesof Indices –desirable attributes ofan index–Derivatives in Niftyand Sensex. | | | | |
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| **Unit:3** | **Forwardcontracts** | | | |
| Forward contracts - Limitations of forward markets – futures – Distinction betweenFuture and Forward contracts – Futures terminitory options – Options terminitory , Call optionsand Putoption. | | | | |
| **Unit:4** | **PayoffforBuyer** | | | |
| Payoffforbuyer(longfutures)offutures–payoffforseller(shortfutures)offutures   * Hedging,speculationandarbitrage–Optionspayoff–payoffprofitforbuyerofcalloptions * payoffprofit forwriterof call options. Hedgingand speculation in options. | | | | |

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| **Unit:5** | | **CommodityMarkets** |
| Evolution of Commodity Markets – Commodity markets in India – Newyork MercentileExchange- London Metal Exchange , Chicago Board of Trades –Tokyo Commodity Exchange,ChicagoMercantile Exchange. | | |
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| **BooksforStudy** | | |
| 1 | FinancialServicesandMarkets:Dr.S.Gurusamy, VijayNicoleImprints(P)Ltd,2016 | |
| 2 | FinancialServices: M.Y.Khan,TataMcGraw-HillPublishingCompanyLimited.2017 | |
| 3 | .FinancialServices :Dr.D.JosephAnbarasu& Others,Sultan Chand&Sons.2018 | |
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| **BooksforReferences** | | |
| 1 | TheFinancialandAnalysisofCapital: A.J.Merrett,AllenYkesprojects2016 | |
| 2 | FinancialManagement:P.V.Kulkarni&B.G.SathyaPrasad2019 | |
| 3 | FinancialManagement:M.Y.Khan&P.K.Jain2018 | |



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| **Coursecode** | | **FUNDAMENTAL AND TECHNICALANALYSIS** | **ELECTIVE** | |
| **Pre-requisite** | | **BasicknowledgeonDerivate market** |
| **CourseObjectives:** | | | | |
| Themain objectives of this courseareto enablethe studentsto   1. Discoveringvarious concepts based on investments andsecurityanalysis. 2. Definetechnicalanalysisandcontrastitwithfundamentalanalysis. 3. Explainthelogicbehindtechnicalanalysisandcompanyanalysis. 4. Discussthebasic tools used bytechnicalanalysts. 5. Explainingtheconceptsbasedonmovingaverages,chartsanditsrelatedfunctions. | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessfulcompletion ofthe course,studentwill beable to: | | | | |
| Examiningvariousconceptsrelatedtoinvestmentandapproaches to securityvaluation. | | | |
| Outlinethetheoreticalcontextsofthefundamentalandtechnical analysis | | | |
| Summarizeworkon thebasictools usedbytechnicalanalysts | | | |
| Determiningthevarioustheoryandtechnicalanalysisrelatedmeaning | | | |
| Evaluatesecurities bymeasuringthe intrinsicvalueof stock | | | |
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| **Unit:1** | **Introduction** | | | |
| Investment-meaning–importance–securityanalysis–riskandreturn–variousapproaches to securityvaluation. | | | | |
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| **Unit:2** | **Fundamentalsanalysis** | | | |
| Fundamentalsanalysis–meaning–Marketanalysis –IndicesofNSEandBSE | | | | |
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| **Unit:3** | **Industryanalysis** | | | |
| Industryanalysis– meaning– methods -Companyanalysis – meaning–methods. | | | | |
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| **Unit:4** | **Technicalanalysis** | | | |
| Technicalanalysis– meaning– DowTheory– Elliot WaveTheory | | | | |
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| **Unit:5** | **MovingAverages** | | | |
| MovingAverages –Charts–MACD-relativestrengths. | | | | |
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| **BooksforStudy** | |
| 1 | Investmentanalysisandportfoliomanagement:Reily. 2016 |
| 2 | Portfoliomanagement:S.K.Baura.2013 |
| 3 | Modernportfoliotheoryand investmentanalysis:Elton andGurbar.2018 |
|  | |
| **BooksforReferences** | |
| 1 | Securitiesanalysisandportfoliomanagement:FischerandJordan2018 |
| 2 | Investment:JackClarkFrancis&Richardw.Taylor.2015 |
| 3 | Investmentmanagement:V.K.Bhalla.2016 |



