

**A.VEERIYA VANDAYAR MEMORIAL  
SRI PUSHPAM COLLEGE (AUTONOMOUS)**

**POONDI-613 503, THANJAVUR (DT)**



**SYLLABUS**

*M.Com.,*

**(From 2020 - 2021 onwards)**

### **Program outcomes of M.Com**

Students are able to acquaint with conventional as well as contemporary areas in the discipline of Commerce. Active a student to procure national as well as international trends in Commerce. The students to manage business, accounting, and auditing practices, in corporate and financial sectors. Gain in-depth understanding of Advanced Accounting, International Accounting, Management, Security Market Operations and Business Environment, Research Methodology, and Tax planning. The Source of inspiration equip them for competitive exams.

### **Program Specific Outcomes of M.Com**

Impart the knowledge and skills on various advanced concepts and its applications in the field of Commerce. The necessary skills and aptitude for successful entrepreneurship to equip the students with recent business practices. To prepare the students to occupy the prominent positions in business, industries and related organizations.

**M.Com (2020-2021)**

Sl. No	SEM	Category	Paper Code	Title of the Paper	Maximum Marks			Minimum Marks For Pass			Hours Per Week	Credits
					CIA	E.E	Total	CIA	E.E	Total		
1.	I	Core	20P1CMC1	Marketing Management	25	75	100	10	30	50	6	4
2.		Core	20P1CMC2	Advanced Cost and Management Accounting	25	75	100	10	30	50	6	5
3.		Core	20P1CMC3	Organisational Behaviour	25	75	100	10	30	50	6	4
4.		Core	20P1CMC4	Managerial Economics	25	75	100	10	30	50	6	4
5.		Major Elective-I	20P1CMEL1A 20P1CMEL1B	Legal Aspects of Business / Strategic Management	25	75	100	10	30	50	6	4
6.	II	Core	20P2CMC5	Practical Banking	25	75	100	10	30	50	5	4
7.		Core	20P2CMC6	Customer Relationship Management	25	75	100	10	30	50	5	4
8.		Core	20P2CMC7	Direct Taxes	25	75	100	10	30	50	6	5
9.		Core	20P2CMC8	International Human Resource Management	25	75	100	10	30	50	5	4
10.		Core	20P2CMC9	Optimization Techniques	25	75	100	10	30	50	5	4
11.		Major Elective-II Online	20P2CMEL2A 20P2CMEL2B -----	Project Management / Tourism Marketing Massive Open On Line Course(MOOC)	25	75	100	10	30	50	4	4
12.	III	Core	20P3CMC10	Goods and Service Tax and Customs Duty	25	75	100	10	30	50	6	4
13.		Core	20P3CMC11	Securities Analysis and Portfolio Management	25	75	100	10	30	50	5	4
14.		Core	20P3CMC12	Advanced Financial Management	25	75	100	10	30	50	6	4
15.		Core	20P3CMC13	Global Business Environment	25	75	100	10	30	50	5	4
16.		Core	20P3CMC14	Business Intelligence and Analytics	25	75	100	10	30	50	4	4
17.		EDC	20P3CMEDC	Entrepreneurial Development	25	75	100	10	30	50	4	-
18.			20P4CMCPD	Communicative Skill and Personality Development (NS)								
19.		Online	-----	Massive Open On Line Course(MOOC)								
20.	IV	Core	20P4CMC15	Advanced Accounting	25	75	100	10	30	50	8	5
21.		Core	20P4CMC16	Business Research Methods	25	75	100	10	30	50	6	5
22.		Core	20P4CMC17	Financial Services and Institutions	25	75	100	10	30	50	6	4
23.		Major Elective-III	20P4CMEL3A 20P4CMEL3B	Logistics and Supply Chain Management/ Export and Import Management	25	75	100	10	30	50	5	4
24.		Project	20P4CMPR	Project Work	40	60	100	16	24	50	5	4
25.		CN	20P4CMCN	Comprehensive Knowledge	-	100	100	-	50	50	-	2
26.			20P4CMCPD	Communicative Skill and Personality Development (NS)	-	-	-	-	-	-	-	-
				Total			<b>2300</b>				<b>120</b>	<b>90</b>

### **M.Com. Commerce (2020 – 2021)**

<b>Nature of Courses</b>	<b>Total No. of course</b>	<b>Total Marks</b>	<b>Total Credits</b>	<b>Classification</b>
<b>Core</b>	<b>17</b>	<b>1700</b>	<b>72</b>	
<b>Elective</b>	<b>03</b>	<b>300</b>	<b>12</b>	
<b>EDC</b>	<b>01</b>	<b>100</b>	<b>-</b>	
<b>Project</b>	<b>01</b>	<b>100</b>	<b>04</b>	
<b>Comprehensive viva</b>	<b>01</b>	<b>100</b>	<b>02</b>	
<b>Communicative skill and personality development</b>	<b>-</b>	<b>-</b>	<b>0-</b>	
<b>Extra credit-online course MOOC</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>23</b>	<b>2300</b>	<b>90</b>	

**GRADING OF COURSE PERFORMANCE (10 POINT SCALE)**

<b>Aggregate Marks</b>	<b>Grade</b>	<b>Grade point</b>
<b>96 and above</b>	<b>S+</b>	<b>10</b>
<b>91-95</b>	<b>S</b>	<b>9.5</b>
<b>86-90</b>	<b>D++</b>	<b>9.0</b>
<b>81-85</b>	<b>D+</b>	<b>9.0</b>
<b>76-80</b>	<b>D</b>	<b>8.0</b>
<b>71-75</b>	<b>A++</b>	<b>7.5</b>
<b>66-70</b>	<b>A+</b>	<b>7.0</b>
<b>61-66</b>	<b>A</b>	<b>6.5</b>
<b>56-60</b>	<b>B</b>	<b>6.0</b>
<b>50-55</b>	<b>C</b>	<b>6.5</b>

**Comprehensive Knowledge Test:** Objective type question pattern with 100 compulsory questions carrying 100 marks to be answered in 3 Hours with 2 Credits. The portion is entire core courses.

**Industrial Internship:** Students have to undergo In-Plant training in Industry or Organization where any process related to Commerce is going on. The period of training should be minimum 10 days. Students have to submit the report of the training underwent with the certificate from the concerned authority of the Industry /Organisation.

**Industrial visit:** Students have to attach a report on the Industrial visit made with the counter signature of staff in charge for the Industrial visit while submitting the Project /Industrial internship report.

**MOOC:** Massive open online course is introduced in the second and third semester as an extra credit course from this academic year 2020-2021. Students can avail any one or more of the courses available in MOOC to equip their skill and knowledge themselves.

Field Visit / Industrial Visit / Hands on training programme having minimum 15 hours of contact time as Extra Credit course is introduced for I year PG students to gain experiential learning

Evaluation of the visit report will be held at the end of II Semester.

Components of Evaluation

Internal Marks	40
External marks	60
Total	100

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**Question Pattern for UG and PG Programmes for students to be  
admitted during 2020 – 2021 and afterwards**

**Total Marks: 75**

**QUESTIONS PATTERN**

**SECTION – A**  
**(Question 1 to 10)**

**10 x 2 = 20 Marks**

1. Short Answer Questions
2. Two Questions from each unit (All are answerable)

**SECTION – B**  
**(Question 11 to 15)**

**5 x 5 = 25 Marks**

1. 5 Paragraph type questions with “either / or” type choice.
2. One question from each unit of the Syllabus.
3. Answer all the questions.

**SECTION – C**  
**(Question 16 to 20)**

**3 x 10 = 30 Marks**

1. 5 Essay type questions – any three are answerable.
2. One questions from each unit of the Syllabus

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
I	20P1CMC1	Marketing Management	6	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To make students understand the role of marketing managers to plan implement and control marketing activities and managing the marketing mix.</li><li>To enable students to gain basic principles and practices of Marketing.</li><li>To sensitive the students with day-to-day development in different functions of marketing.</li></ul>				

**Unit - I**

Marketing Management - Concept - Scope - Objectives - Importance - Functions - Characteristics - Differences between Marketing Management and Sales Management - Functions of Marketing Executives - Qualities of Marketing Executives - Challenges to Marketing Management-Marketing Organization Structure - Marketing Planning - Market Segmentation - Need - Importance - Bases of Segmentation.

**Unit - II**

Product Management - Types of Product - Product Line - Product Mix - Product Differentiation, Positioning and Repositioning - Product Life Cycle - New Product Development Process - Steps in New Product Development.Branding - Functions - Characteristics - Brand Valuation - Brand Audit. Packaging - Kinds - Functions - Requisites of Good Package- Labelling

**Unit - III**

Marketing Environment - External Factor - Internal Factor - Consumer Behaviour - Buying Decision Process - Buying Process - Theories and their Relevance to Marketing - Factors Influencing Consumer Behaviour.Buying Motives - Importance - Classification. Consumerism - Consumer Rights - Consumer Movement in India - Pricing - Objectives - Kinds - Factors affecting Pricing Decisions - Procedures for Price Determination - Pricing Policy and Strategy.

**Unit - IV**

Channel Management - Functions, Importance and Types of Marketing Channel - Determination of Channel Length - Decision Making for Channel Distribution - Factors affecting Choice of Distribution Channels - Electronic Channels-Middleman in Distribution - Kinds- Functions - Elimination of Middlemen-Benefits and Problems. Concept of Logistics and Supply Chain Management.

**Unit - V**

Promotion Management - Promotion Mix - Sales Promotion- Meaning -Definition Objectives – Importance and Causes – Sales Promotion Activities – Types of Sales Promotion Programmes-Salesmanship and Personal Selling -Steps in Selling - Essentials and Importance of Salesmanship - Qualities of a Good Salesman - Advertising- Marketing Research - Importance in Marketing Decisions. Recent Trends in Marketing: Marketing of Services - International Marketing - E-Marketing - Network Marketing - Direct Marketing - Green Marketing - CRM.

**Course Outcome:**

After completion of this course students will be able to

- understand the nuances and complexities involved in various product and pricing decisions.
- gain awareness about the current trends in marketing to enable them to take proactive measures while taking marketing decisions.
- develop a new product and to apply the various new product development.
- know the Marketing environment and consumer behaviour.
- Examine sales promotional techniques used in modern marketing.

**Text Book:**

- Pillai, R.S.N&Bagavathi, V, (2019) Marketing Management,S.Chand Co. Ltd., New Delhi.

**Reference Books**

- Gupta, C.B. &Rajan Nair, N, (2018), Marketing Management, Sultan Chand & Sons, New Delhi.
- RajanSaxena, (2018), Marketing Management, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
- Philip Kotler, Kevin Lane Keller, Abraham Koshy&MithileshwarJha. (2017)Marketing Management, Pearson Education, New Delhi.



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Semester	Subject Code	Title of the Paper	Hours of Teaching/ Week	No. of Credits
I	20P1CMC2	Advanced Cost and Management Accounting	6	5
<b>Objective:</b> <ul style="list-style-type: none"><li>To provide knowledge on the various costing techniques adopted in practice and analyzing the financial statements and application of management accounting tools for business decisions.</li><li>To enable the students to be well equipped with the application of management accounting in managerial decision making.</li><li>To help the students to apply the methods tools and Techniques of cost accounting in different practical situation.</li></ul>				

**Unit: I**

Cost Accounting – Nature and Scope of Cost Accounting – Objectives – Advantages – Limitations – Objections Against Cost Accounting – Ideal Costing System – Installation of A Costing System- Method of Costing – Types (or) Techniques of Costing – Cost – Analysis- Concepts and Classifications – Management Accounting – Characteristics – Scope – Difference Between Cost Accounting and Management Accounting – Emerging Concepts in Management Accounting – Materials- Stock Levels EOQ- Methods of Valuing Material Issues.

**Unit: II**

Labour Costing –Computation and Control of Labour- Remuneration and Incentives – Overheads – Allocation – Primary and Secondary Distribution of Overheads – Absorption of Overheads – Under Absorption – Over Absorption.

**Unit: III**

Contract Costing – Service(or Operating ) Costing – (Transport Costing, Canteen Costing , Power House Costing , Boiler Costing , Hospital Costing , Hotel Costing Only) – Process Costing - Features of Process Costing – Application of Process Costing – Process Accounts With – Abnormal Process Loss – Normal Process Loss- Abnormal Gains- Inter Process Profits – Equivalent Production – Joint Products and by Products.

**Unit: IV**

Analysis and Interpretation of Financial Statements- Techniques of Financial Statement Analysis – Comparative , Common Size Statements and Trend Analysis – Ratio Analysis- Significance – Liquidity, Turnover , Profitability and Solvency Ratios- Construction of Balance Sheet using Ratios.

**Unit: V**

Cash Flow (As per AS3) and Fund Flow Analysis – Marginal Costing – BEP Analysis – Applications of Marginal Costing: Key Factor , Make or Buy and Sales Mix Decisions.

**Note : Distribution of Marks : Problem 80% and Theory 20%**

**Course Outcome:**

After completion of this course students will be able to

- understand cost accounting principles and concepts and its importance in decision making.
- determine wages payable under different plans and ascertain, allocate, appropriate and absorb overheads of different department.
- employ various methods of costing to provide practical solution.
- analyse the financial statement of a company using ratios.
- prepare fund flow statement and to compare it with the balance sheet and apply accounting standard as in the preparation of cash flow statement.

**Text Book:**

1. Maheswari , S.N.(2018) Cost and Management Accounting , Sultan chand& Sons , New Delhi.

**Reference Books:**

1. Jain, S.P and Narang, K, (2018) Cost and Management Accounting, Kalyani Publishers, Ludhiana.
2. Reddy, T.S.andHariprasadReddy , Y.,(2018) Cost and Management Accounting , Margham.
3. Sharma, R.K. and Shasi, K. Gupta, (2019) Management Accounting ,Kalyani Publications.

Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
I	20P1CMC3	OrganisationalBehaviour	6	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To understand the behavioral aspects of individuals in an organization.</li><li>To understand team/group processes and to be able to address issues arising from individual and collective organisation behaviour.</li><li>To Familiarize with behavioural process in an organization.</li></ul>				

#### **Unit - I**

OrganizationalBehaviour (OB) –Meaning – Definition-Concept –Characteristics of Human Behaviour - Nature of OB -Objectives of OB-Elements- Importance - Disciplines Contributing to OB - Historical Evolution of OB - Hawthorne Experiments and its Implications- Foundation of Individual Behaviour -Positive and Negative Individual Behaviour - Factors Influencing Individual Behaviour - Personal Factors - Environmental Factors - Behavioral Models

#### **Unit - II**

Personality - Definitions - Determinants of Personality- Influence of Personality on Behaviour - Personality Traits - Personality Development – Personality Theories -Perception - Definition- Sensation and Perception - Process - Determinants of Perception – Qualities of Perceiver - Learning - Components - Theories - Reinforcement Principle - OrganizationalBehaviour Modification-Attitude - Theories - Factors in Attitude Formation - Attitude Measurement - Attitude Change. Values- Definition- Important Types of Values - Value Across Cultures.

