



**DHANALAKSHMI SRINIVASAN  
COLLEGE OF ARTS & SCIENCE FOR WOMEN  
(Autonomous)**



(Affiliated to Bharathidasan University,  
Re-Accredited with “A” Grade by NAAC)

Perambalur

**DEPARTMENT OF COMMERCE**


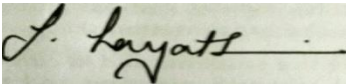
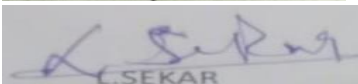

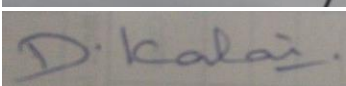
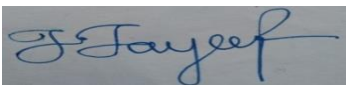

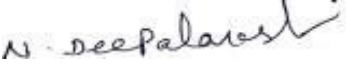
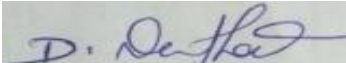
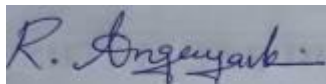
**MASTER OF COMMERCE (COMPUTER APPLICATION) Programme –**

**Course Structure Under CBCS**

(Applicable to the candidate admitted from the academic year 2020-2021 onwards)

YEAR / SEME STER	COURSE	COURSE TITLE	COURSE CODE	INSTRUCTION PERIODS PER WEEK	CREDIT	EXAM HOURS	MARKS		TOTAL
							IN T	EX T	
I Year & I Sem	Core Course – I	Managerial Economics	20PCOA1C1	6	5	3	25	75	100
	Core Course – II	RDBMS	20PCOA1C2	6	5	3	25	75	100
	Core Course –III	Management Information System	20PCOA1C3	6	5	3	25	75	100
	Elective Course – I	A.Entrepreneurial Development	20PCOA1E1A	6	4	3	25	75	100
		B.Service Marketing	20PCOA1E1B						
	Application Oriented Course - I	Accounting Package with Practical	20PCOA1A1T 20PCOA1A1P	6	2+1	2+2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>22</b>				<b>500</b>
I Year & II Sem	Core Course – IV	Research Methodology	20PCOA2C4	6	5	3	25	75	100
	Core Course – V	Quantitative Techniques for Business Decisions	20PCOA2C5	6	5	3	25	75	100
	Core Course – VI	E- Commerce	20PCOA2C6	6	5	3	25	75	100
	Elective Course – II	A.Human Resource	20PCOA2E2A	6	4	3	25	75	100
		B.Tourism Development	20PCOA2E2B						
	Application Oriented Course - II	Internet (with Practical)	20PCOA2A2T 20PCOA2A2P	6	2+1	2+2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>22</b>				<b>500</b>
II Year & III Sem	Core Course – VII	Advanced Corporate Accounting	20PCOA3C7	6	5	3	25	75	100
	Core Course – VIII	Page Maker (With Practical)	20PCOA3C8T 20PCOA3C8P	6	3+2	2+2	25	75	100

	Core Course – IX	Goods and service tax	20PCOA3C9	6	4	3	25	75	100
	Core Course – X	Scripting Languages (with practical)	20PCOA3C10T 20PCOA3C10P	6	2+2	2+2	25	75	100
	Elective Course – III	A. Insurance Management	20PCOA3E3A	6	4	3	25	75	100
B. Retail Management		20PCOA3E3B							
				30	22				500
II Year & IV Sem	Core Course – XI	Industrial Relations	20PCOA4C11	6	5	3	25	75	100
	Core Course – XII	Cost & Management Accounting	20PCOA4C12	6	5	3	25	75	100
	Core Course-XIII	Programming in C++ (with practical)	20PCOA4C13T 20PCOA4C13P	6	3+2	2+2	25	75	100
	Elective Course – IV	A. Customer Relationship	20PCOA4E4A	6	4	3	25	75	100
		B. Sales Management	20PCOA4E4B						
	Project	Project Work Dissertation (80 marks)Viva voce (20	20PCOA4PW	6	5				100
TOTAL				30	24				500
GRAND TOTAL				120	90				2000

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## **M.COM CA - PROGRAMME OUTCOME**

The Course aim at equipping the students with major management functions, requisite knowledge, competency skill enhancement and domain expertise that offers great carrier opportunity in the competitive global environment

Studying this course the students will be able to .....

**PO1** -To teach the recent developments in the various areas of Commerce.

**PO2** -To orient the students in the applied aspects of different advanced business practices.

**PO3**-To provide the avenues of studies in parallel professional Courses.

**PO4**-To equip the important positions in business, industries and related organizations.

**PO5**-To apply the knowledge gained for the development of society in general.

**CORE COURSE - I**  
**MANAGERIAL ECONOMICS**

**Semester: I**

**Max. Marks: 75**

**Course Code: 20PCOA1C1**

**Credit: 5**

**Total Periods : 90**

**Instruction Periods:6**

**Objective :**

The course will sharpen their analytical skills through integrating their knowledge of the economic theory with decision making techniques.

**UNIT –I**

**(18 Periods )**

Nature and Scope of Managerial Economics – Role and Responsibilities of Managerial Economist, Economic Theory and Managerial Economics

**UNIT –II**

**(18 Periods )**

Demand Analysis and Forecasting. Demand Determinants –Demand distinctions –Demand Forecasting

**UNIT –III**

**(18 Periods )**

Cost and Production analysis: Cost Concepts – Cost and Output relationship -Production Function Cost Function – Short run and Long run Cost – Returns to the Scale of the Plant.

**UNIT –IV**

**(18 Periods )**

Price and Output decisions under different market condition: Perfect and Imperfect Competition Pricing Methods - Profit Planning and Policies, Rent.

**UNIT – V**

**(18 Periods )**

National Income – Concepts – Methods of calculating National Income - Theory of Income distribution. Business Cycle, Types – Phase – Controlling business cycles.

**TEXT BOOKS (LATEST REVISED EDITION ONLY)**

1. Varshney and Maheswari - Managerial Economics - Sultan Chand and Sons, New Delhi.
2. Gupta G.S. – Managerial Economics – Tata McGraw Hill, New Delhi.

**REFERENCE BOOKS (LATEST REVISED EDITION ONLY)**

1. Joel Dean, Managerial Economics – Prentice Hall, New York.
2. Mehta P.L. – Managerial Economics – Sultan Chand and Sons, New Delhi.
3. Mithani D.M. – Managerial Economics – Himalaya Publishing House, Mumbai.
4. Dwivedi D.N. - Managerial Economics - Vikas Publishing House P. Ltd, New Delhi.
5. Cauvery, SudhaNayak and Others - Managerial Economics - S. Chand & Sons, New Delhi.

<b>COURSE OUTCOMES</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	To understand the concepts of cost, nature of production and its relationship to Business operations.	<b>K3</b>
<b>CO2</b>	To apply marginal analysis to the “firm” under different market conditions.	<b>K4</b>
<b>CO3</b>	To analyze the causes and consequences of different market conditions.	<b>K5</b>
<b>CO4</b>	To integrate the concept of price and output decisions of firms under various market structure.	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	M	S
<b>CO2</b>	S	S	L	M	M
<b>CO3</b>	S	S	M	S	M
<b>CO4</b>	S	M	M	M	L

**S – Strong; M – Medium; L – Low**

## **CORE COURSE – II**

### **RDBMS**

**Semester: I**

**Course Code: 20PCOA2C2**

**Total Hours :90**

**Max. Marks:75**

**Credit:5**

**Instruction Periods:6**

#### **Objective:**

To understand the theory and to gain practical knowledge about Oracle and RDBMS

#### **UNIT –I**

**(18 periods)**

Database concepts: A Relational Approach – Database management Systems(DBMS) – RDBMS – Integrity rules – Theoretical Relational Languages – Database Design: Data Modeling and Normalization

#### **UNIT –II**

**(18 periods)**

Oracle 8: An overview- Personal Databases – Client/server Databases- Table creation & modification: Data types – Constraints – Creating an Oracle Table – Working with Tables Data Management and Retrieval.

#### **UNIT – III**

**(18 periods)**

Multiple Tables: Join – Set operators – Sub-Query – Advanced Features : Objects Transactions and Control – Views- Sequences – Synonyms – Index –controlling Access – Object privileges.

#### **UNIT – IV**

**(18 periods)**

PL/SQL : Programming Language Basic – History of PL/SQL – Fundamentals – Data Types– Variable Declaration – SQL and Control Structures.

#### **UNIT – V**

**(18 periods)**

Cursors and Exceptions – Procedures, Functions and Packages.

#### **TEXT BOOKS :(LATEST REVISED EDITION ONLY)**

- 1.Nilesh Shah, “Database Systems Using Oracle” , Prentice – Hall of India private Ltd.
- 2.Raghu Ramakrishnan & Johannes Gehrke, “Database management Systems” , McGraw – Hill – Editions.