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| **Coursecode** | | **PRINCIPLES OF INTERNATIONALTRADE** | **ELECTIVE** |
| **Pre-requisite** | | **BasicknowledgeonInternationaltrade** |
| **CourseObjectives:** | | | |
| Themain objectives of this courseareto enablethe studentsto   1. Befamiliarwiththeprocessof internationalanddomestictradeprocedures. 2. Formabaseofpolicyframeworkin internationaltrading withspecialemphasis onIndia. 3. Appraisethem of thedocumentation procedures andits sanctityin internationalbusiness. 4. Toknowmoreaboutinternationalinvestmentsandfactorsaffectinginternational investments 5. SummarizeMultinationalCorporationandabouttheGlobalizations | | | |
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| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessfulcompletion ofthe course,student willbeable to: | | | |
| Rememberthemajormodelsofinternationaltradeandbeabletodistinguish betweenthem interms of theirassumptions andeconomicimplications | | | | |
| Applytheprincipleofcomparativeadvantageanditsformalexpressionand interpretationwithindifferenttheoreticalmodels | | | | |
| Simplifyformthetheoryofinternationaltradeaswellasinternationaltrade policyand to demonstrate the relevanceofthetheory | | | | |
| Discussingaboutvariousinternationalinvestmentsanditslimitations,factors affectedbyinvestmentIndiancompanies | | | | |
| Summarizeconceptsbasedonmultinationalcorporationandaboutthe globalizations | | | | |
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| **Unit:1** | **Introduction** | | |
| TheglobalEconomy–PerspectiveonthetheoryofInternationalTrade–Theimportance of International trade – Counter Trade – Forms of Counter Trade – Reasons forGrowthofCounterTrade– Global Trade and DevelopingCountries. | | | |
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| **Unit:2** | **InternationalcommodityAgreements** | | |
| InternationalcommodityAgreements–Quotaagreements,BufferstockAgreements–Carts–StateTrading–BilateralandMultilateralcontracts.GainsfromTrade–TermsofTrade  –Factorsinfluencingthe termsoftrade. | | | |
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| **Unit:3** | **Tariff** | | |
| Tariff – Meaning – Tariffs, Taxes and Distortions – Imports Tariffs and Export Taxes –ExportSubsidies–ArgumentsforfreeTrade–Argumentsforprotection–Demeritsofprotection– Tradebarriers. | | | |
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| **Unit:4** | **InternationalInvestments** | | |
| InternationalInvestments–TypesofForeignInvestment–significanceofForeignInvestments – Limitations and Dangerous of Foreign Capital – Factors affecting InternationalInvestment – ForeignInvestment byIndiancompanies. | | | |

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| **Unit:5** | | **MultinationalCorporation** |
| Multinational Corporation – Definition and Meaning – Importance of MNCS – benefitsofMNCs–Criticism–Globalizations–Meaning–stages–EssentialconditionsforGlobalization–ImplicationsandImportanceofGlobalization–Benefits–ObstaclestoGlobalizationin India–FactorsfavoringGlobalization. | | |
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| **BooksforStudy** | | |
| 1 | InternationalTrade – Theoryand Evidence–ByJames R.Markusen, James R.Melvin,  WilliamH.Kaempfer &KeithE.Maskus.2017 | |
| 2 | InternationalTradeand ExportManagement– FrancisCherunilam2015 | |
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| **BooksforReferences** | | |
| 1 | International Business – FrancisCherunilam2016 | |
| 2 | InternationalBusiness– P.Natarajan2019 | |



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| **Coursecode** | | **EXPORT AND IMPORTPROCEDURE** | **ELECTIVE** | |
| **Pre-requisite** | | **BasicknowledgeonEXIM** |
| **CourseObjectives:** | | | | |
| Themain objectives of this courseareto enablethe studentsto   1. Learntheexportandimporttradeprocedure 2. Knowthefunctions ofexport andimportpromotioncouncil 3. Learntheroleofexportandimport consultancylikeexciseprocedures 4. Givean understandingabout theexportand import warehousinglawsand theirregulations 5. Learnthecustompracticewhileimporting anddocumentationrelated to rulesandregulations | | | | |
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| **ExpectedCourseOutcomes:** | | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | | |
| Recalltheexportandimportlicensingprocedure | | | |
| Understandthe functionsofexportandimportpromotioncouncil | | | |
| Analysetheknowledgeabout customsprocedure | | | |
| Evaluatethe tradingprocedure | | | |
| Applythe exportandimportprocedurefor the givenproject | | | |
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| **Unit:1** | **Introduction** | | | |
| Exports–RecentmeasurestoboostCountry'sExports–Rules forsuccessfulexporting  –Preliminariesforstartingexportbusiness–Deemedexportsanditsbenefits–FinanceforExports. | | | | |
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| **Unit:2** | **Categoriesofexporters** | | | |
| Different Categories of exporters - Registration of Exports – Appointing Overseasagents – Obtaining an export license – Arranging finance for exports – Packing goods forexports– Marketinggoods forexport. | | | | |
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| **Unit:3** | **Exciseprocedure** | | | |
| Exciseprocedure–InsuringgoodsagainstMarinerisks–Preparingexportdocuments   * InstitutionalsupportforExports–Compulsoryqualitycontrolandpre-shipmentInspection * Labeling–Shippingand customsclearanceof goods. | | | | |
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| **Unit:4** | **ImportTradelawin India** | | | |
| ImportTradelawinIndia–PreliminariesforstartingImportBusiness–Registrationof Importers – arranging finance for Import – Arranging letter of Credit for Imports – BalanceofPayments–Liberalization ofImports. | | | | |
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| **Unit:5** | | **RetirementofImportDocuments** |
| RetirementofImportDocumentsandRBI‟sdirectivesformakingpaymentforImports – Customs clearance of Imported Goods and payments of customs Duty – Importsunderspecial schemes. | | |
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| **BooksforStudy** | | |
| 1 | HowtoExport andHowtoImport – Nabhipublications2017 | |
| 2 | Exportmanagement– P.K.Khurana2018 | |
| 3 | ExportManagement–T.A.S.Balagobal2019 | |
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| **BooksforReferences** | | |
| 1 | AGuideonExportPolicy,Procedure andDocumentation –M.I.Mahajan–Snowwhite  publications2015 | |