#### **Unit - III**

Group Dynamics and Behaviour - Concept and Features of Group - Types of Groups - Group Behaviour -Group Norms - Group Decision Making-Teams- Importance- types- Formation of teams- factors determining Team effectiveness- Conflicts - Functional and Dysfunctional aspects of Conflict. Stress - Features - Causes - Individual and Group Stressors - Managing Stress.

#### **Unit - IV**

Power Politics and Organizational Culture - Concept of Power - Sources of Power -Using Power to Manage Effectively.Organizational Culture -Dimensions - Culture as a Liability - Ethical Organizational Culture -Positive Organizational Culture. Leader - Types - Leadership Traits.

#### **Unit - V**

Organisational Change - Reasons - Objectives of Planned Change - Process in Planned Change - Human Reaction to Change - Resistance to Change - Organisational Development - Need - Steps – Interventions-Quality of Work Life (QWL)- Importance-Criteria for measuring QWL- Benefits of High QWL.

#### **Course Outcome:**

After completion of this course students will be able to

- grasp the organizational theories that would enlighten the understanding of human behavior at work.
- learn the concepts ,elements and applications of organisation behaviour
- clarify the role and relevance of individual and group behaviour in different decision.
- demonstrate interpersonal effectiveness, perception, management, conflict resolution and cultural diverting management skills.
- apply behaviour modification techniques to effectively handle resistance to change in stress causing situations.

#### **Text Book:**

- Gupta. C.B, (2018), Organizational Behaviour, S.Chand Company Ltd., New Delhi.

#### **Reference Books**

- Prasad.L.M., (2019), Organizational Behaviour, S.Chand Company Ltd., New Delhi.
- Shashi K. Gupta, Rosy Joshi, (2018), Organizational Behaviour, Kalyani Publication, New Delhi.
- Davis &Newstrom, (2017),OrganisationalBehaviour, New Delhi, McGraw Hill Publishers
- Steven Mcshane, Mary Ann Von Glinow, Radha R Sharma, (2017), OrganisationalBehaviour: Emerging Knowledge and Practice for the Real World, TMH.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
I	20P1CMC4	Managerial Economics	6	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To enable the students to know the significance and application of economic concepts to business decisions.</li><li>To make the students understand the methods and management of national income</li><li>To know the basic ideas about the internal and international trade.</li></ul>				

**Unit - I**

Managerial Economics - Meaning –Definition -Nature - Features - Scope and Application - Relationship with Other Disciplines –Differenced between Economics and Managerial Economics – Fundamental Concepts and Methods - Firm's Objectives and Role of Managerial Economist - Basic Concepts of Consumption and Utility Analysis – Types of Utilities – Law of Diminishing Marginal Utility - Assumption of the Law - Importance of the Law of Diminishing Marginal Utility.

**Unit –II**

Demand Analysis - Elasticity of Demand - Determinants of Demand and Forecasting of Demand. Supply - Supply Curve - Law of Supply - Elasticity of Supply. Production Function - Law of Variable Proportions - Law of Returns to Scale - Economies of Large-Scale Operation - Cost Concepts - Cost Function - Cost Output Relationship- Break Even Analysis.

**Unit - III**

Market Structure - Price and Output Decisions under Perfect Competition - Monopolistic Competition - Monopoly - Oligopoly -Price Discrimination - Pricing Objectives - Policies -Strategies and Methods of Pricing - Price Forecasting - Pricing Problems.

**Unit –IV**

Profit - Concept - Theories - Measurement - Economic Profit Vs. Accounting Profit - Profit Maximization Vs. Profit Restriction - Profit Policies, Planning and Forecasting - Interest. Rent and Theories - Industrial Policy - Features.Consumer - Consumer's Sovereignty - Consumer's Surplus - Consumer's Surplus in a Market - Assumption of Consumer's Surplus.

**Unit - V**

Macro Economics and Business Decisions - Business Cycle - Inflation & Deflation - National Income - Aggregates of National Income - GNP, GDP, NNP, Factory Cost - Market Price - Methods and Complexities of Measurement - Monetary and Fiscal Policies.

**Course Outcome:**

- After completion of this course students will be able to
- comprehend the market forms and apply the pricing techniques to determine the price of factors of production.
  - get acquainted with theories related to demand, supply and production competition.
  - understand the nuance of economic profit and industrial policies of government.
  - predict fluctuations in economy through exposure on inflation and national income and phase of business cycle.
  - gain the knowledge of GDP and NNP

**Text Book:**

- Sankaran S, (2018), Managerial Economics, Margham Publication, Chennai.

**Reference Books**

- Metha P.L., (2015), Managerial Economics, Sultan Chand & Sons, New Delhi.
- Varshney R.L. & Maheswari K.L, (2018), Managerial Economics, Sultan Chand & Sons, New Delhi.
- Gupta G.S, (2018), Managerial Economics, Tata McGraw Hill, New Delhi.
- Mithani D.M, (2018), Managerial Economics, Himalaya Publishing House, New Delhi.

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Semester	Subject code	Title of the paper	Hours of teaching/ week	No. of credits
I	20P1CMEL1A	LEGAL ASPECTS OF BUSINESS	6	4
<b>objective:</b> <ul style="list-style-type: none"><li>• To give an exposure to practice of corporate laws in india.</li><li>• To impact knowledge in consumer protection Act.</li><li>• To make known the student about the provisions of IT Act and competition Act.</li><li>• To provide knowledge in strategy formulation of business.</li><li>• To Tamilianise the students in strategic decision making.</li></ul>				

**Unit -I**

The Indian Companies Act, 2013: company directors - appointment - legal position - disqualification - powers - duties - liabilities - loans to directors - manager - managerial remuneration. Meetings - general meetings of shareholders - requisites of a valid meeting - proxies - voting - resolutions.

**Unit - II**

Prevention of oppression and mismanagement - books of accounts - statutory books - annual accounts and balance sheet. auditors - appointment - audit committee - rights, powers and duties - special audits - audit of cost accounts. compromises - reconstruction and amalgamation.

**Unit -III**

Consumer protection Act, 2019: objectives - consumer protection council - consumer disputes redressal agencies. foreign exchange management act, 1999: regulations and management of foreign exchange -dealings in foreign exchange - contravention and penalties - directorate of enforcement.

**Unit -IV**

The information technology Act, 2000: definitions - digital signature - electronic governance - attribution, acknowledgement and dispatch of electronic records - secure electronic records and digital signatures - regulation of creating authorities - digital signature certificates - penalties and adjudication - the cyber regulations appellate tribunal - offences.

**Unit - V**

The competition Act, 2002: definitions - prohibition of certain agreements, abuse of dominant position and regulation of combinations - competition commission of India - duties, powers and functions of commission - duties of director general - penalties - competition advocacy - finance, accounts and audit.

**Course outcome:**

After completion of this course students will be able to

- secure the comprehensive knowledge about competition and consumer protection, establishment and functioning of trusts and society form of business.
- gain comprehensive knowledge about new Indian Companies Act.
- know the consumer production act.
- familiarise themselves with the management of foreign exchange and dealings in foreign exchange.
- understand the Information Technology Act.2000
- acquire in-depth knowledge in competition Act.

**Text book:**

1. Pillai, r.s.n and bagavathi, v(2019), legal aspects of business,s.chand co. ltd., New Delhi

**Reference Books**

1. Kapoor, n.d(2019), elements of mercantile law, sultan chand& sons, New Delhi.
2. Shukla, m.c, a(2018) manual of mercantile law, s. chand co. ltd., New Delhi.
3. Kapoor, g.k(2019), corporate laws, sultan Chand &Sons, New Delhi.
4. Albuquerque, d(2016). Legal aspects of business text, jurisprudence and cases. New Delhi: oxford University press.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
I	20P1CMEL1B	Strategic Management	6	4
<b>Objective:</b> <ul style="list-style-type: none"><li>• To make an understanding the concepts and application of strategic management techniques.</li><li>• To Provide Knowledge in strategy formulation of business</li><li>• To familiarise the students in strategic decision making.</li></ul>				

**Unit - I**

Strategy - Definition - Attributes - Strategy Vs. Tactics - Significance - Competitive Advantages - Levels of Strategy - Strategic Management - Strategic Vs. Operational Decisions - Areas - Features - Process - Strategic Decision - Role – Limitations – Strategic Management process – Back ground – Sequence of strategic management process – Top management – CEO – Implication of process of strategic management – Limitations.

**Unit - II**

Environmental Analysis - Industry Environment - Environmental Scanning - Environmental Search.Organisational/ Internal Analysis - Steps - Historical Analysis - Evolution Analysis - Competitive Analysis - Financial Trend Analysis - Value Chain Analysis - SWOT Analysis.

**Unit - III**

Strategy Formulation - Classification of Strategies - Direction of Strategies - Mechanism - Strategic Alliances - Mergers & Acquisition - Levels of Strategy - Corporate Strategy - Modes of Strategy Making - Strategic Business Units.

**Unit - IV**

Strategy Implementation - Approaches - Strategic Programming - Organizational Learning - BehaviouralImplementation.Organizational Structure - Corporate Structure - Structure for Strategies.

**Unit - V**

Strategic Evaluation and Control - Need - Barriers - Process - Techniques - Types of Strategic Control - Setting Performance Standards - Measuring Performance - Role of Organizational Systems in Evaluation – Global issues in strategic management – Global Business Environment - Variables– Cultural – Economic – Legal – Strategic Decisions.

**Course Outcome:**

After completion of this course students will be able to

- learn the basic concepts of strategic management process and inherit skills required to analyze the industry.
- apply the concepts, tools and techniques to practical situation.
- demonstrate capability of marking their own decisions in dynamic business landscape.
- acquire expertise in strategy formulation.
- frame strategies in business to lead in real situations.

**Text book:**

1. Sontakki C.N., Neeti Gupta &Anuj Gupta, Strategic Management, Kalyani Publications, New Delhi.

**Reference Books**

1. Rao, VSP &Hari Krishna, Strategic Management, Excel Books, New Delhi.
2. V.S.Ramaswamy and S.Nanakumari, Strategic Planning for Corporate Success, Macmillan Publishers, New Delhi.
3. Srivastava R.N., Business Policy & Strategic Management, Himalaya Publishing House, New Delhi.
4. Frynas, J. G. & K., Mellahi (2014). Global Strategic Management. Oxford University Press.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
II	20P2CMC5	Practical Banking	5	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To familiarize the students with different types of financial services and institutions in present context.</li><li>To provide knowledge in Indian banking system.</li><li>To make known the students about modern banking products.</li></ul>				

**Unit – I**

Origin of Banking –Banking Structure in India – Banking Functions and Services – Components of Indian Banking System -Commercial Banks - Establishment - Functions - Importance - Types – Public Sector Banks – Private Sector Banks – Foreign Banks -Co-operative Banks - Objectives – Functions – Categories of Co-Operative Banks – Regional Rural Banks – Commercial Banks and Economic Development - Reserve Bank of India - Management and Functions – Powers - Credit Control– Innovative Schemes – The Lead Employment Scheme for Educated Unemployed Youth Former’s Service Societies – Priority Sector - Micro Banking - NABARD - Objectives – Functions.

**Unit – II**

Banker- Customer Relationship - Banker – Meaning and Definition – General Relationship - Banker As Debtor and Creditor, Banker as Agent, Banker as Trustee; Obligations of Banker, ,Rights of the Banker, Typesof Deposit Account, Customer: Meaning – Types (Individual, HUF, Firms,Trust, Clubs, Local Authorities and Co-Operative Societies) - Precautions to betaken by Banker and Customer -Special Types of Accounts (Minor, Married Women, Illiterate Persons, Lunatic, Drunkards and Pardanashin Women, lunatic,Partnership Firm & Joint Stock Company) - Closing of Bank Account -Termination of Banker-Customer Relationship. ‘Know Your Customer’Guidelines of the RBI, Customer Identification Procedure, CustomerIdentification Requirements. Customer Grievances and Redressal – Banking Ombudsman

**Unit - III**

Cheque - Demand Draft - Money Transfer - Features - Crossing and Endorsements - MICR Cheque - Truncated Cheque - Electronic Cheque - Paying Banker - Statutory Protection - Payment in Due Course - Collecting Banker - Statutory Protection - Holder in Due Course. ATM - Debit Card - Credit Card –Cash Deposit Machine(CDM)– Coin Vending Machine - PPM.

**Unit - IV**

**Management of Bank Deposits:**Deposits- Mobilisation, concept of Bank Management – Management of Bank Loans- Characteristics of Bank loan- Loan Policy in a Commercial Bank- Evaluation of Loan- Application- Credit Information- Credit Analysis- Credit Decision - Priority Sector Lending Policies of Commercial Banks in India- Nature and Principles of Security Investment of Commercial Banks.- NPAs - Causes and Management.

**Unit - V**

Recent Trends in Indian Banking: E-fund Transfer – Computerization in Clearing House – Tele Banking – Banking on Home Computers - IFSC, NEFT, RTGS, IMPs - SWIFT - Internet Banking - Mobile Banking – Core Banking Solutions(CBS) – Benefits – Single Window Concepets – Features – Demat Account – Application Supported by Blocked Amount(ASBA) - E-Wallet - Securitization and Reconstruction of Financial Assets and Enforcement of Security Interest Act, (SARFAESI) 2002 - Salient Features - Credit Information Bureau of India Limited (CIBIL), 2000.

**Course Outcome:**

After completion of this course students will be able to

- understand Growth, Reforms, Functions, Credit control devices & Customer service of Banks.
- familiarize the students with the recent developments in Banking.
- acquire knowledge about banker customer relationship, banker’s rights, duties and obligations
- grasp the knowledge about opening of accounts in banks & various aspects in banks & various aspects of cheque.
- explain the knowledge about various forms of advance and Statutory protection available to paying & and collection bankers.

**Text Book:**

- Gordon. E,&Natarajan. K, (2019) Banking Theory Law and Practice, Himalaya Publishing House, Mumbai.