#### **REFERENCE BOOKS :(LATEST REVISED EDITION ONLY)**

- 1.Abraham silberschatz Henry F.KorthS.Sudarshan, “Database system concepts”. McGraw – Hill – Editions.

<b>COURSE OUTCOMES</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Identify the basic concepts and various data model used in database design ER modelling concepts and architecture use and design queries using SQL.	<b>K3</b>
<b>CO2</b>	Recognize and identify the use of normalization and functional dependency, indexing and hashing technique used in database design.	<b>K4</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	M	S
<b>CO2</b>	S	S	L	M	M

**S – Strong; M – Medium; L – Low**

## **CORE COUSE III**

### **MANAGEMENT INFORMATION SYSTEM**

**Semester: I**

**Max. Marks: 75**

**Course Code: 20PCOA1C3**

**Credit:5**

**Total Periods : 90**

**Instruction Periods:6**

**Objective:**

To enable the students to trace the growing importance of information system.

#### **UNIT – I**

**(18 Periods)**

Information System – Establishing the Framework - Business Model – Information System Architecture – Evolution of information systems.

#### **UNIT – II**

**(18 Periods)**

Modern Information System – System Development Life Cycle – Structured Methodologies – Designing Computer Based Method - Procedures Control and Designing Structured Programs.

#### **UNIT – III**

**(18 Periods)**

Functional areas - Finance, Marketing, Production, Personnel – Levels, Concepts of DSS, EIS, ES – Comparison - Concepts and Knowledge Representation – Managing International Information System.

#### **UNIT – IV**

**(18 Periods)**

Testing Security – Coding Techniques – Detection of Error – Validation – Cost Benefit Analysis – Assessing the Value and Risk of Information Systems.

#### **UNIT – V**

**(18 Periods)**

Software Engineering Qualities – Design, Production, Service, Software Specification, Software Metrics, Software Quality Assurance – Systems Methodology - Objectives – Time And Logic, Knowledge and Human Dimension – Software Life Cycle Models – Verification And Validation.

#### **TEXT BOOKS :(LATEST REVISED EDITION ONLY)**

1.Management Information Systems, Management Perspectives, Goyal, Second Edition, Macmillan, New York.

2.Management Information Systems, Dr. S.P. Rajagopalan, Margham Publications, Chennai.

#### **REFERENCE BOOKS :(LATEST REVISED EDITION ONLY)**

1..Gordon B.Davis, Management Information System: Conceptual Foundations,



<b>COURSE OUTCOMES</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Relate the basic concepts and technologies used in the field of management information systems;	<b>K3</b>
<b>CO2</b>	Compare the processes of developing and implementing information systems.	<b>K4</b>
<b>CO3</b>	Outline the role of the ethical, social, and security issues of information systems McGraw Hill, U.S.A.	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	M	S
<b>CO2</b>	S	S	L	M	M
<b>CO3</b>	S	S	M	S	S

**S – Strong; M – Medium; L – Low**

**ELECTIVE I – A**  
**ENTREPRENEURIAL DEVELOPMENT**

**Semester: I**

**Max. Marks:75**

**Course Code: 20PCOA1E1A**

**Credit:4**

**Total Periods :90**

**Instruction Periods:6**

**Objective:** To gain knowledge about Entrepreneurship and Government Schemes.

**UNIT – I**

**(18 Periods )**

Introduction to Entrepreneurship: Definition – Concept – Theories of Entrepreneurship – Classification and Types of Entrepreneurs – Entrepreneurial Traits – Entrepreneurial Motivation.

**UNIT – II**

**(18 Periods )**

Preparation: Project Identification – Project Design – Appraisal – Network Analysis – PERT and CPM – Selection – Location – Implementation.

**UNIT – III**

**(18 Periods )**

Procedure – Sources of Finance – Project Finance – Institutional Finance – SIDBI – TIIC – Government Procedures – Directorate of Industries and Commerce – Export Import Procedure – Pollution Control Board – ISO – BIS.

**UNIT – IV**

**(18 Periods )**

Marketing: Brand Development – Strategic Marketing – CRM – Institutional Support – ECGC – Sustaining the Project – Crisis Management – Time Management.

**UNIT –V**

**(18 Periods )**

Problems of Entrepreneurship: Problems of Entrepreneurship – Globalization and Challenges before the Indian Entrepreneurs – Steps to face global Challenges.

**TEXT BOOKS**

1. Vasant Desai, Dynamics of Entrepreneurial Development and Management, Himalaya Publishing House, 2001
2. Gupta.C.B & Srinivasan.N .P, Entrepreneurial Development, Sultan Chand, 1999
3. Peter F. Drucker, Innovation & Entrepreneurship – Affiliated East West Practice and Principles, Press Ltd. Publication of SISI, Govt. of India

**REFERENCE BOOKS**

1. Vasant Desai, Small Scale Industries and Entrepreneurship, Himalaya Publishing House, 2001
2. Ghallan R.G & Sandra L. Mchee, Practical Profit Management, Pearson Education Asia, India, 2001
3. Kharta S.S, Entrepreneurial Development, Sultan Chand & Company, New Delhi, 2000

4. Dr.Balu, Entrepreneurship & Management of Small Business, Sri Venkateswar Publications, Chennai, 2001

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Have the ability to discern distinct entrepreneurial traits	<b>K3</b>
<b>CO2</b>	Know the parameters to assess opportunities and constraints for new business ideas	<b>K4</b>
<b>CO3</b>	Understand the systematic process to select and screen a business idea	<b>K4</b>
<b>CO4</b>	Design strategies for successful implementation of ideas	<b>K5</b>
<b>CO5</b>	Write a business plan	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	S	S
<b>CO2</b>	S	S	M	S	M
<b>CO3</b>	M	S	S	M	L
<b>CO4</b>	S	M	M	M	S
<b>CO5</b>	S	S	S	L	S

**S – Strong; M – Medium; L – Low**

**ELECTIVE – I- B**  
**SERVICES MARKETING**

**Semester: I**

**Max. Marks:75**

**Course Code: 20PCOA1E1B**

**Credit:4**

**Total Periods : 90**

**Instruction Periods:6**

**Objective:**

To enable the students to know the principles and practices of marketing of Services

**UNIT – I**

**(18 Periods )**

Meaning and definition of Services – Reasons for growth in service sector – types of services – Difference between service and goods – characteristics of services – services Marketing and goods marketing.

**UNIT –II**

**(18 Periods )**

Services marketing mix – Product, Pricing, Promotion, Place, People, Physical evidence and Process.

**UNIT – III**

**(18 Periods )**

Managing demand and supply – Forecasting demand – understanding demand patterns - Capacity constraints, capacity planning both short term & long term – Strategies for managing capacity and demand.

**UNIT – IV**

**(18 Periods )**

Service quality – Dimensions – Measurement – Expected and Perceived service quality- GAP analysis. Service Marketing application – Bank, Tourism , Hospital and Airline

**UNIT – V**

**(18 Periods )**

CRM – Introduction to CRM –Evolution, key principles, benefits –CRM cycle – Electronic point of sale – Customer service help desk – call center – System integration.

**TEXT AND REFERENCE BOOKS:**

1. S.M.Jha, Services Marketing, Himalaya Publishing House, Mumbai.
2. M.Y.Khan, Services Marketing, Tata McGraw Hill, New Delhi.
3. C.B.Memoria & R.K.Suri,Marketing Management, Kitab Mahal,

**REFERENCE BOOKS**

1. Kotler -Marketing Management , Sultan Chand & Sons, New Delhi.
2. Cowell.- Marketing of Services, Heinemann Publishers, London.
3. Services Marketing - Vasanti venugopal & V.N. Raghu.
4. Services Marketing - Dr.P.N.Reddy & H.R. Appanaiah.
5. Services Marketing and Management - Dr.Balaji.

6. Customer Relationship Management - K. Balasubramaniam.

7. Customer Relationship Management - Peer Mohamed.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities;	<b>K3</b>
<b>CO2</b>	Demonstrate a knowledge of the extended marketing mix for services;	<b>K4</b>
<b>CO3</b>	Develop and justify marketing planning and control systems appropriate to service-based activities;	<b>K5</b>
<b>CO4</b>	Prepare, communicate and justify marketing mixes and information systems for service-based organizations;	<b>K6</b>
<b>CO5</b>	Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	S	S
<b>CO2</b>	S	S	M	L	M
<b>CO3</b>	S	S	S	S	S
<b>CO4</b>	S	M	M	S	L
<b>CO5</b>	S	S	M	M	S

**S – Strong; M – Medium; L – Low**

# **APPLICATION ORIENTED COURSE – I**

## **ACCOUNTING PACKAGE**

**Semester: I**

**Max. Marks: 75**

**Course Code: 20PCOA1A1 & 18PCOA1A1P**

**Credit:3**

**Total Periods : 90**

**Instruction periods:6**

### **Objective:**

To enable the students to know the application of Tally in business and to enable the students to know the practical application of Tally in business.

### **UNIT – I**

**(18 Periods )**

Manual accounting: Introduction to Financial Accounting – Meaning – Accounting Concepts and Conventions – Single Entry System – Double Entry System – Manual Book Keeping Vs Computerized Accounting.

### **UNIT – II**

**(18 Periods )**

Computerized Accounting: Ledgers – Vouchers – Sales Voucher – Payment Vouchers – Receipt Voucher – Journal Voucher – Contra Voucher.

### **UNIT – III**

**(18 Periods )**

Account Books: Cash / Bank Book – Sales Register – Purchase Register – Statement of Accounts – Bank Reconciliation Statement.

### **UNIT – IV**

**(18 Periods )**

Inventory Maintenance – Receipt note – Rejection in – Rejection out – Stock Journal – Physical Stock – Purchase Order – Sales Order – Invoice.

### **UNIT – V**

**(18 Periods )**

Final Accounts: Trial balance – Profit and Loss A/c – Balance Sheet and Taxation.

## **ACCOUNTING PACKAGE PRACTICAL**

1. Creation of a new company
2. Groups Creation – Multiple Groups and Single Groups -
3. Creation of ledgers – Multiple Ledgers and Single Ledgers.
4. Vouchers creations – Voucher entry – Payment vouchers – Receipt vouchers – Sales vouchers – Purchase vouchers – Journal voucher and Contra vouchers.
5. Statutory and Taxation - Value Added Tax (VAT), Tax Deducted at Source (TDS), Tax Collected at Source (TCS), Service Tax, and Goods and Service Tax(GST)
6. Reports - Trial Balance, Day Book, Accounts Book, Statement of Accounts, Inventory Books, Statement of Inventory, Statutory Info, Statutory Reports.

**Theory: 60 Marks, External: 45; Internal: 15**

**Practical:40 Marks, External: 30; Internal:10**

**TEXT BOOKS:**

1. Dr.S.V.Srinivasa Vallabhan - Computer Applications in Business, Sultan Chand, New Delhi.

2. Nellai Kannan.C, Tally 9

**REFERENCE BOOKS:**

1. Nadhani.A.K & Nadhani.K.K, Implementing Tally.

2. Namarata Agrawal, Financial Accounting on Computers using Tally

3. R.L. Gupta & Radhaswamy, Financial Accounting, Sultan Chand

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Processing a variety of accounting transactions;	<b>K3</b>
<b>CO2</b>	converting a manual accounting system to a computer based system;	<b>K4</b>
<b>CO3</b>	prepare Financial Statements on the completion of the accounting cycle in a timely fashion	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	S	L
<b>CO2</b>	S	S	M	S	M
<b>CO3</b>	S	M	S	L	S

**S – Strong; M – Medium; L – Low**

## **CORE COURSE-IV**

### **RESEARCH METHODOLOGY**

**Semester: II**

**Course Code: 20PCOA2C4**

**Total Periods : 90**

**Objective:**

To make the students to understand the research methods in financial management.

**Max. Marks:75**

**Credit:5**

**Instruction Periods:6**

**UNIT-I**

**(18 Periods )**

Research in business- definition, meaning & nature- scope and objective of research- methods and techniques of research. Research Process, Identification and Formulation of a Research Problem.

**UNIT-II**

**(18 Periods )**

Research design – Types –Exploratory, Descriptive, Hypothesis testing, Research Methods, Sample and Sampling Design.

**UNIT-III**

**(18 Periods )**

Sources of data - primary & secondary- methods of primary data collection - observation- interview questionnaire & schedule - attitude measurements & scales

**UNIT-IV**

**(18 Periods )**

Data processing and analysis- editing, coding, classification- tabulation- interpretation of data - methods- testing of hypothesis- type I and type II errors.

**UNIT-V**

**(18 Periods )**

Report writing and presentation steps in report writing- substance of report- format of reports importance of foot note and bibliography.

**TEXT BOOKS:**

- 1.C.R. Kothari, Research Methodology- methods & techniques.
- 2.P.Saravanel, Research methodology

**REFERENCE BOOKS:**

- 1.V.P. Michael, Research methodology in management, Himalaya Publishing House
2. O.R. Krishnaswami : Methodology of Research in Social Science
3. D.Amarchend : Research Methods in Commerce.
4. R. Prabhu & T Raju – Research Methods in Management – Vijay Nicole Imprints Pvt. Ltd., Chennai



<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling	<b>K3</b>
<b>CO2</b>	Have basic knowledge on qualitative research techniques	<b>K4</b>
<b>CO3</b>	Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis	<b>K4</b>
<b>CO4</b>	Have basic awareness of data analysis-and hypothesis testing procedures	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	L
<b>CO2</b>	M	S	M	S	M
<b>CO3</b>	S	M	S	L	S
<b>CO4</b>	S	M	M	M	M

**S – Strong; M – Medium; L – Low**

**CORE COURSE -V**  
**QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS**

**Semester : II**

**Course Code :20PCOA2C5**

**Total Periods : 90**

**Max. Marks : 75**

**Credit : 05**

**Exam Hours : 03**

**Objective:**To acquaint the students with the Statistical tools and techniques for managerial decisions

**UNIT I**

**(18 Periods )**

Probability - Theorems of probability – Conditional Probability – Bayes Theorem – Random variable – Probability Mass function – Probability Density function – Continuous distribution function.

**UNIT II**

**(18 Periods )**

Correlation – Karl person coefficient – Limit of correlation coefficient – Rank Correlation – Repeated Rank Correlation – Regression – Line Regression – Angle between two lines of regression – Regression coefficient

**UNIT III**

**(18 Periods )**

Significance Tests in Small Samples ( t - test) – Testing the significance of the mean of a random sample – Testing difference between means of two samples (Independent and Dependent Samples) – Chi-square test- Analysis of Variance (One way and two way classification).

**UNIT IV**

**(18 Periods )**

Linear Programming – Formulation of Problem - Graphical Method – Simplex Method

**UNIT V**

**(18 Periods )**

Transportation Problem – Initial Basic Feasible Solution - North West Corner Method – Least Cost Method – Vogel's Approximation Method - Assignment Problems

**TEXT BOOKS**

1. A. Singaravelu, Dr. S. Sivasubramaniyan & R. Ramaa Probability and Statistics revised edition 2007
2. P. Panneerselvam, Operations Research Second Edition 2006  
UNIT I - Chapter 1 of [1]UNIT II - Chapter 3 of [1]UNIT III - Chapter 4, 5 of [1]UNIT IV - Chapter 2 of [2]UNIT V - Chapter 3 &4 of [2]

## BOOKS FOR REFERENCE

1. "Fundamentals of Mathematical Statistics", Gupta,S.C. and V.K.Kapoor, Sultan Chand & Sons, New Delhi, 8th Edition., 1983.
2. "Fundamentals of Applied Statistics", Gupta.S.C. and V.K.Kapoor, Sultan Chand & Sons, New Delhi, 2nd Edition., 1978

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Understand statistical inference in relation to international business decision-making	<b>K3</b>
<b>CO2</b>	Analyze output from both specialist and general office software	<b>K4</b>
<b>CO3</b>	Produce quantitative analysis using specialist software	<b>K4</b>
<b>CO4</b>	Convey the results of quantitative analysis	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	S	S
<b>CO2</b>	S	S	M	S	M
<b>CO3</b>	M	L	S	M	S
<b>CO4</b>	S	M	S	L	M

**S – Strong; M – Medium; L – Low**

## **CORE COURSE – VI**

### **E-COMMERCE**

**Semester: II**

**Max. Marks:75**

**Course Code: 20PCOA2C6**

**Credit:5**

**Total Periods :90**

**Instruction Periods:6**

**Objective:** To make the students understand the elements and uses of E Commerce.

#### **UNIT I**

**(18 Periods)**

Introduction to E-Commerce – Electronic Commerce Frame Work – Electronic Commerce and Media Convergence –Anatomy of E-Commerce Applications – Components of the I-way – Network Access Equipment – Global Information Distribution Networks – Internet Terminology – NSFNET : Architecture and Components - National Research and Educational Network.

#### **UNIT II**

**(18 Periods)**

Electronic Commerce and World Wide Web: Architectural Frame work for E-Commerce –WWW Architecture – Hypertext Publishing – Consumer Oriented Applications – Mercantile Process Models – Consumer’s Perspective – Merchant’s Perspective – Electronic Payment Systems (EPS) – Types - Designing EPS - Smart Cards and EPS – Credit Cards and EPS.

#### **UNIT III**

**(18 Periods)**

Electronic Data Interchange (EDI) : Applications – Security and Privacy Issues – Software Implementations – Value Added Networks – Internal Information System Work-flow Automation and Coordination – Customization – Supply Chain Management.

#### **UNIT IV**

**(18 Periods)**

Marketing on the Internet: Advertising on the Internet – Charting the On-Line Marketing Process – E-Commerce Catalogues or Directories – Information Filtering – Consumer-Data Interface: Emerging Tools.

#### **UNIT V**

**(18 Periods)**

Multimedia and Digital Video: Concepts – Digital Video and E-Commerce – Video Conferencing – Frame Relay – Cell Relay – Mobile Computing Frame Work – Wireless Delivery Technology – Cellular Data Communication Protocols – Mobile Computing Applications.