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| **Coursecode** |  | **INSTITUTIONS FACILITATINGINTERNATIONALTRADE** | **ELECTIVE** |
| **Pre-requisite** | | **Basicknowledgeoninternationaltrade** |
| **CourseObjectives:** | | | |
| Themain objectives ofthiscourseareto enablethe students to   1. Reduceglobalpovertyandimprovepeople'slivingconditionsandstandardsthroughfacilitatinginternal tradeinstitutions 2. Provideinformation aboutexport promotioninIndiaand relatedto itsagencies. 3. Supportsustainableeconomic,socialandinstitutionaldevelopmentoninternationaltrade 4. Promoteregionalcooperationandintegrationonfacilitatingtheinternationaltrade. 5. Assessingvariousinternationalmonetaryfundandinternationaldevelopmentfundanditsfeatures. | | | |
| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessful completionofthecourse,student willbe ableto: | | | |
| Demonstratetheroleandsignificanceof foreigntradeanditsmarkets withitsimpactonvarioussectorsintheeconomy. | | | | |
| Understandthe conditionsoffinancialmarketsanditsimpact in facilitatingtheinternationaltrade | | | | |
| Identifying the awareness on the changes in the composition as well asdirection of foreign trade after international trade and know the causesandeffects ofdeficits inthebalanceofpayments infacilitating institutions. | | | | |
| Examineinternational monetaryfundandconcepts itsprinciples | | | | |
| Identifyingvariousconceptsbasedoninternationaldevelopment associationandfeatures | | | | |
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| **Unit:1** | **ExportpromotioninIndia** | | |
| Export promotion in India-Department of Commerce- Functional divisions- AdvisorybodiesCommodityorganizations-Exportpromotioncouncils(EPCs)-CommodityBoards-Autonomous bodies- Service Institutions and organizations-Government trading organizations-Statetradingcorporations-MajorSTC‟sinIndia-Stateexport–Promotionagencies-Impedimentsin export promotion. | | | |
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| **Unit:2** | **Roleof RBI inexport finance** | | |
| Role of RBI in export finance –Role of commercial banks-Small Industrial DevelopmentBankofIndia(SIDBI)-Objectives-Schemes-ExportandImportbankofIndia(EXIM)-Objectives-Functions-ExportCreditGuaranteeCorporationofIndia(ECGC)–Functions–Specialfunctions of ECGC. | | | |
| **Unit:3** | **WTO** | | |
| WorldTradeOrganization–GATT–Objectives-EvolutionofWTO-Functions-PrinciplesofWTO-Organizationstructure-WTOagreements-GATS-TRIMS-TRIPS-ObjectivesofIPRSbenefits-Limitations-Procedureofdisputesettlement–WTOandantidumpingmeasuresEvaluation ofWTO-drawbacks/Criticisms. | | | |

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| **Unit:4** | | **IMF** |
| InternationalMonetaryFund(IMF)-Objectives-Organizationandmanagement-Resources Financing facilities- Conditions on borrowers- Special drawing rights-World Bank-PurposeOrganization structure-Guidingprinciple-Leadingprograms. | | |
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| **Unit:5** | | **IDA** |
| InternationalDevelopmentAssociation(IDA)-Objectives-Memberships–LoanassistanceInternationalFinancialCorporation(IFC)-Objectives-Mainfeatures-AsianDevelopmentBank(ADB)-Objectives-UNCTAD-Functions-Basicprinciples-Internationaltradecentre. | | |
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| **BooksforStudy** | | |
| 1 | International Business (Text&cases):Francischerunilam.2016 | |
| 2 | InternationalMarketing:RakeshMohanJoshi.2015 | |
| 3 | InternationalBusiness(Text&cases):P.SudhaRao2016 | |
|  | | |
| **BooksforReferences** | | |
| 1 | International BusinessEnvironment:Francischerunilam.2016 | |
| 2 | ExportMarketing:AchayaandJain.2013 | |
| 3 | ExportMarketing:B.S.Rathir&J.S.Rathir 2018 | |