**Book Reference**

- Gurusamy S,(2018)Banking Theory Law and Practice, Tata McGraw Hill Education, New Delhi.
- Santhanam. B, (2019)Banking Theory Law and Practice, Margam Publications, Chennai.
- Sundaram K.P.M., (2017)Banking Theory Law and Practice, SreeMeenakshi Publications, Karaikudi.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
II	20P2CMC6	Customer Relationship Management	5	4
<b>Objective:</b> <ul style="list-style-type: none"><li>•To facilitates the students to understand the process of CRM.</li><li>•To impact knowledge in the implementation of CRM strategies.</li><li>• To provide knowledge in the technology of relationship marketing</li></ul>				

**Unit I**

Customer Relationship Management - Definition - Significance - Scope - Advantages - Relationship Marketing - Growth - CRM Emergence Concepts - Traditional Marketing Vs. Relationship Marketing - Customer Relationship Survey Design - Six Markets Models - Customer Relationship - Customer Retention Strategies – Enterprise Marketing Automation (EMA) – Components of EMA(Promotions,Events Loyalty and Retention Programs) Response Management – Marketing Campaign Planning and Management Business Analytic Tools.

**Unit II**

CRM Process - Objectives - Insights into CRM and e- CRM - Levels of e-CRM - CRM Business Transformation Process - Planning for Transformation - CRM Business Cycle - CRM Implementation - CRM and Internet Challenge - Measuring the Effect and Impact of Internet - Data Warehousing and CRM Call Center – Types of call centre – Customer interaction – Functionality - Technological implementation – ACD(Automatic Call Distribution) – IVR(Interactive Voice Response) – CTI(Computer telephony Integration) – Web enabling the call center, Automated intelligent call routing, Logging and monitoring.

**Unit III**

Customer Loyalty - Advantages - Framework - Stages - Classifications - Supplier Loyalty - Supra Loyalty - De Loyalty - Disloyalty - Types of Customer Behaviour - Features of a Successful Loyalty Schemes - Customer Satisfaction and Service quality - Customer Satisfaction - Meaning - Definition - Importance - Components - Customer Satisfaction models.

**Unit IV**

Monitoring and Controlling Relationships - Approaches to Monitoring and Control - Measures of Relationship Success - Satisfaction - Service Quality. Relationship Returns - Measuring Financial Performance - Service Recovery - Controlling Service - Hard and Soft Control Techniques.

**Unit V**

Technology for Relationship Marketing - Technology Charges - Criteria for Creating Value for Customers - CRM from Scratch - Future of CRM – Employees in CRM – Customer Linkage – Factors effecting Employees Customer Oriented Behaviour – Service Failure – Service recovery Management – Customer recall Management – Customer experience management.

**Course Outcome:**

After completion of this course students will be able to

- understand the concept of CRM.
- understand the basic nuances of and realize the importance of enterprise marketing automation.
- implement to how CRM practices and technologies enhance the achievement of marketing and services objectives.
- implement various technological tools for data mining and also successful implementation of CRM in organisations.
- understand customers' preferences for the long -term sustainability of the organisations.

**Text book:**

1. Mohammed, H.Peeru and Sagadevan A, (2019)Customer Relationship Management, Vikas Publishing House, Delhi.

**Reference Books**

1. Paul Greenberyyv,(2017)Customer Relationship Management: Essential Customer Strategies for the 21<sup>st</sup> Centuries, Tata McGraw Hill.
2. SugandhiR.K,(2019)Customer Relationship Management, New Age International Publishers, Delhi.
3. Sheela Rani S.,(2019) Customer Relationship Management, Margham Publications, Chennai.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
II	20P2CMC7	Direct Taxes	6	5
<b>Objective:</b> <ul style="list-style-type: none"><li>To enable the students to acquire knowledge on the provisions of direct tax and assessment of individuals.</li></ul>				

**Unit - I**

Income Tax Act 1961 - Tax History - Concept of Income - Features of Income - Gross Total Income and Total Income - Agricultural Income - Capital Vs. Revenue - Exempted Incomes - Residential Status and Incidence of Tax.

**Unit - II**

Computation of Income under Salaries - Income from House Property.

**Unit - III**

Computation of Income from Profits and Gains of Business or Profession - Income from Capital Gains - Income from Other Sources.

**Unit - IV**

Aggregation of Income - Set off and Carry Forward of losses - Deductions from Gross Total Income.

**Unit - V**

Assessment of Individuals - Hindu Undivided Family - Firms - Association of Firms - Companies - Income Tax Authorities - Procedure for Assessment - Collection of Tax - Recovery of Tax and Refunds - Settlement Commission.

**Course Outcome:**

After completion of this course students will be able to

- enumerate conceptual framework of Direct taxes.
- know the procedure of recovery and refund of tax.
- analysis the five heads of Income Tax.
- compute gross total income.
- analyze various deductions available U/S 80.

**Text book:**

1. Gaur, V.P and Narang, D.B., Income Tax Law and Practice, Kalyani Publishers, New Delhi.

**Reference Books**

1. DinkarPagare, Law & Practice of Income Tax, Sultan Chand and Sons, New Delhi.
  2. Mehrotra H.C, Income Tax Law and Accounts, SahityaBhawan Publications, Agra.
  3. Dr.Vinod K Singhania, "Students Guide to Income Tax", Taxmann Publications Pvt. Ltd., New Delhi, (Latest Edition).
  4. Bagavathi Prasad, Direct Taxes, WishwaPrakashan, New Delhi, (Latest Edition)
- To know about various assessments and its procedures.



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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
II	20P2CMC8	International Human Resource Management	5	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To provide knowledge on understanding and managing human resource in multinational organizations.</li></ul>				

**Unit - I**

International Human Resource Management (IHRM) - Concept - Domestic Vs. IHRM – Developing international HR Strategies – Types of International Employee – Barriers to Effective Global HRM – Expanding the Role of HRM in International Firms – Role and responsibilities of International Human Resource Managers - Organizational Structure - Nature, Approaches and Steps in Designing Organisational Structure - Organisational Learning. International HR Planning - Division of Labour - Types of International Human Resources - Issues in Supply of Human Resources.

**Unit - II**

International Staffing – Human Resource Planning - Recruitment - Sources at Macro and Micro Level - Selection Techniques - Issues in Employee selection – Selection Criteria for International Staffing – Motivational state – Obstacles and Benefits of Global Staffing System – Managing Diversity – Dual Career Planning - Expatriate System - Performance Management - Challenges - Areas of Appraisal - Organisational Role Expectations - Appraisal System - Problems - Measurement of Effective Appraisal System.

**Unit - III**

Training and Development - Need - Areas of Global Training. – Expatriate training – Types of Global assignment and Impact on cross cultural Training (CCT) – Need analysis of CCT - Goals and measures – Develop and deliver the CCT Programme – Intercultural coaching for Global manager – Methods of Training – E-Learning Computer Based Training -Compensation Management - Complexities - Objectives - Components - Factors Affecting International Compensation - Approaches.

**Unit - IV**

International Industrial Relations - Trade Unions - Collective Negotiations - Industrial Conflicts - Quality Circles and Participative Management - Shifts in IHRM and Industrial Relations.

**Unit - V**

International Strategic Human Resource Management - Peculiarities - Value Creation - Global Strategic Management Process - MNC's Business and HRM Strategies - Collaborative Strategies - International Dimension of HRM – Strategies for International Organizations – Context of Management and Organization in Europe – Flexible Organization in Europe Model.

**Course Outcome:**

After completion of this course students will be able to

- illustrate various aspects of recruitment and assimilate various dimensions of training and development.
- understand the key terms concepts, practices in the field of HRM.
- undertake qualitative and quantitative approach in HRM.
- identify the problem in the field of HRM and provide innovative solutions.
- develop Competence of professional HR management in global level.

**Text book:**

- SubbaRao, P. (2019) International Human Resource Management and Industrial Relations. Himalaya Publishing House, Mumbai.

**Reference Books**

- Aswathappa, K. and Sadhna Dash. (2018) International Human Resource Management. Tata McGraw Hill Publishing Co. Ltd., New Delhi.
- Rao, P. L. (2017) International Human Resource Management. Excel Books, New Delhi.
- Gupta, S.C..(2016) International Human Resource Management. Macmillan Publishers India, New Delhi.

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Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No. of Credits
<b>II</b>	<b>20P2CMC9</b>	<b>Core – Optimization Techniques</b>	<b>6</b>	<b>4</b>

**OBJECTIVES:**

- To introduce linear programming problems.
- To teach how to interpolate the given set of values.
- To impart the knowledge of concepts and tools of R.

**Unit I**

**18 Hrs**

**Linear Programming:** Introduction – modelling in OR – Methodology in OR – Applications and limitations in OR – Formulation of LPP – Model formulation – solved problems – Graphical solution method – solved problems.

**Unit II**

**18 Hrs**

**Transportation and Assignment problem:** Transportation algorithm – Degeneracy algorithm – Degeneracy in Transportation Problem, Unbalanced transportation problem – assignment algorithm – unbalanced Assignment problem– solved problems.

**Unit III**

**18 Hrs**

**Network scheduling by PERT / CPM:** Network – Critical Path Method – PERT Calculations – PERT algorithm – solved problems.

**Unit IV**

**18 Hrs**

**Interpolation:** Newton's divided difference interpolation – Lagrange's interpolation – Fourth order R.K method only.

**Unit V**

**18 Hrs**

**Sampling and large sampling test:** Test of significance – Null hypothesis and Alternative hypothesis – error in sampling – test of significance for single proportion and difference of proportion – test of significance for single mean and difference of means.

**COURSE OUTCOME:**

After the completion of the course, the student will be able to

- to solve transportation and assignment problems.
- to apply these techniques constructively to make effective business decisions.
- to understand the mathematical models used in OR.
- to find the reliability of the estimates derived from the sample, which can be done by computing the standard error of the statistic.
- extend the knowledge to pursue research in their field.

**Textbook:**

1. **Problems in Operations Research** - PK. Gupta and Manmohan, Sultan Chand & Sons (Fourteenth Edition), 2014.  
Unit – I: Chapters 0, 1, 2 (Pages: 1 – 19, 43 – 53,)   
Unit – II: Chapters 15, 16 (Pages: 293 – 307, 349 – 358)   
Unit – III: Chapter 27 (Pages: 691 - 702)
2. **Numerical methods**, P. Kandasamy, Thilagavathi and Gunavathi, S. Chand, 2007  
Unit – IV: Chapter 8 (Sec: 8.5, 8.7) Chapter 11 (Sec: 11.13)
3. **Fundamentals of Mathematical Statistics**, S.C. Gupta, V. K. Kapoor, Sulthan, 2014.  
Unit – V: Chapter 14 (Sec: 14.4, 14.4.1, 14.4.2, 14.7.1, 14.7.2, 14.8.3, 14.8.4)

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
II	20P2CMEL2A	Project Management	4	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To impart knowledge on project identification and project execution.</li></ul>				

**Unit - I**

Generation of Project Ideas - Monitoring the Environment - Corporate Appraisal - Tools for Identifying Investment Opportunities: Porter Model and Life Cycle Approach - Scouting for Project Ideas - Preliminary Screening - Project Rating Index - Sources of Positive NPV - Qualities and Traits of a Successful Entrepreneur.

**Unit - II**

Market and Demand Analysis - Situational and Specification of Objectives - Collection of Secondary Information - Conduct of Market Survey - Market Characterization - Demand Forecasting - Market Planning and Strategy.

**Unit - III**

Technical Analysis - Manufacturing Process - Technical Arrangements - Material Inputs and Utilities - Product Mix - Plant Capacity - Location and Site - Machineries and Equipment - Project Charts and Layouts - Project Implementation - Need for Project Alternatives. Financial Estimates and Projections - Project Cost - Means of Finance - Cost of Production - Profitability Projections.

**Unit - IV**

Project Selection - Firm and Market Risk - Social Decision Situations. Financing of Projects - Capital Structure - Menu of Financing - Equity and Preference Capital - Debentures - Term Loans - Working Capital Advances - Venture Capital - Project Financing Structures.

**Unit - V**

Project Implementation - Forms of Project Organization - Project Planning - Project Control - Human aspects of Project Management - Pre-requisites for Project Implementation - Network Techniques for Project Management - PERT - CPM. Project Review - Control of in-progress Projects - Post Completion Audits - Abandonment Analysis - Agency Problem.

**Note:** Distribution of Marks - 100% Theory.

**Course Outcome:**

After completion of this course students will be able to

- demonstrate effective project execution and control techniques that result in successful project.
- learn how to prepare a project.
- understand various stages of projects.
- understand the conceptual clarity of projects.
- learn the techniques for project planning.

**Text book:**

1. Chaudhury, S. (2019). Project Management, Tata McGraw-Hill, New Delhi.

**Reference Books**

1. Prasanna Chandra. (2018) Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill, New Delhi.
2. Gopala Krishnan, P. and Rama Moorthy, V.E, (2019) Text Book of Project Management, MacMillan India Ltd., New Delhi.
3. Yen Yee Chang and Evelyn May Brown, (2017) Managing Project Risk, Prentice Hall, London.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
II	20P2CMEL2B	Tourism Marketing	4	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To understand the various elements of tourism and to familiarize with the tourism organizations in the national and international context.</li></ul>				

**Unit - I**

Tourism –Definition - Concepts - Elements - Nature - Classification of Tourists – Visitor – Traveller – Excursionist – Definition and Differentiation - Typology of Tourism - Tourism Network - Interdisciplinary Approaches to Tourism - Historical Development of Tourism - Major Motivations and Deterrents to Travel – General Tourism Trends – Types of Tourists.

**Unit - II**

Tourism Marketing - Need - Guidelines for Effective Marketing of Tourism - Tourism Marketing Mix. Tourism Industry - Constituents - Basic Components - Differences between Tourism and Hospitality, Travel, and Event Management - Emerging Areas of Tourism-Impacts of Tourism - Tourism Area Life Cycle (TALC) - Tourism Principles and Theories - Push and Pull Factor Theory - Measuring Tourism Demand - Components of Tourism Supply.

**Unit - III**

Accommodation Facilities in Tourism – Importance of Accommodation in Tourism – Types of Accommodation - Basic and Additional Facilities Provided - Nature of Demand and Supply of Accommodation Facilities – Travel Agency and Tour Operator - Travel Related Documents - Passport – Visa – Currency regulation – Customs – Health Regulation – Baggage Regulations - Travel Industry - Air, Road, Rail and Water, segment of Travel Industry - Water Transportation - Cruise Categories -Volume - Premium - Luxury - Researching Cruise -Cruise Facilities - Inland Water Ways.

**Unit - IV**

Tourism Planning and Development - Tourism Planning Vs. Tourism Policy - Need for Tourism Planning - Planning Process - Tourism Planning in India - National Action Plan for Tourism.

**Unit - V**

Tourism Organizations - United Nations World Tourism Organization - Pacific Asia Travel Association - International Air Transport Association - World Tourism and Travel Council - Ministry of Tourism, Govt. of India - India Tourism Development Corporation - Tamilnadu Tourism Development Corporation - Travel Agents Association of India.

**Course Outcome:**

After completion of this course students will be able to

- understand the basic concept of tourism marketing.
- know the Impact of tourism terminology
- learn Pros and Cons of tourism
- understand the tourism planning and development.
- define Cost and benefits of tourism..

**Text book:**

1. Charles R.Goeldner and Brent Ritchie J.R(2019), Tourism Principles and Practices

**Reference Books**

2. Bhatia A.K., (2017) Tourism Development Principles and Practices, Sterling Publishers Ltd, New Delhi.
3. ShashiPrabha Sharma, (2018) Tourism Education: Principles, Theories and Practices, Kanisha Publishers, Distributor New Delhi.
4. RaveeChuhan, (2015). Tourism Concept and Practices, Vista International Publishing House, New Delhi.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
III	20P3CMC10	Goods and Service Tax and Customs Duty	6	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To understand the concept of Goods and Service Tax and functions and benefits of GST</li><li>To make known the students about the provisions of GST.</li><li>To impact knowledge in Assessment and Returns.</li></ul>				

**Unit - I**

Introduction to GST – Meaning of GST – Need for GST in India - Objectives and basic scheme of GST, Meaning - Salient Features - Subsuming of Taxes - Benefits of Implementing GST- Cascading of taxes an account of Levy of CST – Inter-state Purchases – One Nation – One Tax – Dual GST Model – Constitutional Amendments - Structure of GST - CGST - SGST - IGST - GST Council - Structure, Power and Functions.

**Unit - II**

Salient Features of CGST Act, SGST Act, IGST Act - Business Capital Goods - Taxable Person - Aggregate Turnover - Meaning - Definition - Scope.Adjudicating Authority - Appointment - Composition and Power.Agent - Business - Capital Goods - Supply - Valuation - Types of Suppliers – Manufacture - Levy and Collection of Tax.

**Unit - III**

Registration Under GST - Procedure - Persons Liable/ Not Liable for Registration - Compulsory/ Deemed Registration - Special Provision for Casual Taxable - Exempted Goods and Services - Computation of Taxable Value and Tax Liability. Input Tax Credit - Apportionment under GST.

**Unit - IV**

Assessment and Returns - Definition - Types of Assessment - Provisional Assessment Order - Scrutiny of Returns - Assessment of Non-filers of Returns - Assessment of Unregistered Returns - Furnishing Details of Outward and Inward Supplies.

**Unit - V**

Customs Duty - Introduction - Growth in Customs Revenue – Objectives – Scope of Customs Act - Levy and Collection of Customs Duty - Organizations of Customs Departments - Officers of Customs-Powers - Appellate Machinery - Infringement of the Law - Offences and Penalties - Classification of Goods, Import and Export Procedures – Clearance of goods for Home Consumption – Clearance of Export goods Baggage – Import and Export Through Courier - Exemptions from Duty - Customs Duty Draw Back - Duties Free Zones.

**Distribution of Marks:** 100% Theory

**Course Outcome:**

After completion of this course students will be able to

- demonstrate knowledge of the concepts, principles, and rules of taxation of individuals
- introduce GST and its implication on individuals and business with regard to taxation.
- understand the practice of GST.
- apply the concept in real situation of GST.
- choose career as GST practitioner or Consultant.

**Text book:**

1. Gupta S, GST - Law and Practice, Taxmann's Publications, New Delhi.

**Reference Books**

1. GhousiaKhatoon,Naveen Kumar &Venkatesh. S.N. Goods and Service Tax. Himalaya Publishing House, Mumbai.
2. Datey V.S, GST Ready Reckoner, Taxmann's Publications, New Delhi.
3. KeshavGarg, GST Ready Reckoner, Bharat Law House, Delhi.
4. Radha, Indirect Taxes, Prasanna Publications, Chennai.

Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
III	20P3CMC11	Securities Analysis and Portfolio Management	5	4
<b>Objectives:</b> <ul style="list-style-type: none"><li>• To provide knowledge on investment avenues and portfolio.</li><li>• To make known the students about the provisions of Securities.</li><li>• To impact Knowledge in Investment.</li></ul>				

#### **Unit - I**

Investment – Definition - Objectives - Importance –Classification of Investment - Investment Vs. Speculation - Investment Vs. Gambling - Features of Investment Programme - Investment Portfolio Management - Principles of Portfolio Management – Scope of Investment Management – Factors Affecting Investment Decisions - Investment Process - Investment Alternatives - Alternative Forms of Investment.

#### **Unit - II**

Security Valuation - Concept of Value – Valuation of Securities -Approaches - Valuation of Shares and Bonds- Options and Futures – Types – Advantages – Limitations – Factors Determining the Option Value – Black – Scholes Model – Future – Forward and Future - Risk - Concept - Systematic Risk - Unsystematic Risk - Quantitative Analysis of Risk. Concept of Return - Measurement of Return.

#### **Unit - III**

Security Analysis - Fundamental Analysis - Economic Analysis - Industry Analysis - Company Analysis.Technical Analysis - Assumptions - Dow Theory – Elliot Wave Theory- Efficient Market Theory.

#### **Unit - IV**

Portfolio Management - Nature - Scope - Objectives - Portfolio Analysis - Traditional Vs. Portfolio Analysis - Markowitz Theory - Sharpe Index Model.Techniques of Portfolio Revision - Formula Plans - Constant Rupee Value Plan – Rupee Cost Average –Portfolio Revision - Capital Asset Pricing Model - Arbitrage Pricing Theory.

#### **Unit - V**

Portfolio Construction – Approaches to Portfolio Construction – Determination of objectives – Selection of Portfolio – Portfolio Performance Evaluation - Performance Index of Sharpe, Treynor and Jensen. Derivatives - Options - Black Scholes Model - Forwards - Futures - Swaps - Buyback of Shares.

#### **Course Outcome:**

After completion of this course students will be able to

- identify and appreciate various investment avenues available in India.
- the influence of valuation of securities.
- learn the fundamental of security I analysis.
- perform effectively working with DEMAT account.
- demonstrate the knowledge in stock exchange.

#### **Text book:**

1. Preeti Singh (2019), Investment Management(Security Analysis and Portfolio Management),Himalaya Publications, Mumbai.

#### **Reference Books**

2. Rustagi, R.P(2019). Investment Management: Theory and Practice. Sultan Chand & Sons, New Delhi.
3. Prasanna Chandra (2010), Investment Analysis and Portfolio Management, Tata Mcgraw Hill Education Private Limited, New Delhi
4. Aavadhani VA (2003)- Investment & Securities markets in India, Himalaya Publishing House, New Delhi.
5. JhabakP. (2012), Security analysis and portfolio management, Himalaya publication house Pvt. Ltd., New Delhi.
6. V.K. Bhalla (2008), Investment Management (Security analysis and Portfolio Management) S. Chand &Ccompany Ltd, New Delhi.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
III	20P3CMC12	Advanced Financial Management	6	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To acquaint knowledge on application of financial management techniques in business and to develop skills in financial analysis and decision making.</li><li>To make an understanding on the principles of financial management.</li><li>To provide knowledge in various Financial Function.</li></ul>				

**Unit - I**

Financial Management - Meaning - Evolution - Importance - Objectives - Finance Function - Relationship of Finance with Business Functions - Economic Value Added and Market Value Added Approach - Financial Decisions - Functions of Finance Manager - Financial Engineering - Organization of Finance Function – Time Value of Money – Present Value and Compound Value Techniques.

**Unit - II**

Cost of Capital - Concept - Significance - Determination of Cost of Capital - Types - Computation of Cost of Capital - Cost of Debt - Cost of Preference Share Capital - Cost of Equity - Cost of Retained Earnings - Weighted Average Cost of Capital.

**Unit - III**

Capital Structure - Meaning - Capital structure Vs. Capitalization and Financial Structure - Optimal Capital Structure - Risk and Return Trade Off - Factors Determining Capital Structure - Techniques of Planning the Capital Structure - Point of Indifference - Theories of Capital Structure -Net Income Approach - Net Operating Income Approach - MM Approach -Leverages - Financial, Operating and Composite Leverages.

**Unit - IV**

Working Capital Management - Concept - Kinds - Importance - Forecasting Working Capital Requirements - Management of Cash - Receivable Management - Inventory Management – Lease Financing (theory only) – Introduction – Objectives – Types – Concepts – Dividend Policy - Determinants of Dividend Policy - MM Hypothesis - Gordon Model - Walter Model - Accounting for Bonus Issues - Right Issues - Buyback of Shares.

**Unit - V**

International Financial Management- Nature and Scope - Recent Development in financial Management – IMF and Domestic Financial Management – Balance of Payments – Significance – Preparation of BOP Statement – Link between BOP and the Economy – International Financial market instruments – International Equities – IDR,ADR(America Depositary Receipts) and GDR(Global Depositary Receipts) – Foreign Bond and Euro Bond – Short-term and Medium-term Instruments – External Commercial Borrowings.

**Distribution of Marks:** Problem: 60% Theory: 40%

**Course Outcome:**

After completion of this course students will be able to

- know the impact of capital structure on shareholder's wealth.
- acquire the basic concepts of financial management.
- elucidate the concept of working capital and its management
- involve in preparation of capital structure of the company.
- find job in banking and financial institution

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**Text Book:**

1. Sharma, R.K. and Shasi, K. Gupta.,(2019) Financial Management, Kalyani Publications, Ludhiana.

**Reference Books**

1. Murthy, A, (2019)Financial Management, Margham Publications, Chennai.
2. Maheswari, S.N, (2019)Financial Management, Sultan Chand & Sons, New Delhi.
3. Pandey, I.M, (2019). Financial Management, Vikas Publishing House Pvt. Ltd., Noida.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
III	20P3CMC13	Global Business Environment	5	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To understand the factors affecting business environment and intricacies in the foreign trade.</li><li>To impart knowledge in the implementation of Global business strategies.</li><li>To provide knowledge in the technology of Foreign Exchange marketing.</li></ul>				

**Unit - I**

Global Business - Need - Drivers - Stages - Problems - International Orientations - International Business Decisions - Types. International Business Environment - Significance - Economic, Social, Cultural, Demographic, Political, Regulatory, Natural and Technological Environment.

**Unit - II**

International Trading Environment - Trade Strategies - Free Trade - Protection - Commodity Agreements - Cartels - State Trading - Trade Blocs - Forms of Integration - European Union - NAFTA - Economic Integration of Developing Countries - South-south Cooperation - SAARC - SAPTA - GATT - WTO - TRIMs - TRIPs.

**Unit - III**

Foreign Exchange Market - Functions - Types of Transactions - Methods of Payments - Determination of Exchange Rates - Exchange Control - Exchange Rate Systems - Exchange Rate Classifications - Convertibility of Rupee - Devaluation- Impact of Devaluation – Requirements for Devaluation – Reasons for Devaluation of Currency – Demerits - Currency Exchange Risks - Management of Exchange Rate Risks – FEMA - Functions.

**Unit - IV**

Balance of Payments (BOP) – Components – Characteristics – Types – Structure of Balance of Payments – Components – Balance of Trade Vs Balance of Payments - Dis-Equilibrium – Types - Correction of Dis-Equilibrium - Financing of BOP Deficit – Balance of Payments Position Since Globalization –International Investment - Types - Theories - Significance - Factors Affecting International Investment - Limitations. Financing Services - Forfeiting - Export Credit Risk Insurance.

**Unit - V**

International Economic Organizations - IMF - World Bank - IFC - ADB - UNCTAD - UNIDO - ITC. Foreign Trade Policy of India - Objectives - Strategy - Promotional Measures - EOUs - SEZs - FTZs - EXIM Bank - ECGC - Import Substitution - Foreign Trade (Development and Regulation) Act, 1992.

**Course Outcome:**

After completion of this course students will be able to

- know about the environmental dynamics of international business
- gain depth knowledge of Global Business Environment.
- understand the concept of business environment.
- develop entrepreneurship skill
- perform effectively in any business.

**Text book:**

1. Francis Cherunilam, International Business(2019), PHI Learning Private Ltd., New Delhi.

**Reference Books**

1. Aswathappa, K,(2018) International Business, Tata McGraw Hill Publishing Company Ltd., New Delhi.
2. Anant, K.Sundaram, (2016)International Business Environment, Prentice Hall of India, New Delhi.
3. Bhalla, V.K. and Shiva Ramu, S, (2018)International Business, Anmol Publishers, New Delhi.



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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
III	20P3CMC14	Business Intelligence and Analytics	4	4

**Objective:**

- To know about various information systems required to design MIS.

**Unit I****Hrs 12**

Introduction to Business Intelligence: Business Intelligence - Mobile Business Intelligence - Real-time Business Intelligence. Analytics: A Comprehensive Study: Business Analytics - Analytics - Software Analytics - Embedded Analytics - Learning Analytics - Predictive Analytics - Prescriptive Analytics - Social Media Analytics - Behavioral Analytics

**Unit II****Hrs 12**

Data Mining: An Overview: Data Mining - Anomaly Detection - Association Rule Learning - Cluster Analysis - Statistical Classification - Regression Analysis - Automatic Summarization - Examples of Data Mining.

**Unit III****Hrs 12**

Understanding Data Warehousing: Data Warehouse - Data Mart - Master Data Management - Dimension (Data Warehouse) - Slowly Changing Dimension - Data Vault Modeling - Extract, Transform, and Load - Star Schema.

**Unit IV****Hrs 12**

Market Research: An Integrated Study: Market Research - Market Segmentation - Market Trend - SWOT Analysis - Marketing Research. Essential Aspects of Business Intelligence: Context Analysis - Business Performance Management - Information System - Organizational Intelligence - Data Visualization - Process Mining.

**Unit V****Hrs 12**

Operational Intelligence: Technological Components: Operational Intelligence - Business Activity Monitoring - Complex Event Processing - Business Process Management - Metadata - Root Cause Analysis.

**Course Outcome:**

After completion of this course students will be able to

- describe the concepts and components of Business Intelligence (BI).
- critically evaluate use of BI for supporting decision making in an organisation
- understand and use the technologies and tools that make up BI
- understand and design the technological architecture that underpins BI systems
- plan the implementation of a BI system.

**Text book:**

1. "Business Intelligence and Analytics", Drew Bentley, Published by Library Press.

Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
III	20P3CMEDC	Entrepreneurial Development	4	-
<b>Objective:</b> <ul style="list-style-type: none"><li>To make the students to become a successful entrepreneur and to know the process involved in entrepreneurship.</li></ul>				

**Unit - I**

Entrepreneurship - Nature and Characteristics of an Entrepreneur - Difference between Entrepreneur and Manager - Qualities, Types, and Functions of an Entrepreneur - Role of Entrepreneur in Economic Development.

**Unit - II**

Business Ideas - Sources of Idea - Idea Processing and Selection - Start up Process - Project Identification and Selection - Project Formulation - Project Appraisal.

**Unit - III**

Factory Design and Layout - Importance - Factors affecting Factory Design - Factory Layout - Objectives - Types - Consideration in Designing Layout - Design Requirements.

**Unit - IV**

Institutions Assisting to Entrepreneurs - NSIC - SIDCO - SSIB - DIC – TIIC – KVIC – TCO – ITCOT - Commercial Banks and New Entrepreneurial Development Agency.

**Unit - V**

Entrepreneurship Development Programmes - Need - Objectives - Institutional efforts in Developing Entrepreneurship – Evaluation of EDPs – Problems in the conduct of EDPs – Suggestions to make EDPs effective – Planning EDPs - Role of SISI, SIPCOT and SIDBI – Recent Development in Small Enterprises in India – Government rules and regulations – Rural Entrepreneurship – Need for Rural Entrepreneurship Problems – SHGS and Rural Development – MUDRA Banking /MSME Loans.

**Course Outcome:**

After completion of this course students will be able to

- explain the Acquire knowledge Entrepreneurship and Enterprise, Importance and relevance of the entrepreneur and Women entrepreneurs, problems and promotion.
- understand effective knowledge in Starting a Small Scale Industry and The start-up process, Project identification.
- demonstrate the Preparing the Business Plan (BP), Human Resource, Marketing, technical aspects of the BP.
- understand to acquire the knowledge of Implementation of the project - Financial assistance and Non – financial assistance
- gain the knowledge about Incentives and subsidies and Subsidized services.

**Text book:**

1. C.B.Gupta., N.P.Srinivasan, (2018), Entrepreneurial Development, Sultan Chand & Sons, New Delhi.

**Reference Books**

1. Khanka S.S., (2019)Entrepreneurial Development, S.Chand& Co, New Delhi.
2. Saravanavel, P. (2016), Entrepreneurial Development, Principles, Policies and Programmes, Ess Pee Kay Publishing House, Tanjore.
3. Renu Arora, Sood S.K., (2018)Fundamentals of Entrepreneurship and Small Business, Kalyani Publications, Ludhiana.
4. Jayashree Suresh, (2019)Entrepreneurial Development, Margham Publications, Chennai.

*M.Com.*

SEMESTER	SUBJECT CODE	TITLE	HOURS OF TEACHING/ WEEK	NO'OF CREDITS
III& IV	20P4CMCPD	<b>Communication Skill and Personality Development (NS)</b>	<b>1</b>	

**COURSE OBJECTIVES:**

- To cultivate positive personality traits for successful life.
- To groom Winning Attitude among the learners.
- To assist the learners to identify their own potential and realize their aspirations.
- To enable a holistic development.
- To facilitate optimum means of improving personal performance.

**UNIT 1**

1. Personality- Definition.
2. Determinants of Personality.
3. Perceptual Process.
4. Personality Traits.
5. Developing Effective Habits.
6. Self Esteem (Freud and Erikson).
7. Self Appraisal and Self Development.
8. Dos and Don'ts to develop positive self esteem.
9. Interpersonal Relationship.
10. Difference between Aggressive, Submissive and Assertive behaviour.
11. Mind Mapping, Competency Mapping, 360 degree assessment.
12. Presentation Skills – Opening, ending, Handling nerves, Handling audience, Power Storytelling, Visual aids, Question and answer session

**UNIT 2**

1. Projecting Positive Body Language.
2. Conflict Management.
3. Change Management.
4. Stress Management.
5. Time Management.
6. Goal Setting.
7. Assertiveness and Negotiating Skill.
8. Problem Solving Skill.
9. Decision Making Skills.
10. Leadership Qualities of a Successful Leader.
11. Attitudes – Positive Attitudes.
12. Public Speaking –Engaging, Connecting, and Influencing the audiences.
13. Employability Skill – Group Discussion, Interview Questions, Psychometric analysis.

**COURSEOUTCOMES:**

At the end of the programme learners will be able to:

- gain self confidence and broaden perception of life.
- maximize their potential and steer that into their career choice.
- enhance one's self image & self esteem.
- find a means to achieve excellence and derive fulfillment.

**References:**

Hurlock.E.B (2006) : Personality Development, 28<sup>th</sup> Reprint. New Delhi: Tata McCraw Hill.  
Stephen.P.Robbins and Timothy. A.Judge (2014) : Organisation Behaviour.16<sup>th</sup>Edition.Prentice Hall.  
Andrews, Sudhir. How to Succeed at Interviews. 21<sup>st</sup> (rep) New Delhi.Tata McGrew Hill 1988.  
Lucas, Stephen. Art of Publication. New Delhi. Tata McGrew Hill. 2001.  
Kumar, Pravesh. All about Self Motivation. New Delhi. Goodwill Publication House. 2005.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
IV	20P4CMC15	Advanced Accounting	8	5
<b>Objective:</b> <ul style="list-style-type: none"><li>• To make the students to understand the detailed concepts of Advanced Accounting.</li><li>• To make the students and to understand the banking's practices in relate to rules and regulations of banking companies.</li><li>• The students to gain the knowledge about effectively companies in elegant to operations of account.</li></ul>				

**Unit - I**

Social Accounting - Objectives - Approaches - Preparation of Social Income Statement and Social Balance Sheet. Accounting for Educational Institutions and Students Hostels - Preparation of Income and Expenditure Account and Balance Sheet. Accounting for Hospitals - Receipts and Payments Account, Income and Expenditure Account and Balance Sheet. Farm Accounting.

**Unit - II**

Amalgamation - Purchase Consideration - Purchase and Merger Methods – Closing entries in the Books of Vendor Company – Opening Entries in the Books of Purchasing Company as per AS14 - Absorption - External Reconstruction - Alteration of Share Capital - Kinds of Alteration - Journal Entries - Internal Reconstruction - Reduction of Share Capital.

**Unit - III**

Liquidation of Companies - Modes of Winding Up – Liquidator's Final Statement of Accounts. Valuation of Goodwill - Definition - Nature – Need of Shares - Factors - Methods of Evaluation of Goodwill – Valuation of Shares - Need - Factors - Methods of Valuation of Shares.

**Unit - IV**

Banking Company Accounts - Calculation of Rebate on Bills Discounted - Accounting Treatment of Non-Performing Assets - Preparation of Profit and Loss Account and Balance Sheet - Rebate of Bills Discounted - Classification of Advances and Investments(New Format)-Insurance Companies Accounts - Life Insurance and General Insurance Under IRDA Act 2000(New Format).

**Unit - V**

Holding Companies- Consolidated Balance Sheets With Treatment of Mutual Owings, Contingent Liability, Unrealized Profit, Revaluation of Assets, Bonus Issue and Payment of Dividend (Excluding Chain and Cross Holding) - Accounts of Electricity Companies - Features - Double Account System Vs. Double Entry System - Double Account System Vs. Single Account System - Advantages and Limitations - Revenue Accounts - Receipts and Expenditure Account – Replacement of Assets – International Financial Reporting Standards(IFRS) – Meaning – Advantages - Disadvantages.

**Course Outcome:**

After completion of this course students will be able to

- learn how to measure the performance of any company in view of social responsibility.
- know the various meaning of the terms amalgamation, absorption and external reconstruction
- understand the nature and sources of goodwill and also studying appreciate the need for valuation of shares.
- gain knowledge of terms and conditions LIC.
- analyze the how to operates the accounts of electricity powers use in home purpose and business purpose.

**Text book:**

1. Jain, S.P & Narang, K, (2019) Advanced Accountancy, Kalyani Publishers, New Delhi.

**Reference Books**

1. R.L Gupta and Radhasamy, (2019), Advanced Accountancy Volume I & II - Sultan Chand and Sons, New Delhi.
2. Shukla M.C., T.S. Grewal, & Gupta S.C., (2019) Advanced Accounts, S Chand & Co Ltd, New Delhi.
3. Reddy, T.S. & Murthy, A. (2019) Financial Accounting, Margham Publications, Chennai.

***M.Com.***

Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
IV	20P4CMC16	Business Research Methods	6	5
<b>Objective:</b> <ul style="list-style-type: none"><li>To understand the elements of the research process and to develop the skills in application of research techniques for solving business problems.</li><li>To make the students to understand the research methods and methodology in social science research.</li><li>The students to develop the skills in preparing report writing and to understand mechanics of writing a research report.</li></ul>				

**Unit - I**

Research - Meaning - Objectives - Types - Research Process - Significance - Research Methods Vs. Methodology - Scientific Method - Criteria for Good Research - Problems Encountered by the Researchers. Identification of Research Problem - Sources - Techniques Involved in Defining a Problem.

**Unit - II**

Research Design - Need - Features - Contents - Types - Factors affecting Research Design. Literature Review - Need - Sources. Formulation of Hypothesis - Sources - Types - Procedure for Hypothesis Testing. Measurement - Measurement Scales - Sources of Error in Measurement - Tests of Sound Measurement - Techniques of Developing Measurement Tools. Scaling - Scale Classification Bases - Important Scaling Techniques.

**Unit - III**

Sampling Design - Steps - Need - Criteria for Selection of Sampling Procedure - Characteristics of a Good Sample - Types. Data Collection: Types of Data - Sources - Tools for Data Collection - Methods of Data Collection - Pilot Study - Case Study - Data Processing: Coding - Editing and Tabulation of Data - Data Analysis.

**Unit - IV**

Correlation - Regression - Test of Significance: Assumptions about Parametric and Non-parametric Tests: Parametric Test - T test, F Test - ANOVA (One way and Two way) - Z Test - Chi square Test (Problem only). Introduction to SPSS.

**Unit - V**

Interpretation of Data - Need - Techniques - Precautions. Report Writing - Kinds of Reports - Steps in Report Writing - Layout of Research Report - Mechanics of Writing a Research Report - Precautions for Writing Research Report - Bibliography - Appendices

**Distribution of Marks:** Theory: 80% Problem: 20%

**Course Outcome:**

After completion of this course students will be able to

- gain the knowledge of researchers faced by the problems encountered in research, and identification of research problem.
- prepare research designs, formulation of Hypothesis and to understand using important scaling techniques in research.
- select the research samples in social sciences research
- analyze the use of statistical tools applied in research purpose, and understand the clear picture of SPSS tools packages.
- prepare research report clearly and interpret the data analysis,

**Text book:**

- Kothari, C.R. and GauravGarg, (2019) Research Methodology, New Age International Publishers, New Delhi.

**Reference Books**

- Panneerselvam, R, (2018) Research Methodology, Prentice Hall of India Private Ltd., New Delhi.
- Krishnaswamy, O.R. and Ranganatham, M, (2017) Research Methodology for Social Sciences, Himalaya Publishing House, Mumbai.
- Tripathi, P.C., (2020) Research Methodology in Social Sciences, Sultan Chand & Sons, New Delhi.
- BhomeSharadha (2014), Research Methodology, Himalaya publication house Pvt.Ltd, New Delhi.

**M.Com.**

Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
IV	20P4CMC17	Financial Services and Institutions	6	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To have an idea about Banking system and to learn the latest developments in modern banking.</li><li>The students to gain more knowledge about concepts and functions of financial services in India.</li><li>The students to understand the skills and knowledge development in investment of high risks projects.</li></ul>				

**Unit - I**

Financial Services in India - Characteristics - Functions – Financial Concepts –Financial Intermediaries – Financial Markets – Classification - Capital Market – Financial Rates of Return – Financial Instruments - Financial Services Market - Constituents - Financial Services in India - Problems - Financial Services Environment - Players in Financial Market - Macro-economic Aggregates in India.

**Unit - II**

Merchant Banking - Origin - Functions - Regulation of Merchant Banking Activities - Leasing - Characteristics - Types - Process - Advantages - Limitations. Hire Purchase Vs. Leasing. Factoring and Forfaiting - Mechanism - Characteristics - Types - Advantages - Disadvantages - Players in Factoring.

**Unit - III**

Venture Capital - Features - Origin and Growth - Stages of Venture Capital Financing - Analyzing Venture Capital Proposals - Underwriting of Securities - Mutual Funds - Schemes - Mechanics of Mutual Fund Operations - Managing Mutual Funds in India - Asset Management Company - Association of Mutual Funds in India (AMFI) - Objectives - Role - Functions.

**Unit - IV**

Derivatives – Meaning – Definition – Kinds – Derivative Markets in India – Credit card – Types – Difference Between Credit card and Debit Card - Credit Rating - Features - Benefits - Global and Domestic Credit Rating Agencies.

**Unit - V**

Financial Service Institutions - Life Insurance Companies(LIC) - CRISIL - ICRA - OTCEI - DFHIL - NSDL - STCI - DRIP - NHIB - ITCEI.

**Course Outcome:**

After completion of this course students will be able to

- know the basic concepts and functions of financial services in India. Students to have an idea and knowledge about financial markets.
- learn about merchant banking activities, develop knowledge in Hire purchase companies and leasing company techniques.
- guide others for the safe investment in Mutual Fund Schemes.
- understand the concepts and working of Debit Cards and Credit Cards.
- gain knowledge about some financial service institutions, Like : Life Insurance Corporation of India and STCIs in India.

**Text book:**

- Gurusamy S, (2019) Financial Services, Tata McGraw Hill Education Private Ltd., New Delhi.

**Reference Books**

- Vasanth Desai, (2017) Indian Financial System, Himalaya Publishing House, New Delhi.
- Varsney P.N & Mittal D.K, (2018) Indian Financial System, Sultan Chand & Sons, New Delhi.
- Khan M.Y, (2016) Indian Financial System, Tata McGraw Hill Ltd., New Delhi.
- Kidwell, D., Blackwell, D., Whidbee, D. & Sias, R. (2016). Financial Institutions Markets and Money. Wiley.
- Kohn, M. (2014). Financial Institutions and Markets. Oxford University Press.

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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
IV	20P4CMEL3A	Logistics and Supply Chain Management	5	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To impart the students' knowledge on significance of logistics and supply chain in business.</li><li>Supply Chain management are to create value, build a competitive infrastructure.</li><li>To move the inventory in a supply chain affectingly and efficiently to extend the desired level of customer service.</li></ul>				

**Unit - I**

Introduction to Logistic Management: Definition – Scope – Functions - Objectives - Integrated Logistics Management - Role of Logistics in the Supply Chain - Logistics and Customer Service - Role of Logistics in Competitive Strategy - Logistics Organization and Performance Measurement - ERP - SAP - ORACLE.

**Unit - II**

Introduction to Supply Chain Management - Definition - Objectives - Importance - Decision phases - Process view - Competitive and Supply Chain Strategies - Achieving Strategies fit - Supply Chain Drivers - Obstacles - Framework - Facilities - Inventory - Transportation - Information - Sourcing - Modeling for supply chain.

**Unit - III**

Designing the Supply Chain Management - Designing the Distribution Network - Role of Distribution - Factors Influencing Distribution - Design Options - E-Business and its Impact - Distribution Networks in Practice - Networking Design in the Supply Chain - Role of Network - Factors Affecting the Networking Design Decisions - Modeling for Supply Chain.

**Unit - IV**

Reverse Logistics and Containerization - Reverse Logistic - Scope - Design - E-Logistic - Logistics Information System - Application of IT in Logistics - Automatic Identification Technologies - Bar Coding, RFID Technology - Containerization - Concept - Types - Benefits - Types of Carriers – Indirect & Special Carriers - Role of Intermediaries – Shipping Agents, Brokers - Freight Management - Route Planning of Ports, ICDs, CONCOR - Global Shipping Options.

**Unit - V**

Transportation Network and Sourcing: Transportation - Role of Transportation - Modes and their Performance - Transportation Infrastructure and Policies - Design Options and their Trade-off - Tailored Transportation - Sourcing - In –House or Outsource - PL and 4 PL - GPS and GIS Technology - Supplier Scoring and Assessment - Lean Management - Lean Manufacturing - Mass Customization.

**Course Outcome:**

After completion of this course students will be able to

- know the Concepts and applications of supply chain Management.
- understand the effectiveness of application of logistics in SCM.
- learn about decision of supply chain management in competitive business.
- know about IT in logistics and E-Business.
- gain knowledge about transport networks with GPS and GIS

**Text book:**

- Agarwall D.K. (2018). A text Book of Logistics and supply chain management. Macmillan Education India, Noida

**Reference Books**

- Ailawadi C. Sathish&Rakesh Singh, (2017) Logistics Management, Prentice Hall, India.
- Sunil Chopra and Peter Meindl, (2017) Supply Chain Management – Strategy, Planning and Operation PHI, 4th Edition, 2010.
- Sahay B.S. (2017). Supply Chain Management. Macmillan Education India, Noida.
- Natarajan L. (2017). Logistics & Supply Chain management, Margham Publications, Chennai.



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Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
IV	20P4CMEL3B	Export and Import Management	5	4
<b>Objective:</b> <ul style="list-style-type: none"><li>To give exposure to students on export and import procedures and documentation.</li><li>To facilitating selling of goods to countries which desperately need such goods.</li><li>To expanding the market for goods by producing them on a large scale operation..</li></ul>				

**Unit - I**

Export Management – Skills – Principles – Export Organization – Types – International Marketing – Scope – International Vs. – Domestic Marketing – Pre-export Behaviour – Methods of Entering – Foreign Markets – Problems of International Marketing.

**Unit - II**

Export-Import Environment - Export-Import Policy of India - Objectives - General Provisions - Highlights - FEMA - Advance License and Special Imprest License - Export Obligation - Transferability of Advance License - Acceptance of Bond - Redemption of Bond - Export Promotion Capital Goods Scheme.

**Unit - III**

Financing of Exports - International Terms of Payments - Export Finance - ECGC - Procedures for Export and Import - Procedure for Customs Clearance of Imported and Exported Goods - Shipment of Cargo and Clearance - Cargo Insurance.

**Unit - IV**

Export Documentation - Common Export Documents - Steps Involved in Exports Documentation - Clearing and Forward Agents Involved in Export and Import - Procedures for Availing Different Export Incentives – Processing and Documentation of Export orders.

**Unit - V**

Imports - Import Trade Laws in India - Import Policy - Institutional Infrastructure for Imports - Central Advisory Council of India - Zonal Export and Import Advisory Committee - Preliminaries for Starting Import Business - Exchange Rate - Forward Exchange - Evidence of Imports - Customs Clearance of the Import Consignment - International Tenders – International Traders – Export and Import Policy of India - Objectives – Highlights of Central EXIM Policy - Export credit and Guarantee Corporations(ECGC)- Export Financial Assistance – EXIM Bank.

**Course Outcome:**

After completion of this course students will be able to

- learn about the Export and import procedures and practices in India
- understand the basic aspects of export and import environment.
- gain knowledge in arranging Finance for export and import business.
- know the various documents needed to EXIM.
- know the various Institutional infrastructures for Export and import business.

**Text book:**

1. R. Sharma(2019).International Marketing Management, Lakshmi Narayanan Agarwal Publications.

**Reference Books**

1. UshaKiranRai, (2019). Export-Import and Logistics Management, Prentice Hall of India, New Delhi.
2. Francis Cherunilam, (2017). International Business, PHI Learning Pvt. Ltd., New Delhi.
3. Rama Gopal. C, (2019). Export Import Procedures, New Age International (P) Ltd., New Delhi.
4. Belay Seyoum, (2018) Export-Import Theory, Practices and Procedures, Routledge Publications, New York.

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SEMESTER	SUBJECT CODE	TITLE	HOURS OF TEACHING/ WEEK	NO'OF CREDITS
IV	20P4CMCPD	<b>Communication Skill and Personality Development (NS)</b>	<b>1</b>	

**COURSE OBJECTIVES:**

- To cultivate positive personality traits for successful life.
- To groom Winning Attitude among the learners.
- To assist the learners to identify their own potential and realize their aspirations.
- To enable a holistic development.
- To facilitate optimum means of improving personal performance.

**UNIT 1**

13. Personality- Definition.
14. Determinants of Personality.
15. Perceptual Process.
16. Personality Traits.
17. Developing Effective Habits.
18. Self Esteem (Freud and Erikson).
19. Self Appraisal and Self Development.
20. Dos and Don'ts to develop positive self esteem.
21. Interpersonal Relationship.
22. Difference between Aggressive, Submissive and Assertive behaviour.
23. Mind Mapping, Competency Mapping, 360 degree assessment.
24. Presentation Skills – Opening, ending, Handling nerves, Handling audience, Power Storytelling, Visual aids, Question and answer session

**UNIT 2**

14. Projecting Positive Body Language.
15. Conflict Management.
16. Change Management.
17. Stress Management.
18. Time Management.
19. Goal Setting.
20. Assertiveness and Negotiating Skill.
21. Problem Solving Skill.
22. Decision Making Skills.
23. Leadership Qualities of a Successful Leader.
24. Attitudes – Positive Attitudes.
25. Public Speaking –Engaging, Connecting, and Influencing the audiences.
26. Employability Skill – Group Discussion, Interview Questions, Psychometric analysis.

**COURSEOUTCOMES:**

At the end of the programme learners will be able to:

- gain self confidence and broaden perception of life.
- maximize their potential and steer that into their career choice.
- enhance one's self image & self esteem.
- find a means to achieve excellence and derive fulfillment.

**References:**

Hurlock.E.B (2006) : Personality Development, 28<sup>th</sup> Reprint. New Delhi: Tata McCraw Hill.  
Stephen.P.Robbins and Timothy. A.Judge (2014) : Organisation Behaviour.16<sup>th</sup>Edition.Prentice Hall.  
Andrews, Sudhir. How to Succeed at Interviews. 21<sup>st</sup> (rep) New Delhi.Tata McGrew Hill 1988.  
Lucas, Stephen. Art of Publication. New Delhi. Tata McGrew Hill. 2001.  
Kumar, Pravesh. All about Self Motivation. New Delhi. Goodwill Publication House. 2005.

## EXTRA DISCIPLINARY COURSES

Sl. No.	Subject Code	Title of the Paper	Department
1.	20P3HYEDC	<b>INDIAN ADMINISTRATION</b>	History
2.	20P3ECEDC	<b>ISSUES IN INDIAN ECONOMY</b>	Economics
3.	20P3TAEDC	<i>தமிழ்மொழி வரலாறு</i>	Tamil
4.	20P3ENEDC	<b>SHAKESPEARE STUDIES</b>	English
5.	20P3CMEDC	<b>ENTREPRENEURIAL DEVELOPMENT</b>	Commerce
6.	20P3MAEDC	<b>APPLICABLE MATHEMATICAL TECHNIQUES</b>	Mathematics
7.	20P3PHEDC	<b>FUNDAMENTALS OF NANOTECHNOLOGY</b>	Physics
8.	20P3CHEDC	<b>CHEMISTRY IN EVERY DAY LIFE</b>	Chemistry
9.	20P3BOEDC	<b>MEDICAL BOTANY AND PHARMACOGNOSY</b>	Botany
10.	20P3MBEDC	<b>MUSHROOM TECHNOLOGY</b>	Microbiology
11.	20P3ZOEDC	<b>CLINICAL LAB TECHNOLOGY</b>	Zoology
12.	20P3BTEDC	<b>RECENT TRENDS IN BIOTECHNOLOGY</b>	Biotechnology
13.	20P3CSEDC 20P3ITEDC	<b>E-LEARNING TECHNOLOGIES</b>	Computer Science
14.	20P3LSEDC	<b>DOCUMENTATION CENTERS IN INDIA</b>	Library and Information Science

Semester	Course Code	Title of the Course	Hours of Teaching /Week	No. of Credits
<b>III</b>	<b>20P3HYEDC</b>	<b>Extra Disciplinary Courses – Indian Administration</b>	<b>5</b>	<b>--</b>

**Objectives:**

1. To know the evolution of Indian Administration.
2. To prepare the students for the competitive examination.
3. To give up-to-date knowledge on Indian administration.
4. To trace economic planning of India, through which the students may get practical knowledge on budget, etc.
5. To expose the state administration and the latest issues like Lok Ayukt and LokPal through which the students may get awareness about the latest issues.

**Unit I**

**Hrs 15**

The evolution of Indian administration: Structure and Functions–Mauryan and Mughal legacy; British Indian system: Company's experiments–Warren Hastings, Lord Cornwallis, Lord Hastings and Lord Dalhousie; Administrative consolidation since 1861 – Famine policy – Financial, Police and judicial administration.

**Unit II**

**Hrs 15**

Indian Administration since 1950: Parliamentary Democracy–Federation–Structure of Central Administration–Central Secretariat–Cabinet Secretariat, Ministries–Department of Boards.

**Unit III**

**Hrs 15**

Machinery for planning: Plan formulation at the National level – National Development Council – Planning Commission – Public undertaking – Controls of Public expenditure.

**Unit IV**

**Hrs 15**

State Administration–Executives–Secretariat–Chief Secretary–Directorates–District and Local Administration–District Rural Development Agency–Special development programmes.

**Unit V**

**Hrs 15**

Center-State relations – Public services – Police and Judicial administration – Lok Ayukt – Lok Pal – issues on Indian administration – Integrity in administration – Administrative reforms.

**General References:**

1. Altekar, A.S., State and Government in Ancient India, 1958.
2. Bhambri, C.H., Public Administration in India.
3. Vidya Bhushan, Indian Administration, Delhi, 2000.
4. Vishnoolal Bhagawan & Vidhya Bhushan., Indian Administration, New Delhi, 1996.

**Course Outcome:** The students have clearly understood about the evolution of Indian Administration, State and Central administration, police and judicial administration, Centre State relations, etc.

Semester	Subject code	Title of paper	Hours of Teaching / Week	No. of Credit
<b>III</b>	<b>20P3ECEDC</b>	<b>Extra Disciplinary Courses – Issues in Indian Economy</b>	<b>4</b>	<b>-</b>

**Objective:**

- This Elective paper is offered to the Non-Economics Students to make them familiar with the recent trends in Indian Economy. The syllabus is framed accordingly with the Civil Service Examination.

**Course Outcomes**

- To understand the status of Indian economy before the reforms
- To assess the rationale of introducing reforms in India
- To familiarize with the package of LPG
- to get insight on the recent trends in EXIM policy

**Unit I**

**Hrs 15**

Economic development and growth – determinants of growth and development – Market Economy – Indian Economy – a shift from mixed economy to Market economy – Reform measures introduced in India – First and second generation reforms – (Brief outline)

**Unit-II**

**Hrs 15**

Economic reforms in India – background, rationale – implementation – Trade policy – Industrial policy – exchange rate and capital market reforms

**Unit-III**

**Hrs 15**

Dis-investment of public enterprises – rationale – changing profile of PSUs comparison of public and private sector

**Unit-IV**

**Hrs 15**

Privatization – Meaning and scope – Globalization – impact on India – foreign capital – Types FDI and FII, Policies and pattern.

**Unit-V**

**Hrs 15**

Foreign Trade – Exim Policies – Recent exim policy – BOP- Trends in BOP – Economic reforms and BOP.

**References:**

- |                  |   |   |
|------------------|---|---|
| Uma kapila       | - | Indian Economy (Issues in Development and Planning and Sectoral aspects) Fifth Edition, 2006-07, Academic Foundation, New Delhi |
| Datt Ruddar &    |   |   |
| Sundharam K.P.M. | - | Indian Economy (2007)   |
| Misrapuri        | - | Indian Economy  |

Semester	Subject Code	Title of the Paper	Hours of Teaching/Week	No. of Credits
III	20P3TAEDC	ஹதல் ஸ்றய்யுப் ஢ாடம்: தமிழ்மொழி வரலாறு	4	-

**ஹறு: 1 இந்திய மொழிக் குடும்பங்கள்**

**நேரம்: 12**

இந்தோ ஆரிய மொழிகள் - ஆஸ்டிக் மொழிகள் - ஸீன திபெத்திய மொழிகள் - திராவிட மொழிக் குடும்பம் - டாக்டர் கால்டுவெல், திராவிட மொழிகளின் சிறப்பியல்புகள் - தென் திராவிட மொழிகள் - தென் திராவிட மொழிகளில் தமிழ் - நடுத்திராவிட மொழிகள் - வட திராவிட மொழிகள்.

**ஹறு: 2 தமிழ்**

**நேரம்: 12**

தமிழ் என்பதன் வடிவம் பற்றியும் பொருள் பற்றியும் பல்வேறு செய்திகள் - பெயரெச்சங்கள் - வினையெச்சம் - சங்க இலக்கியத்தில் வினையெச்சங்கள் - தொல்காப்பிய உரைகாரர்களும் வினையெச்சங்களும்.

**ஹறு: 3**

**நேரம்: 12**

தமிழ் எழுத்தின் தோற்றமும் வளர்ச்சியும் - ஆய்வெழுத்து இராசியெழுத்து, நாள், எழுத்து - ஓவியம், பாளை ஓடுகள், இலங்கை முத்திரை முதலானவற்றில் காணப்படும் உருவ எழுத்துகள் - வட்டெழுத்து, பண்டைத் தமிழ் எழுத்து. தமிழ்மொழி வரலாறு: தமிழின் தொல் வரலாறு, தமிழ்மொழி வரலாறு - பழந்தமிழ்க் காலம், இடைத்தமிழ்.

**ஹறு: 4**

**நேரம்: 12**

தொல்காப்பியமும் ஒலியியலும் - தொல்காப்பியமும் சொல்லியலும் - தமிழ் ஒலிகளின் பிறப்பு விளக்கம் - புணர்ச்சி வகை. தமிழ் உருபனியலும் தொடரியலும் - தலைமை இலக்கணக் கூறுகள் - தொடரமைப்பு இலக்கணம். பெயர்த்தொடர் அமைப்புகள்: மொழியின் பெருமை - எழுத்தும் பேச்சும் - கிளை மொழிகள் தோற்றம் - இலக்கியக் கிளைமொழி- வட்டாரக்கிளை மொழிகள்.

**ஹறு: 5**

**நேரம்:12**

தமிழ் வளர்ச்சி - தமிழ் ஆட்சிமொழி வரலாறு - தமிழ் கல்விமொழி வரலாறு - கலைச் சொல்லாக்கம் - அறிவியல் தமிழ் வளர்ச்சி-உலகத் தமிழ் மாநாடுகள்- உலக அரங்கில் தமிழ் - தமிழ் அமைப்புகள்- உலகத் தமிழாராய்ச்சி நிறுவனம் - தமிழ்ப்பல்கலைக் கழகம்-செம்மொழி ஆய்வுமையம் - அயல் மாநிலங்களில் தமிழ்.

**பார்வை நூல்கள்:**

1. தமிழ் வரலாறு - தேவநேயன். ஞா.
2. தமிழ் மொழி வரலாறு - பரிதிமாற்கலைஞர்
3. பழந்தமிழ் - இலக்குவனார் . சி
4. தமிழ் வரலாறு - குணா
5. தமிழ் மொழி வரலாறு - தமிழ் வளர்ச்சி இயக்ககம்
6. ஆட்சித் தமிழ் - புதுவை மொழியியல் பண்பாட்டுக் கழக வெளியீடு
7. இந்திய ஆட்சிப்பணி வழிகாட்டி - முனைவர் ரெ. குமரன்.
8. உலகத்தமிழ் மாநாடுகள் - சாலை இளந்திரையன்
9. தாய்மொழியில் படிக்க வைப்போம் - NCBH வெளியீடு.
10. தமிழ் ஆட்சி மொழி வரலாறு - தமிழ்ப்பல்கலைக்கழகம்.
11. தமிழ் ஆட்சிமொழி வரலாறு - தெ.பொ.மீ.
12. தமிழ் மொழி வரலாறு - சக்திவேல்

Semester	Course Code	Title of the Course	Hours of Teaching / Week	No. of Credits
<b>III</b>	<b>20P3ENEDC</b>	<b>Extra Disciplinary Course - Shakespeare Studies</b>	<b>4</b>	

**Objective**

- To initiate the non English majoring students to study Shakespeare's plays, and his sonnets.

**Outcome**

- Gaining appreciative and analytical understanding of Shakespeare's dramas and sonnets.
- Achieving potentiality to situate and relate Shakespeare's wisdom in various current disciplines and media cultures.
- Obtaining a profound perspectives on handling racism, class divisions, gender roles, crime, love, war, death betrayal, hope, loyalty etc., derived from the works

**Unit – I**

Shakespeare's Sonnets 1, 18, 29, 33, 35, 65 and 130

**Unit – II**

The Merchant of Venice

**Unit – III**

Henry IV, Part I

**Unit – IV**

Othello

**Unit – V**

Antony and Cleopatra

**References:**

- Bates, Jonathan. *The Genius of Shakespeare*. London: Picador, 1997.
- Leishman, J.B. *The Theme and Variation in Shakespeare's sonnets*. London: Routledge, 2005.



Semester	Subject Code	Title of the paper	Hours of Teaching/ Week	No. of Credits
<b>III</b>	<b>20P3CMEDC</b>	<b>Entrepreneurial Development</b>	<b>4</b>	<b>-</b>

**Objective:**

- To make the students to become a successful entrepreneur and to know the process involved in entrepreneurship.

**Course Outcome:**

- Learn the incentives and subsidies provided to budding entrepreneurs and Become familiar with institutions offering various forms of assistances.

**Unit - I**

Entrepreneurship - Nature and Characteristics of an Entrepreneur - Difference between Entrepreneur and Manager - Qualities, Types, and Functions of an Entrepreneur - Role of Entrepreneur in Economic Development.

**Unit - II**

Business Ideas - Sources of Idea - Idea Processing and Selection - Start up Process - Project Identification and Selection - Project Formulation - Project Appraisal.

**Unit - III**

Factory Design and Layout - Importance - Factors affecting Factory Design - Factory Layout - Objectives - Types - Consideration in Designing Layout - Design Requirements.

**Unit - IV**

Institutions Assisting to Entrepreneurs - NSIC - SIDCO - SSIB - DIC - TIIC - KVIC - TCO - ITCOT - Commercial Banks and New Entrepreneurial Development Agency.

**Unit - V**

Entrepreneurship Development Programmes - Need - Objectives - Institutional efforts in Developing Entrepreneurship - Evaluation of EDPs - Problems in the conduct of EDPs - Suggestions to make EDPs effective - Planning EDPs - Role of SISI, SIPCOT and SIDBI - Recent Development in Small Enterprises in India - Government rules and regulations - Rural Entrepreneurship - Need for Rural Entrepreneurship Problems - SHGs and Rural Development - MUDRA Banking /MSME Loans.

**Text book:**

1. C.B.Gupta., N.P.Srinivasan, (2018), Entrepreneurial Development, Sultan Chand & Sons, New Delhi.

**Reference Books**

1. Khanka S.S., (2019) Entrepreneurial Development, S.Chand & Co, New Delhi.
2. Saravanavel, P. (2016), Entrepreneurial Development, Principles, Policies and Programmes, Ess Pee Kay Publishing House, Tanjore.
3. Renu Arora, Sood S.K., (2018) Fundamentals of Entrepreneurship and Small Business, Kalyani Publications, Ludhiana.
4. Jayashree Suresh, (2019) Entrepreneurial Development, Margham Publications, Chennai.

Semester	Subject Code	Title of the Paper	House of Teaching / Week	No.of Credits
<b>III</b>	<b>20P3MAEDC</b>	<b>Extra Disciplinary Course-Applicable Mathematical Techniques</b>	<b>4</b>	<b>-</b>

**Objectives:**

- To discuss various methods of Interpolation

**Out comes:**After studying this course the student will be able to

- Student will demonstrate the ability to solve financial math problem.

**Unit I**

**12 Hrs**

Interpolation with unequal intervals: Newton's divided difference formula - Lagrange's interpolation formula and inverse interpolation. (Only simple Problems)

**Unit II**

**12 Hrs**

Assignment problems

**Unit III**

**12 Hrs**

Replacement problems (Only simple Problems)

**Unit IV**

**12 Hrs**

Decision Analysis

**Unit- V**

**12 Hrs**

Game Theory

**Text Book:**

1. For unit I, **Numerical Methods** – P. Kandasamy, K. Thilagavathy, K. Gunavathy, S.Chand
2. For units II to V, **Operation Research 12<sup>th</sup> Edition 2004**:KanthiSwarap, P.K. Gupta and Manmohan, Sultan Chanda and sons, New Delhi.

Unit I	:	Chapter - 8 (Sec: 8.5, 8.7)
Unit II	:	Chapter - 11 (Sec: 11.1 to 11.4)
Unit III	:	Chapter - 18 (Sec: 18.1 to18.3)
Unit IV	:	Chapter - 16 (Sec: 16.1 to 16.5)
Unit V	:	Chapter - 17 (Sec: 17.1 to 17.6)

**General Reference:**

1. S.S. Sastry *Introductory Methods of Numerical Analysis* Prentice Hall of India 2000.
2. H.A. Taha *Operation Research* Prentice Hall of India 1995.

Semester	Subject Code	Title of the paper	Hours of Teaching / Week	No. of Credits
<b>III</b>	<b>20P3PHEDC</b>	<b>Extra Disciplinary Course- Fundamentals of Nanotechnology</b>	<b>4</b>	<b>-</b>

### **Unit – I Introduction to Nanotechnology**

Nanotechnology – Definitions - History of nanotechnology – Nanomaterials: classification – zero, one and two dimensional nanomaterials – Classification based on the composition of materials (metal, semiconductor, ceramic, polymeric and carbon-based nanomaterials) - Properties of nanomaterials – Surface area to volume ratio (S.A/V) – Quantum dots - Challenges in nanotechnology.

### **Unit – II Preparation Methods**

Top-down and Bottom-up approaches – Top down methods: Ball milling - Electron beam lithography – Advantages – Limitations. Bottom-up methods: Vacuum evaporation - Sputter deposition process - Laser ablation – Advantages – Limitations.

### **Unit – III Fullerenes**

Fullerenes – Types of fullerenes – Bucky ball/Buckminster fullerene - Carbon nano tubes (CNTs) - Single walled CNTs – Multi walled CNTs – Differences – mechanical and electrical properties of CNTs - preparation of CNTs – Plasma discharge method – Applications.

### **Unit – IV Characterization Techniques**

Construction, working principle, merits and demerits of X-ray diffractometer - Scanning Electron Microscope (SEM) – Atomic Force Microscope (AFM) - UV-Vis-NIR double beam spectro photometer – Energy dispersive X-ray analysis (EDAX) .

### **Unit – V Applications**

Nanoelectronics – Nanophotonics – Nanomaterials in energy conversion and storage – Nanomaterials as antibacterial agents – Nanomaterials as photocatalysts – Nanomaterial in industrial applications – Bio-medical applications : Targeted drug delivery – Nanomaterial based radiation therapy – Photodynamic therapy (PDT) – Bio imaging.

### **Books for Study**

1. K. Ravichandran, K. Swaminathan, P.K. Praseetha, P. Kavitha, Introduction to Nanotechnology, JAZYM publications.
2. M.Ratner.et al., Nanotechnology; A Gentle intro Practices – hall ISBN 0-13-101400-5, 2003.
3. Nanotechnology; Basic Science and Emerging Technologies, CRC Press

### **Books for Reference**

1. Charles P.Poole Jr and Frank J.Owens. "Introduction to Nanotechnology" Wiley, 2003.
2. A. S. Edelstien and R.C. Cornmarata, Nanomaterials; synthesis, Properties and Applications, 2ed, Iop (U.K), 1996.

Semester	Subject code	Title of the paper	Hours of Teaching/ Week	No. of Credits
<b>III</b>	<b>20P3CHEDC</b>	<b>Extra Disciplinary Course - Chemistry in Every Day Life</b>	<b>4</b>	

### OBJECTIVES

Students learn about the scientific and chemical principles underlying in everyday life.

- Students learn about the cleaning agents and water chemistry,
- Students understand about the food chemistry,
- Students shall learn about the cosmetic and their effect in health aspects
- Students shall know about the green chemistry and their significance for clean environments
- Students learn about the nano technology and their importance.

### Unit-I

**Cleaning agents** - manufacture and uses of soaps, detergents, baking powder, shampoo, washing powder and bleaching powder **Water** – uses of water Characteristics of water, soft water and hard water - removal of hardness – ion exchange method. Reverse osmosis method, Water pollution, causes and prevention.

### Unit-II

**Food** – importance – spoilages – causes, preservation – additives – colouring and flavouring agents, beverages. Soft drinks aerated water – manufacturing – mineral water. Fruits, vegetables, dairy product – storage, preservation. Minerals in food and anti oxidants. Preparation of fruit Jam and pickle.

### Unit-III

Cosmetics – Face powder – constituents, uses – side – effects. Nail polish, hair dye – composition and side effects. Tooth powder – lotions. Preparation of phenyl, liquid blue and incense sticks.

### Unit-IV

Basic concepts of Green chemistry and its significance in day to day life. Polymers – Classification – Types of polymerization – plastics – classification – types of plastics – PVC, Teflon, PET, Bakelite – Rubber – Natural and synthetic – Buna rubber, Butyl Rubber. Vulcanization of rubber, neoprene rubber, Plastic pollution and prevention.

### Unit-V

Basic concepts of Nano Technology and its importance in day to day life.  
Dyes – importance of food colours – PFA (Prevention of Food Adulteration Act)  
Natural dyes – Synthetic Classification importances – Uses of the following Synthetic dyes - Direct dyes, acid dye, Basic dye, mordant dye, Reactive dye, Disperse dye, Fastness – Light and Washing. Application of dyes in food, paper, plastic and lather.

### COURSE OUTCOME:

- Students should able to learn about the cleaning agents and water chemistry,
- Students should able to understand about the food chemistry,
- Students should able to learn about the cosmetic
- Students should able to know about the green chemistry
- Students should able to learn about the nano technology

### References:

1. Norrish Shreave. R. and Joseph A. Brink Jr Chemical Process Industries, McGraw Hill, Industrial Book Company London 1978.
2. Brain A.C.S. Reinhold, Production and properties of Industrial chemicals 11<sup>th</sup> Ed, John Wiley & Sons, New York.
3. Burgh, A. Fermentation Industries, Inter science, 4<sup>th</sup> Ed, 1983, A *Inter science*, New York.
4. Ramani,V. Alex, Food Chemistry(2009),MJP publishers.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No. of Credits
<b>III</b>	<b>20P3BOEDC</b>	<b>Extra Disciplinary Course – Medicinal Botany and Pharmacognosy</b>	<b>4</b>	<b>-</b>

#### **Objectives**

- ❖ To enable the students to identify local medicinal plants.
- ❖ To enable the students to prepare herbal medicines for curing human ailments.
- ❖ To impart knowledge to students on Botany and Phyto chemistry of medicinal plants.

#### **Unit I**

Medicinal Botany: Definition, Introduction, History, – Classification – Common medicinal plants cultivation, storage, collection and habitats of medicinal plants (*Catharanthus*, *Coleus*, *Aloe*) – Importance of medicinal plants.

#### **Unit II**

Indian systems of medicine – AYUSH - Siddha, Ayurveda, Homeopathy and Unani – Indigenous medicinal plants – Useful parts – Chemical constituents – medicinal uses – medicinal plant drugs.

#### **Unit III**

Herbal medicines for human ailments – Heart, kidney, liver, eye, skin, hair, stomach problems, diabetics, blood pressure, headache, cough, cold, fever, digestive problems, joint pains and wounds.

#### **Unit IV**

Pharmacognosy – History, Introduction, commercial drugs, crude drugs – classification of drugs – Chemistry of drug and drug evaluation of natural products.

#### **Unit V**

Drug adulteration and detection – Substitution – Detection of Adulterations – Elementary knowledge on alkaloids and flavonoids – Preparation of herbal oil, herbal tooth powder, herbal soup, herbal immune boosters.

#### **Books for Reference**

- Kumar, N.C., (1993). An introduction to Medical Botany and Pharmacognosy.
- Shah, S.C. and Quadry (1990). A text book of Pharmacognosy.
- Nadkarni, (1981). Indian Materia Medica.
- Jain, S.K., (1980). Indian Medicinal Plants.
- Balu, S., Murugan, R. and Pandiyan, P., (2005). Herbal Technology.

#### **Outcome**

##### **After completion of this course, students would be able to**

- Understand the various Indian system of medicine
- Learn about the vital role of herbal medicines for human ailments
- Outline and classify the crude drugs
- Trained about drugs adulteration and detection

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No. of Credits
<b>III</b>	<b>20P3MBEDC</b>	<b>Extra Disciplinary Course – Mushroom Technology</b>	<b>4</b>	<b>-</b>

### **Objectives**

- ❖ To know the various types of edible mushroom and their nutritional value.
- ❖ To understand the methods of cultivation of mushrooms.
- ❖ To know the types of food prepared from mushroom and their importance in human health.
- ❖ Marketing of mushrooms in India and abroad.
- ❖ Mushroom cultivation unit visit- mandatory –Neighbouring District –one day.

### **Unit I**

Introduction – history – scope of edible mushroom cultivation – Types of edible mushrooms available in India – *Calocybeindica*, *Volvariellavolvacea*, *Pleurotuscitrinopileatus*, and *Agaricusbisporus*.

### **Unit II**

Pure culture – preparation of medium (PDA and Oatmeal agar medium) sterilization – preparation of test tube slants to store mother culture – culturing of *Pleurotusmycelium* on petriplates, preparation of mother spawn in saline bottle and polypropylene bag and their multiplication.

### **Unit III**

Cultivation Technology: Infra structure – Mushroom bed preparation – paddy straw, sugarcane thrash, maize straw, banana leaves. Factors affecting the mushroom bed preparation – Low cost technology. Composting technology in Mushroom production.

### **Unit IV**

Storage and nutrition: Short-term storage (Refrigeration – upto 24 hours) Long term Storage (canning, pickles, papads), drying, storage in salt solutions. Nutritive value – proteins – amino acids, mineral elements – Carbohydrates, Crude fibre content – Vitamins.

### **Unit V**

Food Preparation – Types of food prepared from mushroom; Soup, Cutlet, Omlette, Samosa, Pickles, Curry – Research Centres – National level and Regional level – Cost benefit ratio – Marketing in India and abroad, Export value.

### **Books for Reference:-**

- Marimuthu, T., Krishnamoorthy, A.S., Sivaprakasam, K. and Jayaranjan, R., (1991). Oyster Mushrooms, Department of Plant Pathology, Tamil Nadu Agricultural University, Coimbatore.
- Swaminathan, M., (1960). Food and Nutrition. Bappco, The Bangalore Printing and Publishing Co. Ltd., No.88, Mysore Road, Bangalore 560 018.
- Tewari, Pankaj Kapoor, S.C., (1988). Mushroom Cultivation, Mittal Publications, Delhi.
- Nita Bahi (1984-1988). Handbook of Mushrooms, II Ed, Vol. I & II.
- Paul Stamets, J.S and Chilton J.s (2004). Mushroom cultivation. A practical guide to graining mushroom at home Agarikon Press.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No. of Credits
<b>III</b>	<b>20P3ZOEDC</b>	<b>Extra Disciplinary Course – Clinical Lab Technology</b>	<b>4</b>	<b>-</b>

**Objectives:**

1. To study the various sterilization techniques.
2. To know the disposal of waste.
3. To identify the blood group and urine sugar.
4. To identify the bacteria and fungus.
5. To know the various diagnostic equipment.

**Unit I 12 Hrs**

Scope for study of Clinical Technology. Sterilization – Methods of Sterilization – Dry heat method – Wet heat method – Chemical method of sterilization – Disposal of hospital wastes and infected material - Disinfection laboratory glassware and equipments.

**Unit II 12 Hrs**

Composition of blood–ABO blood typing–Rh blood typing–Blood cells counting – Total erythrocyte count, total WBC count and differential count – Sugar level in Blood – Hypoglycemia, Hyperglycemia conditions. Composition of urine – Physical characters of urine–Method of urine analysis for sugars.

**Unit III 12 Hrs**

Analysis of Semen, Sputum and stool, Identification of blood parasites, Bacterial culture in NA medium, Fungal culture in PDA medium, Histological study of cells – Histological procedure for the preparation of tissue slides.

**Unit IV 12 Hrs**

Diagnostic equipment and apparatus – ECG, EEG, Colorimeter, pH meter, PCR, laminar airflow inoculation chamber, Binocular microscope and Incubator.

**Unit V 12 Hrs**

Immuno techniques – ELISA, HLA typing, VDRL Test.

Viral , bacterial and fungal diseases, First aid- definition and types and applications

**Reference:**

1. Medical Laboratory Technology (1994) (4<sup>th</sup> edition), By Ramik Sood, Jaypee Brother Medical Publishers (P) Ltd., New Delhi 110 002.
2. Medical Laboratory Technology, K.M. Samuel.
3. Clinical Pharmacology (1987), by Dr. Lawrance and P.N. Bennett (Sixth Edition), ELBS, English Language Book Society, Churchil Livingstone, England.
4. District Laboratory Practice in Tropical countries, part I, By Mouica Cheesbrough, Cambridge Las Priced Edition, Cambridge University Press, Cambridge, U.K.
5. Basic Clinical Paraitology (1993), W.Harold Brown and A.Franklin Neva (5<sup>th</sup> edition), Prntice Hall Internation Edition.
6. Biological Chemistry – Leringer.

7. Human Physiology by Pearse.
  8. The Biology of Animal Parasites (1984), Cheng, T. Toppan Co Ltd., Japan.
  9. Medical Laboratory Technology: A procedure manual for routine diagnostic tests Volume – I-II By Kanai, L. Mukherjee, Tata McGraw – Hill Publishers, New Delhi.
  10. Basic Clinical Parasitology 5<sup>th</sup> Edn, Harrold, W. Harold Brown and A. Franklin Neva-prentice Hall International Editions, U.S.A.
- 

#### **Web Links:**

[https://www.sunydutchess.edu/academics/catalog/current/courses/medical\\_laboratory\\_technology/index.pdf](https://www.sunydutchess.edu/academics/catalog/current/courses/medical_laboratory_technology/index.pdf) (Dutchess Community College, New York).

<https://www.sunydutchess.edu/academics/catalog/current/programs/medicalandalliedhealth/mlt.pdf> (Dutchess Community College, New York).

[https://makautwb.ac.in/syllabus/BSc%20\(Medical%20Lab%20Technology\)28.02.2018.pdf](https://makautwb.ac.in/syllabus/BSc%20(Medical%20Lab%20Technology)28.02.2018.pdf)

#### **Course Outcome**

- Prepare the way for basic idea of various aseptic technique.
- Understanding the significance of waste disposal.
- Knowledge on Blood grouping and Blood sugar & urine sugar level.
- Gaining knowledge on culture of Bacteria, fungi and expertise on histological slide preparation.
- Operation technique of Diagnostic apparatus.
- Understanding for various immune techniques.



Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No. of Credits
<b>III</b>	<b>20P3BTEDC</b>	<b>Extra Disciplinary Course – Trends in Biotechnology</b>	<b>4</b>	<b>-</b>

#### **Objectives:**

1. To study the concept and scope of Biotechnology.
2. To Understand r-DNA Technology.
3. To aware the programmes of cell culture, preparations of hormones and vaccines, transgenic animals and human genome project.
4. To study the Bioprocess technology and their applications.
5. To study the Environment Biotechnology and aware the biodiversity and their conservation.

#### **Unit I**

**Hrs12**

Biotechnology – Introduction and Scope of Biotechnology – Gene Cloning, Cell –free protein production – Production of Health care Products, Medical and Forensic application (RFLP, RAPD, DNA finger printing). Applications of PCR and LCR in disease diagnosis.

#### **Unit II**

**Hrs12**

Nuclear transplantation, Transgenic Animals Development and uses – mice, goat, fish and sheep. Tendered meat production. Transgenic Plant: Insect resistance, fungus resistance, virus resistance, drought, cold resistance, saline resistance, Transgenic plant with vitamin A, Gene Production of therapeutic antibodies and edible vaccine.

#### **Unit III**

**Hrs12**

Bioprocess technology – Scope – Fermentor –Bioprocess products: Organic acids – Citric acid, Lactic acid, acetic acid. Antibiotics – Wide and Narrow spectrum antibiotics. Aminoacids – Glutamic acid, Lysine, Isoleucine, Aspartic acid and Proline. Production of SCP. Enzyme Production – Amylase, Pectinase and Cellulase. Dairy products and Biofuel production.

#### **Unit IV**

**Hrs12**

Biofertilizers – N<sub>2</sub> fixing microbes (Azolla, Azatobacter, Azospirillum) for use in Agriculture – A. tumifasciens for crop improvement – Biopesticides. Biopolymer and its Application – Biosensor and its application – Bioleaching- Biomining – Biotechnology in oil recovery – Bioremediation of Xenobiotics – superbug – its application. Biodegradation.

#### **Unit V**

**Hrs12**

Regulations of Biosafety: possible dangers of GEO, Biohazards of rDNA technology. National and International biosafety guidelines, Primary and secondary containments and implementation. Web based information of biosafety on GMO.

#### **Reference:**

1. Dubey, R.C. – A Text Book of Biotechnology, S. Chand & Co., Ltd, New Delhi, 1996.
2. Gupta, P.K. – Elements of Biotechnology, Rastogi and Co., Meerut, 1994.
3. Kumar, H.F. A text book on Biotechnology, Affiliated East & West Press Pvt., Ltd, N-Delhi.
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Semester	Subject code	Title of the course	Hours of Teaching/ Week	No. of Credits
<b>III</b>	<b>20P3CSEDC/ 20P3ITEDC</b>	<b>Extra Disciplinary Course- E-Learning Technologies</b>	<b>4</b>	<b>-</b>

### **Objective**

- To learn the various E-learning approaches and components.
- To understand the types of design models of E-Learning.
- To explore the models for E-learning courseware development.
- To learn about E-learning authoring tools.
- To know about evaluation and management of E-learning solutions.

### **UNIT I INTRODUCTION**

Need for E-Learning – Approaches of E-Learning – Components of E-Learning – Synchronous and Asynchronous Modes of Learning – Quality of E-Learning – Blended Learning: Activities, Team and Technology – Work Flow to Produce and Deliver E-Learning Content – Basics of Design Thinking.

### **UNIT II DESIGNING E-LEARNING COURSE CONTENT**

Design Models of E-Learning – Identifying and Organizing E-Learning Course Content: Needs Analysis – Analyzing the Target Audience – Identifying Course Content – Defining Learning Objectives – Defining the Course Sequence – Defining Instructional Methods – Defining Evaluation and Delivery Strategies – Case Study.

### **UNIT III CREATING INTERACTIVE CONTENT**

Preparing Content: Tips for Content Development and Language Style – Creating Storyboards: Structure of an Interactive E-Lesson – Techniques for Presenting Content – Adding Examples – Integrating Multimedia Elements – Adding Examples – Developing Practice and Assessment Tests – Adding Additional Resources– Courseware Development Authoring Tools – Types of Authoring Tools – Selecting an Authoring Tool

### **UNIT IV LEARNING PLATFORMS**

Types of Learning Platforms – Proprietary Vs. Open – Source LMS – LMS Vs LCMS – Internally Handled and Hosted LMS – LMS Solutions – Functional Areas of LMS.

### **UNIT V COURSE DELIVERY AND EVALUATION**

Components of an Instructor-Led or Facilitated Course – Planning and Documenting Activities – Facilitating Learners Activities – E-Learning Methods and Delivery Formats – Using Communication Tools for E-Learning – Course Evaluation.

### **REFERENCES:**

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### **Course Outcomes:**

On completion of the course, the students will be able to:

- Distinguish the phases of activities in the models of E-learning.
- Identify appropriate instructional methods and delivery strategies.
- Choose appropriate E-learning authoring tools, Create interactive E-Learning courseware, Evaluate the E-learning courseware, Manage the E-learning courseware.

Semester	Subject Code	Title of the Paper	Hours of Teaching / Week	No. of Credits
<b>III</b>	<b>20P3LSEDC</b>	<b>Extra Disciplinary course Documentation Centers in India</b>	<b>4</b>	<b>-</b>

**Objectives:**

- To promote and support adoption of standards in library operations.
- To coordinate with other regional, national & international network for exchange of information and documents

**Unit I**

Components of information systems-Libraries, Documentation centers, Information centers.

**Unit II**

Data banks, Information analysis centers, Referral centers, Clearing Houses, Reprographic and translation centers-Their function and services.

**Unit III**

National Information systems: DESIDOC, NASSDOC, SENDOC, NISCAIR and INFLIBNET.

**Unit IV**

Information Aggregators, Databases Proquest, EBscohost, J-gate, POPLINE, Shodhganga, NDL,.

**Unit V**

Information products and series – Newsletters, House Bulletins in – house Journals, state of art reports, digest and Technical Digest.

**Outcome:**

The students shall be able to:

- Know the standards in library operations.
- Understand the regional, national & international network for exchange of information and documents

**Reference:**

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4. Raghu Ramakrishnan, DBMSS, New Delhi, McGraw Hill, 2000.
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