#### **TEXT BOOKS :(LATEST REVISED EDITION ONLY)**

- 1.Frontiers of Electronic Commerce - Ravi Kalakota, Andrew Winston, Himalaya Publishing House, Mumbai.
- 2.E-Commerce- A Managerial perspective - P.T.Joseph, Prentice-Hall of India Pvt. Ltd.

New Delhi.

**REFERENCE BOOKS :(LATEST REVISED EDITION ONLY)**

1. Designing Systems for Internet Commerce- G.WinfieldTreese& Lawrence C.Stewart,Addison-Wesley Publisher, New York. Tata Megraw-Hill, New Delhi

2.E Business Road Map for Success - Dr.RaviKalakota, Marcia Robinson,Addison-Wesley

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Analyze the impact of E-commerce on business models and strategy.	<b>K3</b>
<b>CO2</b>	Describe the major types of E-commerce.	<b>K4</b>
<b>CO3</b>	Explain the process that should be followed in building an E-commerce presence.	<b>K4</b>
<b>CO4</b>	Identify the key security threats in the E-commerce environment.	<b>K5</b>
<b>CO5</b>	Describe how procurement and supply chains relate to B2B E-commerce.	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	S	S
<b>CO2</b>	S	S	S	S	L
<b>CO3</b>	S	S	S	M	S
<b>CO4</b>	S	M	S	L	M
<b>CO5</b>	S	M	S	L	M

**S – Strong; M – Medium; L – Low**

**ELECTIVE- II -A**  
**HUMAN RESOURCE MANAGEMENT**

**Semester: II**

**Max. Marks: 75**

**Course Code: 20PCOA2E2A**

**Credit:4**

**Total Periods : 90**

**Instruction Periods:6**

**Objective:**

To enable the students to understand the important concepts of personnel management and to develop the students to be aware of the human resource.

**UNIT – I**

**(18 Periods )**

Evolution, Role and Status of Human Resource Management in India - Structure and functions of HRM - Systems view of HRM. - Managing Global Human Resource Management - HR Practices and International Business

**UNIT – II**

**(18 Periods )**

Strategic Human Resources Management - Role of HRM in Corporate Strategic Management - Environmental Influence on HRM - Man Power Planning - Concept, Organisation and Practices, Manpower Planning Techniques - Short Term and Long Term Planning.

**UNIT – III**

**(18 Periods )**

Recruitment and Selection Skill - Job Analysis - Description - Job Specification - Selection Process - Tests and Interviews - Placement and Induction. Career Planning and Development - Career Counselling, Promotion and Transfers

**UNIT – IV**

**(18 Periods )**

Training and Development - Need and Importance - Assessment of Training Needs - Training and Development and Various Categories of Personnel - Retirement and Other Separation Processes. Performance Appraisal - Purpose - Factors Affecting Performance Appraisal - Counselling.

**UNIT – V**

**(18 Periods )**

Wages and Salary Administration - Developing a Sound Compensation Structure - Regularity Provisions - Incentives - Grievance Handling and Discipline - Developing Grievance Handling and Discipline - Developing Grievance Handling Systems - Collective Bargaining - Managing Conflicts – Compliance Review on Labour Act, Compliance Procedure.

**TEXT BOOKS:**

1. C.B. Memoria, Personnel Management, Himalaya Publications, New Delhi
2. Dr.Ashwathappa, Human Resource Management ,McGraw Hill Education (India ) Pvt. Limited, New Delhi.

**REFERENCE BOOKS:**

1. Dale Yoder & Paul D. Staudohar, Personnel Management, Prentice Hall.
2. S.S. Khanka, Human Resource Management, S.Chand & Sons, New Delhi.
3. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India P.Ltd., Pearson.
4. H. John Bernardin & Joyee E.A. Russel, Human Resource Management - An experiential approach, 4th Edition, McGraw-Hill International Edition., 2007
5. David A. DeCenzo & Stephen P. Robbins, Personnel/Human Resource Management, Third edition, PHI/Pearson.
6. VSP Roa, Human Resource Management : Text and cases, First edition, Excel Books, New Delhi.
  1. Edwin Phillip, Personnel Management - Tata McGraw Hill, Delhi.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.	<b>K3</b>
<b>CO2</b>	Administer and contribute to the design and evaluation of the performance management program.	<b>K4</b>
<b>CO3</b>	Develop, implement, and evaluate employee orientation, training, and development programs.	<b>K5</b>
<b>CO4</b>	Facilitate and support effective employee and labour relations in both non-union and union environments.	<b>K5</b>
<b>CO5</b>	Research and support the development and communication of the organization's total compensation plan.	<b>K6</b>

**MAPPING WITH PROGRAMME OUTCOMES**

<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	M	S	S
<b>CO2</b>	S	S	S	S	M
<b>CO3</b>	S	S	S	L	S
<b>CO4</b>	S	M	M	M	S
<b>CO5</b>	S	S	S	S	L

**S – Strong; M – Medium; L – Low**



**ELECTIVE- II-B**  
**TOURISM DEVELOPMENT**

**Semester: II**

**Max. Marks: 75**

**Course Code: 20PCOA2E2B**

**Credit:4**

**Total Periods : 90**

**Instruction Periods:6**

**Objective:**

To understand the tourism marketing and prepare them for the burgeoning tourism job market.

**UNIT-I**

**(18 Periods )**

International and Indian Tourist Organizations: World Tourism Organization, Pacific - Asia Travel Association, Indian Tourism Development Corporation, Tourism Development Corporations of Various states, Tamilnadu Tourism Development Corporation.

**UNIT-II**

**(18 Periods )**

Accommodation and Hospitality: Ancient and Medieval modes of accommodation - Hotels and Motels - Star Hotels - Indian and International Hotel Chains - Youth Hostels and Beach Resorts and Spas in India.

**UNIT-III**

**(18 Periods )**

Travel Agencies : Profile , role and functions of a Modern Travel Agency - International Travel Agencies - Indian Travel Agencies - International Air Transport Association (IATA) and Travel Agents Association of India (TAAI) M.Com.: Syllabus (CBCS)

**UNIT-IV**

**(18 Periods )**

Transport and Tourism Marketing: Air, Rail, Ship and Bus Transports - Ticketing Procedures - Tourism Marketing Processors and Functions - Tourism Publicity.

**UNIT-V**

**(18 Periods )**

Indian Tourist Resources : Natural Resources - National Parks - Tiger Resources - Bird's sanctuaries - Palace on Wheels and Deccan Queen.

**TEXT BOOKS**

1. Babu, A. Satish : Tourism Development in India , A.P.H, Publishing Corporation, New Delhi, 1998.
2. Bhatia, A.K : International Tourism : Fundamentals and Practices, Sterling Publishers Pvt, Ltd. New Delhi, 1991.

**REFERENCE BOOKS**

1. Bhatia, A.K : Tourism Development : Principles and Practices, Sterling Publishers Pvt, Ltd., New Delhi, 1989.
2. Coltman, Micheal : Tourism Marketing, Van Nostrand Reinhold, New York, 1989.
3. Gill, Pushpinder, S.: Tourism: Planning and Management , Anmol Publications Pvt., Ltd, New Delhi, 1997.

4. Selvam , M. : Tourism Industry in India, Himalaya Publishing House, Bombay, 1989.
5. Mishra, Lavkush : Religious Tourism in India, New Delhi, 1990.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Display an understanding of the production, implementation, and impacts of tourism development locally, nationally, and internationally.	<b>K3</b>
<b>CO2</b>	Demonstrate cultural and environmental sensitivity through an appreciation for various forms of diversity in our worlds.	<b>K4</b>
<b>CO3</b>	Conduct research ethically, as evidenced through effective research design and implementation.	<b>K4</b>
<b>CO4</b>	Write clearly and concisely in the conventions of tourism studies.	<b>K5</b>
<b>CO5</b>	Possess skills and experience relating to the management and production of tourism in a professional setting.	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	M	S	S
<b>CO2</b>	S	S	M	S	L
<b>CO3</b>	S	M	S	M	S
<b>CO4</b>	S	M	L	M	S
<b>CO5</b>	S	M	L	M	S

**S – Strong; M – Medium; L – Low**

**APPLICATION ORIENTED COURSE -II**  
**INTERNET WITH PRACTICAL**

**Semester: II**

**Max. Marks:75**

**Course Code: 20PCOA2A2T & 18PCOA2A2P**

**Credit: 2 + 1**

**Total Periods : 90**

**Instruction Periods:6**

**Objective:**

To understand the basic concepts related to internet and its standard protocols .

**UNIT I: (18 periods)**

Introduction to Internet – A brief History of Internet – Use of Internet – The connection to the Internet – web pages – Web Pages come from the web server – Web sites – The normal Modem – ISDN, ADSL,CABLE Modems.

**UNIT II: (18 periods)**

Internet Service Providers – Dialer Programs and Internet Programs – Internet Explorer – Netscape – Animation – Frames: Several Web pages at one – Several windows simultaneously – Printing.

**UNIT III: (18 periods)**

Internet Basics: Evolution – Basic Terminology – Getting into the net – Browsers – Applications of Internet – Introduction to internet protocols – Language of Internet.E-mail and voice mail – Creating mail address – Meaning of Net Meeting and Chatting – Tool bar.

**UNIT IV: (18 periods)**

E-mail address – creation – browsing – search engines –downloads

**UNIT V: (18 periods)**

Visiting business places, libraries, Railway and Airline reservation centers online, online chatting.

**Theory: 60 Marks, External: 45; Internal: 15**

**Practical:40 Marks, External: 30; Internal:10**

**TEXT BOOKS:**

1. The Internet Instance Reference – Paul E. Hoffman, BPB Publications
2. Internet for Everyone – Alexis Leon Mathews, Leon Tech world, UBS Publications
3. Computer Applications in Business (Internet only), Srinivasa Vallabhan, Sultan Chand & Sons, New Delhi.

**REFERENCE BOOKS:**

1. Internet Programming and Web Design – S. Aarathi, Kalaikathir Achagam
2. Internet and E-mail – Yatin Publications, Delhi
3. Internet Complete –BPB Publications.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Identify the different types of network topologies and protocols.	<b>K3</b>
<b>CO2</b>	Familiarity with the basic protocols of computer networks, and how they can be used to assist in network design and implementation.	<b>K4</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	M	S	S	S
<b>CO2</b>	M	S	M	S	L

**S – Strong; M – Medium; L – Low**

**CORE COURSE - VII**  
**ADVANCED CORPORATE ACCOUNTING**

**Semester: III**

**Max. Marks: 75**

**Course Code: 20PCOA3C7**

**Credit: 5**

**Total Periods : 90**

**Instruction Periods:6**

**Objective :**

To enable the students to understand the detailed concepts of corporate accounting methods from different types of companies.

**UNIT I (18 Periods)**

Valuation of Goodwill and Shares – Liquidation - Inflation Accounting.

**UNIT II (18 Periods)**

Amalgamation by Merger and Amalgamation by Purchases – External Reconstruction of Companies and alteration of Share Capital .

**UNIT III (18 Periods)**

Holding Company Accounts (including intercompany holdings) – Bank Accounts New format – NPA – Classification of investments.

**UNIT IV (18 Periods)**

Insurance Company Accounts (new format) – Double Account System.

**UNIT V (18 Periods)**

Human Resource Accounting – Definition, Objectives, and Valuation Methods – Advantages – Accounting Standards, with reference to depreciation, inventory valuation. (Theory only) -  
- (Theory only).

**Note: Theory 25 Marks : Problems 50 Marks**

**BOOKS FOR REFERENCE:**

1. M.C.Shukla, T.S.Grewall & S.C.Gupta – Advanced Accountancy - II
2. S.P.Jain and K.L. Narang – Advanced Accountancy
3. Dr R Palaniappan & Dr N Hariharan, Corporate Accounting, Vijay Nicole Imprints Pvt. Ltd., Chennai
4. R.L.Gupta and M.L.Radhaswamy – Advanced Accountancy
5. Mukherjee and Hanif – Modern Accountancy – II
6. Reddy & Murthy – Advanced Accounts

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	To apply basic terms of integration in solving practical problems field of as of business.	<b>K3</b>
<b>CO2</b>	To explain basic methods of business calculus, types and methods of interest account and their basic applications in practice.	<b>K4</b>
<b>CO3</b>	To solve problems in the areas of business calculus, simple and compound interest account, use of compound interest account, loan and consumer credit.	<b>K5</b>
<b>CO4</b>	To discuss effects of various types and methods of interest account.	<b>K5</b>
<b>CO5</b>	Connect acquired knowledge and skills with practical problems in economic practice.	<b>K6</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	M	L	M
<b>CO3</b>	M	M	S	M	S
<b>CO4</b>	S	S	M	S	S
<b>CO5</b>	S	S	L	S	S

**S – Strong; M – Medium; L – Low**

## **CORE COURSE-VIII**

### **PAGE MAKER WITH PRACTICAL**

**Semester : III**

**Max.Marks : 75**

**Course Code : 20PCOA3C8T & 20PCOA3C8P**

**Credit : 5**

**Total Periods:90**

**Instructions Period:6**

*Internal Assessment: Theory – 15 Marks; Practical – 10 Marks*

*Examination : Theory- 45 Marks ; Practical - 30 Marks.*

*Examination Duration : Theory 2 Hours ; Practical 2 Hours*

**(Theory & Practical) (Theory 45 Marks)**

#### **Unit I**

**(18 Periods)**

Getting Started with Adobe Page Maker 7.0, Creating a Publication, Working with Text .  
Modifying Text, Working with Multiple Pages

#### **Unit II**

**(18 Periods)**

Working with Graphics, Formatting Text, Using Advanced Graphics, Adding Color and Using Mail Merge.

#### **Unit III**

**(18 Periods)**

Working with Long Publications, Publishing Electronically.

#### **Unit IV**

**(18 Periods-Practical)**

Designing an Advertisement- Importing, linking and saving files for text and graphics.

#### **Unit V**

**(18 Periods-Practical)**

Print, proof and correct the saved page- Designing Invitation card / greeting card.

**Text Book:** Adobe PageMaker 7.0, Kevin Proot, Cengage Learning

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Design eye-catching flyers and ads	<b>K3</b>
<b>CO2</b>	Demonstrate marketable desktop publishing skills	<b>K4</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	M	L	M

**S – Strong; M – Medium; L – Low**



**CORE COURSE - IX**  
**GOODS AND SERVICES TAX**

**Semester: III**

**Max. Marks: 75**

**Course Code: 20PCOA3C9**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

**Objective :**

To know about the goods and services act and procedures.

**UNIT I**

**(18 Periods)**

Indirect Taxes – Introduction, Customs Law – Types of Import duties – Levy of Customs duty – Tariff Classification and Exemption – Valuation of Import and Export of Goods – Refund of duty – Recovery and refund – Duty drawback – Clearance Procedure – Transportation and Warehousing – Penalties, and adjudication and appeal.

**UNIT II**

**(18 Periods)**

Goods and Service Tax (GST) – Meaning, Definition, objectives – Types of GST. Registration – Rate of Tax – Benefits of GST Vs VAT, Excise, CST, and Service Tax – Council and its function.

**UNIT III**

**(18 Periods)**

Components Applicable to GST – Exempted items – Reverse Charge mechanism books of accounts maintaining – Credit and Debit Note – Reconciliation.

**UNIT IV**

**(18 Periods)**

GST model – CGST Act- SGST Act – IGST Act – Levy of collection of Tax and Payment – Job work activities – composite – supply provisions – Input Tax credit adjustments and restrictions.

**UNIT V**

**(18 Periods)**

Compliance – Type of Return – Filing of Monthly, Quarterly Returns, Payment of Tax Claiming of Refund – E- Way Bill Procedure Interest – Penalty and Adjudication Procedure.

**TEXT BOOKS:**

CA. Vivek and Kr Agarwal, GST Guide for Students.

**REFERENCE BOOKS**

Dr.HC Mehrotra and Prof. VP Agarwal – Goods and Service Tax-GST, 4<sup>th</sup> Edition, Sahitya Bhawan Publication.

CA. Rajat Mohan, Goods and Services Tax, 7<sup>th</sup> Edition, Bharath Publications, July 2017.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Examine the basics of taxation and taxation structure	<b>K3</b>
<b>CO2</b>	Understand the development and different sub structure under GST	<b>K4</b>
<b>CO3</b>	Understand the role and decision making authority of the GST council	<b>K4</b>
<b>CO4</b>	List and state the procedure for registration under GST	<b>K5</b>
<b>CO5</b>	Understand the different concepts that come under the working or purview of GST	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	S	S	S	M
<b>CO3</b>	S	S	S	M	L
<b>CO4</b>	S	M	S	S	S
<b>CO5</b>	S	S	S	L	M

**S – Strong; M – Medium; L – Low**

**CORE COURSE-X**  
**SCRIPTING LANGUAGES WITH PRACTICAL**

**Semester: III**

**Max. Marks:75**

**Course Code: 20PCOA3C10**

**Credit: 2+2**

**Total Periods :75**

**Instruction Periods:6**

**Objective:**

To learn HTML tags and JavaScript Language **programming** concepts and techniques. To develop the ability to logically plan and develop **web** pages

**Internal Assessment: Theory – 15 Marks; Practical – 10 Marks**

**Examination : Theory- 45 Marks ; Practical - 30 Marks.**

**Examination Duration : Theory 2 Hours ; Practical 2 Hours**

**(Theory & Practical) (Theory 45 Marks)**

**Unit-I**

**(15 Periods)**

HTML and Graphics : HTML Tag Reference, Global Attributes, Event Handlers, Document Structure Tags, Formatting Tags, Text Level Formatting, Block Level Formatting, List Tags, Hyperlink Tags, Image and Image Maps, Table Tags, Form Tags, Frame Tags, Executable Content Tags. Imagemaps : What are Imagemaps? Client-side Imagemaps, Server-side Imagemaps, Using Server-side and Client-side Imagemaps Together, Alternative Text for Imagemaps.

**Unit-II**

**(15 Periods)**

Forms : Creating Forms, The <FORM> Tag, Named Input fields, The <INPUT> Tag , Multiple Lines Text Windows, Drop Down and List Boxes, Hidden, Text, Text Area, Password, File Upload, Button, Submit, Reset, Radio, Checkbox, Select, Option, Forms and Scripting, Action Buttons, Labelling Input Files, Grouping Related Fields, Disabled and Read-Only Fields, Form Field Event Handlers, Passing Form Data

**UNIT-III**

**(15 Periods)**

Frames : Introduction to Frames, Applications, Frames Document, the Tag, Nesting Tag, Placing Content in Frames with the Tag, Targeting Named Frames, Creating Floating Frames, Using Hidden Frames. Style Sheets : What are Style Sheets?, Why are Style Sheets Valuable? Different Approaches to Style Sheets, Using Multiple Approaches, Linking to Style Information in Separate File, Setting Up Style Information, Using The <LINK> Tag, Embedded Style Information, Using the <STYLE> Tag.

**PRACTICAL-30**

**UNIT-IV****(15 Periods-Practical)**

Create a Web Page for your Personal Information Using Text Formatting Tags- Create a Sample Web Page to Promote a Product Using Frames and Links, Images.

**UNIT-V****(15 Periods-Practical)**

Create a Form for a Questionnaire- Design an XML Document to Store Information about a Student in our College. The Information Must Include Rollno, Name, Name of the College, Branch, Year of Joining, and E -Mail Id. Make Up Sample Data for 3 Students.

**TEXT BOOKS:**

1. Web Design The complete Reference, Thomas Powell, Tata McGrawHill
2. HTML and XHTML The complete Reference, Thomas Powell, Tata McGrawHill
3. JavaScript 2.0 : The Complete Reference, Second Edition by Thomas Powell and Fritz Schneider

**REFERENCE BOOKS:**

PHP : The Complete Reference By Steven Holzner, Tata McGrawHill

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	You will discover how does web works really, what makes web sites work.	<b>K3</b>
<b>CO2</b>	Simple and impressive design techniques, from basics till advanced to focus on goal oriented and user centric designs.	<b>K4</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	M	S	L	M

**S – Strong; M – Medium; L – Low**

**ELECTIVE COURSE –III A**  
**INSURANCE MANAGEMENT**

**Semester: III**

**Max. Marks: 75**

**Course Code: 20PCOA3E3A**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

**Objective:** To impart knowledge on the theory of insurance and to educate the process of insurance activities in India.

**UNIT I**

**(18 Periods)**

Insurance – Definition – Nature - Principles – Role - Importance – Types of Insurance & Insurance Organization. Insurance Contract. Privatization of Insurance in India – Major Players in Insurance Business – Impact of Privatization of insurance in India

**UNIT II**

**(18 Periods)**

Life Insurance – Nature – Classification of Policies - Annuities - Selection of Risk - Measurement of Risk – Mortality Table- Calculation of Premium- Surrender Value - Cover Note – Policy Conditions - Progress of Life Insurance Business in India.

**UNIT III**

**(18 Periods)**

Fire Insurance – Nature – Fire Insurance Contract – Kinds of Policies - Policy Conditions - Payment of Claims – Reinsurance – Double Insurance.

**UNIT IV**

**(18 Periods)**

Marine Insurance – Nature - Policies – Policy Conditions – Premium Calculation – Marine Losses – Payment of Claims - Progress of Marine Insurance Business in India.

**UNIT V**

**(18 Periods)**

General Insurance – Motor Insurance – Burglary and Personal Accident Insurance – Miscellaneous Forms of Insurance – Employee Liability Insurance – Property Insurance – Cattle Insurance – Crop Insurance - Medi-Claim – Overseas Medi – Claim Policy - Rural Insurance in India. Insurance Regulatory and Development Authority Act,1972 - IRDA Regulations 2000.

**TEXT AND REFERENCE BOOKS :(LATEST REVISED EDITION ONLY)**

1. Dr.P.K.Gupta-Insurance and Risk Management-Himalaya Publishing House, Mumbai.
2. NaliniPravaTripathy and Pabir Pai-Insurance, Theory and Practice- Prentice Hall , New York.
3. M.N.Mishra-Insurance Principles and Practices-S.Chand& Sons, New Delhi
4. Mark S. Dorfman-Introduction to Risk Management and Insurance- Prentice Hall, New York.
5. IRDA 1999.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Analyze the fundamentals of insurance contracts.	<b>K3</b>
<b>CO2</b>	Define basic terms, risk, risk transfer entities in the marketing process of the insurance business	<b>K4</b>
<b>CO3</b>	identify the importance of insurance activities on the macro and micro levels,	<b>K4</b>
<b>CO4</b>	prepare an offer of insurance product and calculate the premium for the most important (most frequently used) insurance products,	<b>K5</b>
<b>CO5</b>	Format by examining the input variables, new insurance products to offer.	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	L	S
<b>CO2</b>	S	S	S	S	M
<b>CO3</b>	S	S	S	L	S
<b>CO4</b>	S	M	S	S	S
<b>CO5</b>	S	S	L	S	S

**S – Strong; M – Medium; L – Low**

## **ELECTIVE COURSE –III B**

### **RETAIL MANAGEMENT**

**Semester: III**

**Max. Marks: 75**

**Course Code: 20PCOA3E3B**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

**Objectives :**

The course will focus on (i) Manufacturers perspective on retailers. (ii) Retailers understanding of the retail business.

**UNIT I**

**(18 Periods)**

Retailing – Meaning, Definitions, Functions performed by Retailers, Importance of Retailing. Requisites for Successful Retailer. Forces affecting Retail Sector in India. The Retail Life Cycle. The Strategic Retail Planning Process, Retailing Mix. Issues in Retailing.

**UNIT II**

**(18 Periods)**

Traditional and Modern Formats of Retail Business – Marketing Concepts in Retailing – Consumer Purchase Behaviour – Cultural and Social Group Influence on Consumer Purchase Behaviour.

**UNIT III**

**(18 Periods)**

Retail Location Strategies: Issue to be Considered in Site Selection. Decisions on Geographic Locations of a Retail Store. Location Site and Types of Retail Development. Types of Planned Shopping Area. Factors Involved in the Location Decision. Catchment Area Analysis.

**UNIT IV**

**(18 Periods)**

Merchandise Planning – Stock Turns, Credit Management, Retail Pricing, Return on Per Sq. Feet of Space – Retail Promotions . Traffic Flow and Analysis – Population and its Mobility – Exteriors and Layout – Customer Traffic Flows and Pattern – Creative Display. Supply Chain Management – Warehousing – Role of IT in Supply Chain Management.

**UNIT V**

**(18 Periods)**

Consumerism and Ethics in Retailing, Retail Audits, E-Retailing, Application of it to Retailing, Retail Equity, Technology in Retailing – Retailing through the Internet.

**RECOMMENDED TEXT BOOK**

1. Retailing Management – Text and cases by Swapna Pradhan – Tata Mcgraw Hill Co – Chennai.

Email : [mark\\_pani@mcgrawhill.com](mailto:mark_pani@mcgrawhill.com)

2. Principles of retail management by Rosemary Varley and Mohamed Raffiq – Palgrave macmillan – London – distributed by ANE books PVT Ltd., Email : [anebooks\\_tn@airtelmail.com](mailto:anebooks_tn@airtelmail.com)

3. Retail management – Dunne Lusch, cengage learning, Chennai. Email : [sriram.b@cengage.com](mailto:sriram.b@cengage.com)
4. Retail supply chain management by James B. Ayers and Mary Odegaard special Indian Edition – ANE books PVT Ltd., Chennai. Email: [anebooks\\_tn@airtelmail.com](mailto:anebooks_tn@airtelmail.com)

**TEXT AND REFERENCE BOOKS :(LATEST REVISED EDITION ONLY)**

- 1) Retailing management, Michael Barton and others – Tata Mcgraw Hill co.
- 2) Managing Retailing – Piyush Kumar Suiha and others. Oxford University press. Chennai.
- 3) Retailing environment & operations Andrew J. Newman and other, cengage learning Chennai.
- 4) International Retailing, Nicholas Alexander – Oxford University press Chennai.
- 5) Fundamentals of Retailing – KVS madaan, Tata Mcgraw Hill Co.
- 6) Retail Management – Chetan Bajaj and others. Oxford University Press.
- 7) Retail Management By Neelesh Jani Global India Publications, New Delhi.
- 8) Retail Management by Sajai Gupta and GVR Preet Randhawa – Atlantic publishers – Chennai.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Understand the functions of retail business and various retail formats and retail channels.	<b>K3</b>
<b>CO2</b>	Understand the difference between Retail and Manufacturing Supply Chain	<b>K4</b>
<b>CO3</b>	Understand, key drivers of retail supply chain and how to select a retail store location	<b>K5</b>
<b>CO4</b>	Analyze Retail Market and Financial Strategy including product pricing.	<b>K5</b>
<b>CO5</b>	Integrate the various Supply Chain partners and how to collaborate with them	<b>K6</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	S	L	S	S	M
<b>CO3</b>	S	S	L	M	S
<b>CO4</b>	S	M	S	S	S
<b>CO5</b>	S	S	S	L	S

**S – Strong; M – Medium; L – Low**



**CORE COURSE - XI**  
**INDUSTRIAL RELATIONS**

**Semester: IV**

**Max. Marks: 75**

**Course Code: 20PCO4C11**

**Credit: 5**

**Total Periods: 90**

**Instruction Periods:6**

**Objectives :**

Organisational efficiency and performance are interlinked with industrial relations . This course is an attempt to appreciate the conceptual and practical aspects of industrial relations. ‘

**UNIT-I**

**(18 Periods)**

Industrial Relations : Meaning , Factors , Scope , Objectives , Principles . Parties to Industrial Relations . Requirements of successful Industrial Relations . Industrial Relations policy in India .

**UNIT-II**

**(18 Periods)**

Trade Unionism : Meaning , Characteristics , Objectives , Functions , Advantages, Disadvantages , Methods used to achieve its objectives , Types , Growth and Development of Trade Unions Movement in India . Central Organisations of Indian Trade Unions : INTUC, AITUC, HMS,UTUC . Problems of Indian Trade Unions . Main provisions of the Trade Unions Act , 1926 .

**UNIT-III**

**(18 Periods)**

Workers' Participation in Management: Meaning, Scope , Objectives, levels of participation . Conditions for the success of participation. Forms of Workers' participation in management in India : Works committee , Joint Management Council , scheme of workers' participation on Board of Directors , Shop councils and Plant council, Workers' participation in share capital .

**UNIT-IV**

**(18 Periods)**

Collective Bargaining : Meaning , Features , Principles , Scope , Forms , Importance . Pre-requisites for the success of Collective Bargaining . Collective Bargaining in India .

**UNIT-V**

**(18 Periods)**

Industrial Disputes and its Prevention and Settlement : Industrial Disputes : Meaning, Classes, Causes, Consequences. Prevention and Settlement of Industrial Disputes. Main provisions of the Industrial Disputes Act , 1947 . Standing Orders . Main provisions of the Industrial Employments (Standing Orders) Act, 1946 . Disciplinary Action /Domestic Enquire .

**TEXT AND REFERENCE BOOKS :(LATEST REVISED EDITION ONLY)**

1. C.B. Mamoria , S. Mamoria Dynamics of Industrial Relations in India and S.V Gankar
2. B.R. Virmani Participative Management v/s Collective Bargaining
3. G. Sinha & P.R. Sinha Industrial Relations and Labour Legislation

4. Arun Monappa Industrial Relations in India

5. O.P. Aggarwal Conditions of Employment and Disciplinary Action Workmen in industrial and Commercial Establishments and shops

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Learning Outcomes Upon completion of the course, the student would:	<b>K3</b>
<b>CO2</b>	Be aware of the present state of Industrial relations in India.	<b>K4</b>
<b>CO3</b>	Be acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, worker's participation, grievance redressal, and employee discipline and dispute resolution.	<b>K4</b>
<b>CO4</b>	Understand the various processes and procedures of handling Employee Relations	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	L	S
<b>CO2</b>	S	S	M	S	L
<b>CO3</b>	S	S	S	M	S
<b>CO4</b>	S	M	L	M	S

**S – Strong; M – Medium; L – Low**

**CORE COURSE - XII**  
**COST AND MANAGEMENT ACCOUNTING**

**Semester: IV**

**Max. Marks: 75**

**Course Code: 20PCOA4C12**

**Credit: 5**

**Total Periods : 90**

**Instruction Periods:6**

**Objectives:**

- To understand the basic concept and procedures used to determine product cost.
- To be able to interpret cost and management accounting statement.
- To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making.

**UNIT I**

**(18 Periods)**

Management Accounting – Definition, Nature and Scope – Functions – Role of Management Accountant – Tools of Financial Analysis and Planning.

**UNIT II**

**(18 Periods)**

Ratio, Fund Flow and Cash Flow Analysis.

**UNIT III**

**(18 Periods)**

Cost Concept – Absorption Vs Variable Costing – Cost Center – Profit Center - Preparation of Cost Sheet - Marginal Costing – Break - Even and CVP Analysis and Decision Making. Application of Marginal Costing in Managerial Decision Making. Advanced Problems. Activity Based Costing Analysis.

**UNIT IV**

**(18 Periods)**

Standard Costing – Setting standards – Variance Analysis and Reporting – Material, Labour, Overhead – Sales and Profit Variance - Reporting and investigation of variances.

**UNIT V**

**(18 Periods)**

Budget and Budgetary Control Forecasting Vs. Budget – Preparation of Functional Budget – Types of Budgets – Zero Base Budgeting, Programme Budgeting and Performance Budgeting.

**Note: Question Paper shall cover 40% Theory and 60% Problems.**

**Reference Books:**

1. S.P.Jain & R.L.Narang, “Advanced Cost Accounting”, Kalyani Publishers, Ludhiana.
2. B.M.Lall Nigam, “Cost Accounting Principles and Practices”, Himalaya Publishing House, Mumbai.

3. Dr. S.N.Maheswari, "Coat and Management Accounting", Sultan Chand & Sons Publisher, New Delhi.
4. Murthy & Gurusamy, Management Accounting, Vijay Nichole Imprints (P) Limited, Chennai.
5. P.C Tulsian, Cost Accounting S.Chand & Company Limited.
6. M.N. Amara, "Cost and Management Accounting ( Theory and Problem)", Himalaya Publishing House, Mumbai.
7. N.S. Zad, "Cost and Management Accounting", Taxman Publishers Private Limited.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Understand the relationship between cost accounting-financial accounting and managerial accounting	<b>K3</b>
<b>CO2</b>	Understand Cost-Volume-Profit analysis	<b>K4</b>
<b>CO3</b>	Break-even sales volume, the total contribution margin, the unit contribution margin, margin of safety, security ratio, profit margin concepts	<b>K4</b>
<b>CO4</b>	Prepares budgets	<b>K5</b>
<b>CO5</b>	Understand standard cost concept	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	L	S
<b>CO2</b>	S	S	S	S	M
<b>CO3</b>	M	S	S	M	S
<b>CO4</b>	S	M	L	S	S
<b>CO5</b>	S	S	S	S	L

**S – Strong; M – Medium; L – Low**

**CORE COURSE - XIII**  
**PROGRAMMING IN C++ WITH PRACTICAL**

**Semester: IV**

**Max. Marks: 75**

**Course Code: 20PCOA4C13T & 18PCOA4C13P**

**Credit: 3 + 2**

**Total Periods : 90**

**Instruction Periods:6**

**Objective :** To gain knowledge about C++ programming

**(THEORY & PRACTICAL)**

*Internal Assessment: Theory – 15 Marks; Practical – 10 Marks*

*External Examinations : Theory- 45 Marks ; Practical - 30 Marks.*

*Examination Duration : Theory 2 Hours ; Practical 2 Hours*

**(Theory & Practical) (Theory 45 Marks)**

**UNIT I**

**(18 Periods)**

C++ Language – Features – Character Sets – Identifiers – Reserved Words – Concept of Data Types – Qualifiers – Specifiers – Constant – Escape Sequences – C++ Program Structure - Type of Operators – Arithmetic – Relational – Logical – Bitwise – Assignment – Type Conversion – Operator Precedence And Associativity – Simple Input / Output Facilities – Header Files.

**UNIT II**

**(18 Periods)**

Control Constructs – If – Else – Nested If – Do While – While – Nested Loops – Break Statement – Continue, Switch Case – Storage Classes – Arrays – Pointers – Structure – Union – Files - Programs Using Control Constructs, Arrays, Pointers, Structures.

**UNIT III**

**(18 Periods)**

Object Oriented Programming Principles ; Object - Classes - Operator Overloading - Function Overloading - Inheritance - Polymorphism - Functions – Formatted I/O Functions – Writing C++ Simple Program

**Practical - 30**

**UNIT IV**

**(18 Periods PRACTICAL))**

Program to Print Pay Bills - Result Processing – Electricity Bill Preparation - Telephone Bill Preparation – Bank Transactions; Income Tax Calculations – Admission List Preparation; Driving License Application – Medical Diagnosis.

**UNIT V**

**(18 Periods-PRACTICAL))**

Calculation of Simple Interest and Compound Interest – Reverse a String & Integer -Property Tax Calculation – Profit And Loss Account; Balance Sheet.

**TEXT BOOK :**

1.Programming in C++ – Balagurusamy.

**REFERENCE BOOKS:**

1.Ashok Kamthane,Programming in C++,Pearson Education,2013.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	To understand how C++ improves C with object-oriented features.	<b>K3</b>
<b>CO2</b>	To learn how to write inline functions for efficiency and performance.	<b>K4</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	L	S
<b>CO2</b>	S	M	S	S	M

**S – Strong; M – Medium; L – Low**

**ELECTIVE COURSE – IV A**  
**CUSTOMER RELATIONSHIP MANAGEMENT**

**Semester: IV**

**Max. Marks: 75**

**Course Code: 20PCOA4E4A**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

**Objectives:**

To have adequate knowledge regarding relations in customer relationship management possess insight in customers satisfaction, know and apply the services quality, gain knowledge in electronic customer relationship management, understand the importance of customers and employees in organization and management

**UNIT – I**

**(18 Periods)**

Customer Relationship Management Fundamentals- Theoretical perspectives of relationship- Evolution of Relationship Marketing- Stages of Relationship- Issues of Relationship- Purpose of Relationship Marketing Approach towards Marketing: A Paradigm Shift- Historical Perspectives- CRM Definitions- Emergence of CRM practice:- CRM cycle- Stakeholders in CRM- Significance of CRM- Types of CRM- Success Factors in CRM CRM Comprehension- CRM Implementation.

**UNIT – II**

**(18 Periods)**

Customer Satisfaction: Meaning- Definition- Significance of Customer Satisfaction- Components of Customer Satisfaction- Customer Satisfaction Models- Rationale of Customer Satisfaction- Measuring Customer Satisfaction- Customer satisfaction and marketing program evaluation- Customer Satisfaction Practices- Cases of Customer Satisfaction.

**UNIT – III**

**(18 Periods)**

Service Quality: Concept of Quality- Meaning and Definition of Service Quality- Factors influencing customer expectation and perception- Types of Service Quality- Service Quality Dimensions- Service Quality Gaps Measuring Service Quality- Service Quality Measurement Scales.

**UNIT – IV**

**(18 Periods)**

Customer Relationship Management: Technology Dimensions - E- CRM in Business- CRM: A changing Perspective- Features of e-CRM- Advantages of e-CRM- Technologies of e-CRM- Voice Portals- Web Phones BOTs- Virtual Customer Representative- Customer Relationship Portals- Functional Components of CRM Database Management: Database Construction- Data Warehousing- architecture- Data Mining. Characteristics Data Mining tools and techniques- Meaning- Significance- Advantages- Call Center- Multimedia Contact Center- Important CRM softwares.

**UNIT – V****(18 Periods)**

Customer Relationship Management: Emerging Perspectives: Employee-Organisation Relationship- Employee Customer Linkage- Factors effecting employee’s customer oriented behavior- Essentials of building employee relationship- Employee customer orientation- Service Failure- Service Recovery Management- Service Recovery Paradox- Customer Life time value- customer profitability- customer recall management- customer experience management- Rural CRM- - customer relationship management practices in retail industry hospitality industry- banking industry- telecom industry- aviation industry.

**Text Books:**

Alok Kumar Raj: Customer Relationship Management: Concepts and Cases (Second Edition)- PHI Learning

**REFERENCE BOOKS:**

1. Simon Knox- Adrian Payne- Stan Maklan: Customer Relationship Management- Routledge Inc.
2. Bhasin- Customer Relationship Management (Wiley Dreamtech)
3. Dyche- Customer relationship management handbook prentice hall
4. Peelan-Customer relationship management prentice hall
5. Kristin Anderson- Carol Kerr: Customer relationship management- McGraw-Hill Professional
6. Chaturvedi-Customer Relationship Management (Excel Books)
7. Sheth J N- Parvatiyar A. and Shainesh G. : Customer relationship management: - Emerging Concepts- Tools- & Applications- Tata McGraw-Hill Education L P C

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Understand and describe a customer relationship management application,	<b>K3</b>
<b>CO2</b>	Understand how it has been successfully implemented in various organizations and what does it take to ensure a successful implementation	<b>K3</b>
<b>CO3</b>	Participate and interact meaningfully in a corporation where CRM has been implemented or to be able to participate in an implementation of CRM by understanding the business case and importance of implementing such a system in an organization.	<b>K4</b>



<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	L
<b>CO2</b>	M	S	M	S	M
<b>CO3</b>	S	S	S	L	S

**S – Strong; M – Medium; L – Low**

**ELECTIVE COURSE – IV B**  
**SALES MANAGEMENT**

**Semester: IV**

**Max. Marks: 75**

**Course Code: 20PCOA4E4B**

**Credit: 4**

**Total Periods : 90**

**Instruction Periods:6**

**OBJECTIVES:**

To improve sales manager skill

To develop sales management techniques

**UNIT I**

**(18 Periods)**

Introduction to Sales Management: Meaning, Evaluation, Importance, Personal Selling, Emerging Trends in Sales Management, Elementary Study of Sales Organizations, Qualities and Responsibilities of Sales Manager. Types of Sales Organizations

**UNIT II**

**(18 Periods)**

Selling skills & Selling strategies: Selling and business Styles, selling skills, situations, selling process, sales presentation, Handling customer objections, Follow-up action.

**UNIT III**

**(18 Periods)**

Management of Sales Territory & Sales Quota: Sales Territory, meaning, Size, Designing, Sales Quota, Procedure for Sales Quota. Types of Sales Quota, Methods of Setting Quota. Recruitment and Selection of Sales Force, Training of Sales Force.

**UNIT IV**

**(18 Periods)**

Sales Force Motivation and Compensation: Nature of Motivation, Importance, Process and factors in the motivation, Compensation-Meaning, Types of Compensation Plans and Evaluation of Sales Force by Performance and Appraisal Process.

**UNIT V**

**(18 Periods)**

Sales Management Job: Standard Sales Management Process-International Sales Management - International Market Selection-Market Survey Approach or Strategy - Case Study in Indian Context. Sales Manager and Sales Person: Role of Sales Manager and Sales People; Functions of Sales Manager, Functions of Sales Person, Types and Characteristics of Sales Manager and Sales People-Time Management for Sales Manager and Sales Person.

**TEXT BOOKS RECOMMENDED:**

- 1.Salesmanship and Advertising – Davar.
- 2.Salesmanship – RSN Pillai and Bagavathi.

3.Salesmanship and Publicity – JSK Patel.

4.Sales Management – Richard R. Still.

5.Modern Marketing R.S.N. Pillai and Bagavathi – S.Chand.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Explain the basic principles of sales management;	<b>K3</b>
<b>CO2</b>	Demonstrate an understanding of the role of the sales force as a part of the marketing mix;	<b>K4</b>
<b>CO3</b>	Apply in a competent manner sales management tools such as sales forecasting, sales compensation methods, sales budgeting, sales reports, routings, quotas, sales analysis, and evaluation of performance by means of a team project that creates a sales force plan.	<b>K5</b>
<b>CO4</b>	Understand the role and function of sales management in the corporate structure	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	M	S	L	S	M
<b>CO3</b>	S	M	S	S	L
<b>CO4</b>	S	M	M	L	S

**S – Strong; M – Medium; L – Low**

## PROJECT

### PROJECT (DISSERTATION AND VIVA-VOCE)

#### OBJECTIVE :

To facilitate the students to understand the Business enterprises systematically and present the research report as per the acceptable format.

The project topics are to be finalised to the students at the end of the second semester with a time schedule to carryout various stages of work. During the semester vocation, the data Collection may be commenced. The theme selected by each student for the Dissertation should be related to various problems and issues pertaining to Commerce. Each candidate should submit two copies of dissertation as per the guidelines to the Controller of Examination and one copy to the department concerned. The project will be evaluated for 100 marks (ie. 80 marks for Dissertation work and 20 marks for Viva-Voce) by Internal (Supervisor) and External Examiners. The average of the Marks of the Internal Examiners (Supervisors) and External Examiners shall be considered as the final marks to be awarded for project. The passing minimum for Dissertation is 40 marks and viva voce examination is 10 marks.

<b>COURSE OUTCOMES:</b>		
<b>CO NUMBER</b>	<b>CO STATEMENT</b>	<b>KNOWLEDGE LEVEL</b>
<b>CO1</b>	Demonstrate a sound technical knowledge of their selected project topic.	<b>K3</b>
<b>CO2</b>	Undertake problem identification, formulation and solution.	<b>K4</b>
<b>CO3</b>	Conduct an Business project	<b>K4</b>
<b>CO4</b>	Communicate with organization and the community at large in written and oral forms.	<b>K5</b>
<b>CO5</b>	Demonstrate the knowledge, skills and attitudes of a business professional	<b>K5</b>

<b>MAPPING WITH PROGRAMME OUTCOMES</b>					
<b>COS</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>
<b>CO1</b>	S	S	S	S	S
<b>CO2</b>	M	S	S	S	L
<b>CO3</b>	S	S	S	M	S
<b>CO4</b>	S	M	S	L	S
<b>CO5</b>	S	S	S	S	S

**S – Strong; M – Medium; L – Low**

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