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| **Coursecode** | | **INDIA’SINTERNATIONALTRADE** | **ELECTIVE** |
| **Pre-requisite** | | **Basicknowledgeonexport market** |
| **CourseObjectives:** | | | |
| Themain objectives ofthis coursearetoenablethe students to   1. Understandtheinternationaltradeenvironment,strategiesandmanagement. 2. Applyconcepts, principles andtheories to international tradesituations. 3. Beawareonthe differentthinkingandviewpointsofdiversecultures. 4. Knowingmoreaboutimport andexportlaws relatedtoregulations. 5. Providing information about the global trades towards developing countries facingproblems | | | |
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| **ExpectedCourseOutcomes:** | | | |
| Onthesuccessful completionof thecourse,student willbe ableto: | | | |
| Identifythebasicdifferencebetweeninter-regionaland international trade | | | |
| Applythe legalframework inthe reallifebusinesses relatedto foreign traderegulationsinIndia. | | | |
| EvaluateIndia'sinternationaltradeperformanceaboutitsobjectives andprinciples. | | | |
| Identifyingvariousconcepts relatedto importsrelatedto lawof protectiontheirrights | | | |
| Discoveringmore aboutglobal tradesanddevelopingcountriesand majorproblems faced bysectors. | | | |
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| **Unit:1** | **DevelopmentofForeignTradePolicy** | | |
| Development of Foreign Trade Policy- Indians Foreign Trade since 1951- EXIM policy1992-1997- Objectives –Features; 1997-2002 policy- Salient features; EXIM policy 2002-2007 -Features;Foreign TradePolicy2004-2009 -Salient features. | | | |
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| **Unit:2** | **Legalframeworkof India'sforeigntrade** | | |
| Legal frame work of India's foreign trade –Foreign trade (Development and regulation)Act, 1992 – Foreign Trade Regulation Rules, 1993- Foreign Trade (Exemption from applicationofrules in certaincases)Order 1993–Exchangecontrol regulation inIndia. | | | |
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| **Unit:3** | **India'sexporttrade** | | |
| India'sexporttrade–Historicalprospective-Trends–Compositionofexporttrade–Directionofexportsofprincipalproducts–Exportofservices–Exportpromotion–Objectives  –Promotionmeasures–EOUs,EPZs andSEZs. | | | |
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| **Unit:4** | **Imports** | | |
| Imports-Technologyimportcontract-Technologypolicyandenvironment–selectionandtransferissues–Lawofprotection ofintellectual Propertyrights,Patentsand Trademarks | | | |

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| **Unit:5** | | **Globaltradeanddevelopingcountries** |
| Global trade and developing countries – Highlights of Indian's trade performances -Determinants of Export and Import – Major problems of India's export sector – Impact of recentchangesin foreign tradepolicy. | | |
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| **BooksforStudy** | | |
| 1 | InternationalTradeand ExportManagement-Francischerunilam.2015 | |
| 2 | ExportManagement-T.A.SBalagopal3. InternationalTrade-M.L.Varma2016 | |
|  | | |
| **BooksforReferences** | | |
| 1 | GlobalMarketingManagement :Keegan 2018 | |



Annexure

# ELIGIBILITYFORADMISSIONTOTHECOURSE

“AGraduateinCommerce,B.Com.(ComputerApplications),B.Com.(InformationTechnology),B.Com.(ProfessionalAccounting),B.Com.(Finance),B.Com.(BankingandInsurance), B.Com. (International Business), B.Com. (Accounting & Taxation), B.Com. (Cost &Management Accounting), B.Com. (E-Com), B.Com. (Financial System), B.Com. (Foreign Trade),BBA, BBM, BBA. (CA), BBM. (CA), B.Com. (Corporate Secretaryship with CA), BCS, BCS. (CA),B.Com.Co-operation”

# DURATIONOFTHECOURSE

ThecourseshallextendoveraperiodoftwoyearscomprisingfourSemesters,withtwoSemestersperyear.

# COURSEOFSTUDY ANDSCHEMEOFEXAMINATION

The course of study and scheme of examination for the M.Com (ComputerApplications)courseshall consist of the following: