



**SWAMI DAYANANDA COLLEGE OF ARTS & SCIENCE,
DAYANANDA CAMPUS,
MANJAKKUDI – 612 610.**

DEPARTMENT OF BANK MANAGEMENT

**PROGRAM OUTCOME (PO)
PROGRAM SPECIFIC OUTCOMES (PSO)
COURSE OUTCOME(CO)**

PROGRAMME OUTCOMES (PO)

- PO1** : Students can apply the basic concepts and techniques used in Commerce & Banking Sector efficiently in a corporate environment and Communicate effectively in different areas.
- PO2** : Enhancing the skills in Banking sector and gain practical exposure in the fields of Management, Finance, Marketing, Accounting, computer and Tax.
- PO3** : Understanding the impact of commercial activities on environment ecology and sustainability
- PO4** : Become with professional integrity and humanitarian values to fulfill the societal needs at regional, state, national and global levels
- PO5** : Upgrading students for preparing competitive examination, self learning and entrepreneurship.

PROGRAM SPECIFIC OUTCOMES (PSO)

- PSO1** : Learners will appraise thorough systematic and subject skills within various disciplines of commerce like, Business, Accounting, Management, Economics, Banking, Finance, Insurance, Law, Auditing, Marketing, Computer and Entrepreneurial skills.
- PSO2** : Students observe the skills like effective communication, decision making, problem solving in day to day business affairs, especially leadership qualities.
- PSO3** : Students apply their knowledge in to higher education and advance research in the field of Commerce, Management, Insurance, finance, computer and banking sectors.

B.Com (Bank Management)

Syllabus under CBCS

(Applicable to the candidates admitted from the academic year 2016 -2017 onwards)

Sem	Part	Course	Ins. Hrs	Credit	Exam Hours	Marks		Total
						Int.	Ext.	
I	I	Language Course – I (LC) – Tamil*/Other Languages + #	6	3	3	25	75	100
	II	English Language Course - I (ELC)	6	3	3	25	75	100
	III	Core Course – I (CC) Principles of Accountancy	6	5	3	25	75	100
		Core Course – II (CC) Indian Financial System	6	5	3	25	75	100
		Allied Course –I (AC) Business Management	4	3	3	25	75	100
	IV	Value Education	2	2	3	25	75	100
	Total		30	21				600
II	I	Language Course – II (LC) - Tamil*/Other Languages + #	6	3	3	25	75	100
	II	English Language Course – II (ELC)	6	3	3	25	75	100
	III	Core Course – III(CC) Business Tools for decision making	6	5	3	25	75	100
		Core Course – IV (CC) Banking Theory Law & Practice	6	5	3	25	75	100
		Allied Course – II (AC) Business Economics	4	3	3	25	75	100
		Environmental Studies	2	2	3	25	75	100
	Total		30	21				600
III	I	Language Course – III (LC) Tamil*/Other Languages + #	6	3	3	25	75	100
	II	English Language Course - III (ELC)	6	3	3	25	75	100
	III	Core Course – V (CC) Financial Accounting	6	5	3	25	75	100
		Core Course – VI (CC) Co-Operative Banking	6	5	3	25	75	100
		Allied Course – III(AC) Business Law	4	3	3	25	75	100
	IV	Non Major Elective I – for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10th +2 but opt for other languages in degree programme A) Banking Practices (or) B) Indian Banking System	2	2	3	25	75	100
	Total		30	21				600

IV	I	Language Course –IV (LC) Tamil*/Other Languages +#	6	3	3	25	75	100
	II	English Language Course – IV (ELC)	6	3	3	25	75	100
	III	Core Course – VII (CC) – Credit Management	5	5	3	25	75	100
		Core Course - VIII (CC)- Services Marketing	5	5	3	25	75	100
		Allied Course – IV (AC) Business Communication	4	3	3	25	75	100
	IV	Non Major Elective II – for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto 10 th +2 but opt for other languages in degree programme A) Rural Banking (or) B) Elements of Insurance	2	2	3	25	75	100
	V	Skill Based Elective I	2	2	3	25	75	100
		Total	30	2 3				700
V	III	Core Course – IX (CC) Corporate Accounting	5	5	3	25	75	100
		Core Course – X (CC) E – Banking	5	5	3	25	75	100
		Core Course – XI (CC) Computer Applications and Banks Theory - 60 marks; (UE: 45 ; IA: 15) Practical 40 marks ; (UE: 30 ; IA: 10) * Theory 2 hours & Practical 2 hours	5	5	*4	25	75	100
		Core Course – XII (CC) Management Accounting	5	5	3	25	75	100
		Major Based Elective – I A) Entrepreneurial Development (or) B) International Marketing	4	3	3	25	75	100
	IV	Skill Based Elective – II	2	2	3	25	75	100
	IV	Skill Based Elective – III	2	2	3	25	75	100
		Soft Skills Development	2	2	3	25	75	100
		Total	30	2 9				800
VI	III	Core Course – X III (CC) Financial Management	6	5	3	25	75	100
		Core Course – XIV (CC) Income Tax Theory Law & Practice	6	5	3	25	75	100
		Core Course – XV (CC) Financial Services	6	5	3	25	75	100
		Major Based Elective II A) Foreign Exchange Management (or) B) Investment Banking	5	4	3	25	75	100
		Major Based Elective III A) Insurance Management (or) B) Development Banking	6	4	3	25	75	100
	V	Extension Activities		1	-	-	-	-
		Gender Studies	1	1	3	25	75	100
		Total	30	2 5				600
		Grand Total	180	140	-	-	-	3900

CORE COURSE - I
PRINCIPLES OF ACCOUNTANCY

Objectives: To understand the basic principles of accounts and its applications in Business.

(Theory & Problem)

Unit I:

Introduction – Accounting concepts and conventions –Accounting Standards – Meaning - Double entry system – Journal, Ledger, Subsidiary books, Trial Balance- Bank Reconciliation Statement.

Unit II:

Final Accounts of sole traders with adjustment entries - Rectification of Errors.

Unit III

Accounts of Non-profit organization – Bills of exchange – Average due date – Account Current.

Unit IV

Consignments and Joint Ventures.

Unit V:

Single Entry System. Depreciation - Methods, provisions and reserves.

(Theory 25% Problems 75%)

Text and Reference Books (Latest revised edition only)

1. R.L. Gupta and Others ,” **Advanced Accountancy**,” Sultan Chand Sons, New Delhi
2. S.P. Jain and K.L. Narang, “**Advanced Accounting**,” Kalyani Publishers, New Delhi
3. RSN. Pillai, Bagavathi S. Uma, “ **Advanced Accounting**,” S. Chand & Co, New Delhi.
4. M.C. Shukla, “ **Advanced Accounts**,” S. Chand and Co., New Delhi.
5. Mukerjee and Haneef, **Advanced Accountancy**, Tata McGraw Hill, New Delhi.
6. Arulanandam, “ **Advanced Accountancy**,” Himalaya Publication, Mumbai.
7. S.Manikandan & R.Rakesh Sankar,” **Financial Accounting**,” Scitech Publications Pvt Ltd, Chennai. Volume I & II.
8. T.S.Reddy & Dr.A.Murthy, “**Financial Accounting**,” Margham Publications, Chennai

COURSE OUTCOMES (CO)

Semester: I	Core Course: I	Sub Code: 16CCCBM1	Principles of Accountancy	Credit: 5	Allotted Hrs per week: 6
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- CO1** : To identify the basic principles of accounts and its applications in accounting.
CO2 : Visualize the advantages and complex problems and its mode of analysis.
CO3 : To observe about non-profit organizations and its functions, roles and responsibilities.
CO4 : To Impart knowledge with relevance to preparation of accounts for consignment and joint ventures.
CO5 : To summarize about preparation of accounting for single entry system and methods of depreciation.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	-	-	-	2	-	3
CO2	2	2	3	3	2	2	2	2
CO3	2	-	3	1	3	-	2	-
CO4	1	-	2	2	1	2	-	3
CO5	-	3		2	-	2	-	2

CORE COURSE – II INDIAN FINANCIAL SYSTEM

UNIT I:

Financial System: Meaning, significance and components - Composition of Indian financial system. Indian money market – Indian capital market.

UNIT II:

Reserve Bank of India: Organization; Management; Functions – credit creation and credit control; Monetary policy.

UNIT III:

Commercial Banks: Meaning; Functions; Management and investment policies of commercial banks; Recent trends in Indian commercial banks.

UNIT IV:

All India Development Banks: Concept, objectives, and functions of various all India Development Banks; Operational and promotional activities of all India Development Banks – UTI.

UNIT V:

State Level Development Banks: Objectives, functions and role of state level banks; State financial corporations; Development banks in industrial financing.

Text and Reference Books (Latest revised edition only)

1. Bhole, L.M. “**Financial Markets and Institutions**” Tata McGraw-Hill Publishing Company, New Delhi.
2. Khan, M.Y., “**Indian Financial System: Theory and practice**”, Vikas Publishing House, New Delhi
3. Chandra, Prasanna, “**Financial Management: Theory and Practice**”, Tata McGraw Hill, New Delhi.
4. Sharma, G.L. and Singh, Y.P. (eds.) “**Contemporary Issues in Finance and Taxation**”, Academic Foundation, Delhi.
5. Kapila, Raj and Kapila, Uma, “**Banking and Financial Sector Reforms in India**”, Academic Foundations, Delhi.
6. Saunders, Antony, “**Financial Institutions Management a Modern Perspective**”, Irwin Publications, McGraw Hill Co., New York.
7. Madura, Jeff, “**Financial Markets and Institutions**”, West Publishing Co., New York.
8. Srivastava, R.M., “**Management of India Financial Institutions**”, Himalaya Publishing House, Mumbai.

COURSE OUTCOMES (CO)

Semester: I	Core Course: II	Sub Code: 16CCCBM2	Indian Financial System	Credit: 5	Allotted Hrs per week: 6
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- CO1** : To apply their level of knowledge in the Indian financial system, money market and capital market.
- CO2** : To consider the management and the functions of credit control and monetary control of RBI.
- CO3** : To prepare students for collaborative learning in the field of commercial banks management and investment policies.
- CO4** : To discriminate between state and central government banks. After learning about the different levels of banks can possible to do some additions have been made by the students.
- CO5** : To restate the working conditions of State level development banks. It represents the learning have been improved through effect.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	-	2	3	-	3	3	2
CO2	2	2	-	-	2	2	1	1
CO3	1	2	3	2	3	1	3	2
CO4	2	2	1	1	2	-	2	2
CO5	-	1	-	1	-	2	-	2

ALLIED COURSE –I BUSINESS MANAGEMENT

Objective: To impart knowledge on the concepts and principles of Management and application of practices in various organization.

(Theory only)

UNIT I

Management – Definition, nature, scope, functions and Levels of Management-Art, Science and Profession - functions of Managers- Development of management thought – Contribution by F.W.Taylor, Henry Fayol and others.

UNIT II

Planning –Classification – Objectives – characteristics-Steps - process- types-Methodsadvantages - limitations,Decision making – Policies.

UNIT III

Organisation and Structure– Types – Supervision and Span of Control - Departmentation – Organisation charts – Authority and Responsibility- Delegation and Decentralisation.

UNIT IV

Motivation - types -Theories – Maslow, Herzberg, McGregor, and others. Communication - Principles - types and barriers of communication.

UNIT V

Leadership –functions - styles - theories. Co-ordination – features – types and techniques. Control- process- effective control system - Techniques of control.

Text and Reference Books (Latest revised edition only)

1. DinkarPagare, “Principles of Management,” Sultan Chand & Sons New Delhi.
2. K. Sundar, “Principles of Management, “Vijay Nicole Imprints Private Limited, Chennai.
3. Drucker Peter F, Butterworth Heinemann,” Management Challenges,” Oxford.
4. Weihrich and Koontz, et.al, “ Essentials of Management,” Tata- McGraw Hill, New Delhi.
5. Fred Luthans,” Organizational Behaviour,” McGraw Hill, NewYork.
6. Louis A.Allen, “Management and Organisation,” McGraw Hill, Tokyo.
7. Hampton, David R, “Modern Management”, McGraw Hill, New York.
8. Stoner and Free, “Management,” Prentice - Hall, New Delhi.
9. Prasad. L.M, “Principles & Practice of Management”, Sultan Chand & Sons, New

COURSE OUTCOMES (CO)

Semester: I	Allied Course: I	Sub Code: 16CACBM1A	Business Management	Credit: 3	Allotted Hrs per week: 4
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- CO1** : Understand the concepts, functions and principles of scientific management & functional management.
- CO2** : Apply the concept of planning, organizing, co-ordinating and decision making to solve business problems.
- CO3** : Gain knowledge relating to organization structure
- CO4** : Gain knowledge about motivation and its theories and review the leadership qualities and styles to maximize employee productivity
- CO5** : Employ effective methods of control to measure the performance and take corrective action.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	1	-	1	3	2	1
CO2	2	1	2	1	2	2	-	2
CO3	-	-	2	2	2	-	2	2
CO4	2	-	1	-	1	2	-	-
CO5	1	1	2	2	1	2	1	-

BUSINESS TOOLS FOR DECISION MAKING

(Theory & Problem)

UNIT : 1

Introduction – Meaning, Characteristics, Stages and Uses of Statistics – Classification and Tabulation – Diagrams and graphs – Bar and pie diagrams – Graphs of one and two variables – Graphs of frequency distribution - Measure of central tendency – Arithmetic mean, Median, Mode, Geometric Mean and Harmonic mean.

UNIT – 2

Measures of Dispersion – Range – Quartiles – Deciles – Quartile deviation – Mean deviation – Standard deviation – Co-efficient of variation - Measurement of Skewness (Karl person & Bowley methods only)

UNIT – 3

Correlation – Simple correlation – Karl Pearson’s coefficient of correlation – Spearman’s rank correlation – Concurrent deviation method - Regression analysis – Simple regression – Regression equations ‘X on Y’ and ‘Y on X’.

UNIT – 4

Analysis of Time series – Components – Methods – Semi average – Moving average - Method of least square – Interpolation – Meaning, Uses, Assumptions – Newton’s method only.

UNIT – 5

Index numbers – Price index numbers – unweighted and weighted – Tests in index numbers (Time and factor reversal tests only) - Cost of living index number – Aggregate expenditure method – Family budget method.

(Problem 80% and Theory 20%)

Text and Reference Books (Latest revised edition only)

1. S.P. Gupta “**Elements of Statistics**” Sultan Chand & Sons, New Delhi
2. SL Aggarwal and SL Bharadwaj, “**Tools and Decision making**” Kalyani Publishers, New Delhi.
3. PA. Navanitham, “**Business Statistics**” Jai Publications. Trichy
4. S.K. Kappor “**Elements of Practical Statistics**” Oxford and IBHP Publishing Company, Mumbai

COURSE OUTCOMES (CO)

Semester: II	Core Course: III	Sub Code: 16CCCBM3	Business Tools for Decision Making	Credit: 5	Allotted Hrs per week: 6
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- CO1** : To develop capacity building through business tools for decision making and make their proficiency in the field of statistics.
- CO2** : To recognize students thinking capacity and problem solving nature through by learning quartile deviation and other aspects of statistical tools.
- CO3** : To interpret the concepts of X and Y theories for better understanding and employ lot of activities and achieve their goal early.
- CO4** : To consider the problems and prospects of moving average and karl parsons' co-efficient for rank and rating their activities.
- CO5** : To adopt the situation and modify their behavior through learning about the index numbers and time series.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	-	3	2	2	2	3	2	2
CO2	3	2	3	3	3	-	2	3
CO3	2	3	2	-	1	3	-	3
CO4	1	-	1	2	-	1	3	-
CO5	2	-	-	2	-	2	-	2

CORE COURSE – IV
BANKING THEORY LAW AND PRACTICE

Objectives: To impart knowledge on the theory and practice of Banking and to understand the process of Banking activities.
(Theory only)

Unit I:

Definition of the term banker and customer – General relationship – special relationship – main functions and subsidiary services rendered by banker – agency services and general utility services.

Unit II:

Operations of Bank Accounts – Fixed Deposits – Fixed Deposit Receipt and its implications – Savings Bank accounts – Current accounts – Recurring Deposit accounts- New Deposit savings schemes introduced by Banks – Super Savings Package – Cash Certificate, Annuity Deposit – Reinvestment plans – Perennial Premium plan – Non Resident (External) accounts Scheme.

Unit III:

Types of Customers – Account holders – Procedure for opening and closing of accounts of Customers- particulars of individuals including Minor, illiterate persons- Married women – Lunatics – Drunkards – Joint Stock Companies – Non- Trading Associations – Registered and Unregistered Clubs – Societies, Attorney - Executive and administration – Charitable institutions – trustees – Liquidators – Receivers – Local authorities – steps to be taken by banker in the event of death, Lunacy, Bankruptcy – winding up Garnishee Order.

Unit IV:

Paying and collecting bankers – rights, responsibilities and duties of paying and collecting banker – precautions to be taken in payment and collection of cheques – protection provided to them – nature of protection and conditions to get protection – payment in due course – recovery of money paid at mistake.

Unit V:

Pass book and Issue of duplicate pass book – cheques - Definition of a cheque – requisites of a cheque – drawing of a cheque - types of cheque – alteration – marking – crossing – different forms of crossing and their significance – Endorsement loss of cheques in transit – legal effect. Modern Banking, Banking practice – e banking – Internet banking – Mobile banking – ATMS- Cash Machine – EFT (Electronic Fund Transfer) – RTGs, NEFT, MICR.

Text and Reference Books (Latest revised edition only)

1. Sundaram and Varshney, “**Banking Theory, Law & Practice**” Sultan Chand Company, New Delhi
2. S.M. Sundaram “**Banking Theory, Law & Practice**” Sri Meenaksi Publications, Karaikudi
3. M.Kumar, Srinivasa, “**Banking**” New Central Book Agency
4. M.S. Ramasamy, “**Tannan’s Banking Law & Practice in India**” Sultan Chand Company, New Delhi.
5. E. Gorden and N. Natarajan” **Banking Theory, Law & Practice**” Himalaya Publication.
6. B.Santhanam, “Banking Theory, Law & Practice” Margham Publications, Chennai.

COURSE OUTCOMES (CO)

Semester: II	Core Course: IV	Sub Code: 16CCCBM4	Banking Theory Law & Practice	Credit: 5	Allotted Hrs per week: 6
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- CO1** : To know the terms of Banker and Customer relationship and banking functions.
- CO2** : To Discuss the opening and operation of an account with the bank and various schemes offered to the Public.
- CO3** : To observe and discuss the various types of customers.
- CO4** : To discriminate the knowledge about the duties and responsibilities of paying and collecting banker.
- CO5** : To compare the concept of cheque and modern banking system through electronic mode.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	1	2	1	2	2	1
CO2	3	2	2	2	2	2	3	-
CO3	-	2	-	1	-	2	-	2
CO4	1	-	2	2	-	-	2	2
CO5	-	1	2	2	7	-	2	2

ALLIED COURSE II BUSINESS ECONOMICS

OBJECTIVE: To understand the concepts and application of economic tools in business.
(Theory only)

UNIT- I

Business Economics – definition - Scope and Nature Art or Science –Concepts –relationship with other disciplines - Micro and Macro Economics relating to business.

UNIT-II

Demand Analysis- Demand Schedule - Law of Demand- Demand curves- Elasticity of Demand- Demand forecasting - Indifference curve analysis- Marginal rate of substitution – Consumer's equilibrium.

UNIT-III

Production function-Factors of production - Isoquant analysis -scale of production economies of large scale production and limitations.

UNIT-IV

Supply-supply schedule-Law of supply-Supply curve-Elasticity of supply. Market structure-Equilibrium of firm and industry- Optimum firm. Meaning and characteristics of perfect, monopoly, duopoly oligopoly and monopolistic markets. Pricing under Perfect & Monopolistic competition

Unit V

National Income- concept – Measurement – inequalities of income – Fiscal policy method. Public Finance – Definition – Scope - importance.

Text and Reference Books (Latest revised edition only)

1. S.Sankaran, ."**Business Economics**" Margam Publications, Chennai.
2. Misra and Puri, ."**Business Economics**" Himalaya Publications, Mumbai
3. MithaniD.M. ."**Business Economics**", Himalaya Publications, Mumbai
4. K.P.M.Sundharam and sundharam,"**Business Economics**" sultanchand& co., New Delhi.
5. P.Ravilochanan, ."**Business Economics**"Ess Pee Kay Publishing House
6. P.N.Reddy and Appannaiah, ."**Business Economics**"S.Chand & Co., Chennai.
7. **T.Aryamala, ."**Business Economics"**Vijay Nicole Imprints Private Limited, Chennai.**

COURSE OUTCOMES (CO)

Semester: II	Allied course - II	Sub Code: 16CACBM1B	Business Economics	Credit: 3	Allotted Hrs per week: 4
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- CO1** : Define the concept, nature and scope, other disciplines of business economics.
- CO2** : Discriminate with the law of demand, production analysis and economies of scale.
- CO3** : Summarize with the aspects of supply analysis and different market conditions.
- CO4** : Understand, test with the pricing techniques, methods and policies.
- CO5** : Structure the concept and measuring methods of national income, public finance & fiscal policy.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	1	2	-	3	-	-
CO2	2	3	-	1	1	2	2	2
CO3	-	2	2	2	1	2	3	1
CO4	2	1	-	-	2	-	2	2
CO5	1	-	2	2	1	1	-	3

CORE COURSE – V

FINANCIAL ACCOUNTING

Objective:

To enable the students to know the importance of Financial Accounting and to understand the basic concepts.

Unit - I

Self-balancing ledgers excluding rectifications of errors – Accounts from incomplete records.

Unit - II

Partnership Accounts – Admission, retirement and death of a partner, Joint life Policy. Amalgamation of firms.

Unit - III

Partnership accounts – Dissolution – Insolvency of a partner – sale to a company – piece meal distribution.

Unit - IV

Hire purchase and Instalment systems – Royalties – Insolvency Accounts

Unit - V

Branch & Departmental accounts excluding foreign branches – Insurance claims.

Text and Reference Books (Latest revised edition only)

1. R.L. Gupta and Others ,” **Advanced Accountancy**,” Sultan Chand Sons, New Delhi
2. S.P. Jain and K.L. Narang, “**Advanced Accounting**,” KalyaniPublishers,New Delhi
3. RSN. Pillai, Bagavathi S. Uma, “ **Advanced Accounting**,” S. Chand &Co, New Delhi.
4. M.C. Shukla, “ **Advanced Accounts**,” S. Chand and Co., New Delhi.
5. Mukerjee and Haneef, **Modern Accountancy**, Tata McGraw Hill, New Delhi.
6. Arulanandam, “ **Advanced Accountancy**,” Himalaya Publication, New Delhi.
- 7.T.S.Reddy&Dr.A.Murthy, “Financial Accounting,” Margham Publications, Chennai.**

COURSE OUTCOMES (CO)

Semester: II	Core Course: V	Sub Code: 16CCCBM5	Financial Accounting	Credit: 5	Allotted Hrs per week: 6
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- CO1** : Define the concept of Self Balancing Ledger, Single entry system. Enumerate its functions.
- CO2** : To observe the concept of partnership. To record admission, retirement and death of a partner.
- CO3** : Criticizes dissolution, insolvency of a partner, piecemeal distribution and sale to a company.
- CO4** : Compare the concept of Hire Purchase System and Installment Purchase System. Calculate Royalty and insolvency accounts.
- CO5** : To compile the concepts of Branch, Department and Insurance claims accounts.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	-	3	2	2
CO2	2	3	-	2	2	-	2	1
CO3	-	2	3	-	-	2	-	-
CO4	-	-	-	-	2	2	1	-
CO5	2	-	2	2	2	1	2	-

CORE COURSE – VI CO-OPERATIVE BANKING

Objective:

To understand the basic principles of co-operation and its application in banking.

Unit – I

Growth of Co-operative Credit in India - Structure of Co-operative Credit – Limitations and Problems.

Unit – II

Primary Agricultural Co-operative Credit Society – Organisation, Functions and Working - Lending Policies – Programmers – Recovery and Overdue Problems – Viability of Primary Co-operatives.

Unit – III

District Co-operative Banks – Organisation Functions and Working – Lending Policy and Procedures. Funds Position – Recovery and Overdue Problems. State Co-operative Banks – Constitution and Working. Its role in institutional Financing.

Unit – IV

Co-operative Land Development Bank – SLDB – PLDB – Constitution, Objects, Working – Sources of Funds Lending and Overdue Problems. Urban Co-operative Banks – Employee Co-operative Credit Societies – Objects – Functions and Working.

Unit – V

Role of NABARD and Co-operative Development. SBI and Co-operatives – Commercial Banks and Co-operative Credit – Marketing Co-operatives – Structure – Primary Co-operative Marketing Societies – State Co-operative Marketing Society – Constitution – Objectives – Functions.

Text and Reference Books (Latest revised edition only)

1. Cooperative Banking in India – Dr. S. Nakkiran., Rainbow Publication Coimbatore.
2. Cooperative Banking – C.D. Indule , Continental Prakashan, Pune.
3. Principles and practice of Cooperative Banking in India – B.N. Chobey., Asia Publishing House, London.

COURSE OUTCOMES (CO)

Semester: II	Core Course: VI	Sub Code: 16CCCBM6	Co-operative Banking	Credit: 5	Allotted Hrs per week: 6
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- CO1** : To dramatize the concepts of co-operative credit in India. Structure of co-operative credit, Limitations and Problems.
- CO2** : To apply the concepts and Functions and Working, Lending Policies, Programmers, Recovery and Overdue Problems, Viability of Primary Co-operatives.
- CO3** : To generalize the concepts of district co-operative banks. Constitution and Working. Its role in institutional Financing.
- CO4** : To appraise the Co-operative Land Development Bank, SLDB, PLDB, Constitution, Objects, Working, Sources of Funds Lending and Overdue Problems.
- CO5** : Justify the role of NABARD and Co-operative Development. SBI and Co-operatives

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	-	2	-	3	-	.*
CO2	3	-	2	-	-	2	2	2
CO3	-	2	-	-	-	1	2	-
CO4	2	-	-	-	-	-	-	2
CO5	-	2	2	-	-	-	-	-

ALLIED COURSE – III BUSINESS LAW

Objective:

To enable the students to gain knowledge about mercantile law and its importance.

Unit – I

Introduction – Definition and scope of mercantile law – growth and sources of mercantile law – Nature and kinds of contracts – offer and acceptance – consideration – capacity of parties – free consent – legality of object, Void Agreements – contingent contracts

Unit – II

Performance of contracts – Discharge of contracts – remedies for breach including specific performance – Quasi contracts.

Unit – III

Indemnity and Guarantee – Bailment and pledge – Agency.

Unit – IV

Laws of sale of Goods – Definitions - Buyer – Goods – Delivery – Mercantile Agent - Sale and Agreement to sell – Conditions & Warranty.

Unit – V

Law of Negotiable Instruments. (Instrument Amendment Act, 2015 – Definition – characteristics – classification- notes, bills, cheques and promissory note.)

Text Books Recommended: (Latest revised editions only)

1. Mercantile law by M.C. Shukla – S. Chand & Company, New Delhi.
2. Business Law by V. Balachandran & Thothadri S – Vijay Nicole Imprints (P) Ltd, Chennai.
3. Commercial law by Chawla and Garg – Kalyani Publishers, Chennai.
4. Business law by N.D. Kapoor – S. Chand & Sons, New Delhi.
5. Mercantile law by Batra and Kalra – Tata McGraw Hill Co, Mumbai
6. Mercantile law by M.C. Kuchhal – Vikas Publishing House, Chennai
7. **Mercantile law with Industrial law by S.P. Iyengar and B.K. Goyal – R. Chand & Co.**

COURSE OUTCOMES (CO)

Semester: III	Allied Course - III	Sub Code: 16CACBM1C	Business Laws	Credit: 3	Allotted Hrs per week: 4
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- CO1** : Definition and scope of mercantile law. Nature and kinds of contracts, contingent contracts
- CO2** : To gain the knowledge of Performance of contracts, remedies for breach including specific performance
- CO3** : To differentiate between Indemnity and Guarantee, Bailment and pledge and Agency.
- CO4** : To appraise Laws of sale of Goods, Definitions, Buyer, Goods, Delivery, Mercantile Agent, Sale and Agreement to sell
- CO5** : To criticize Law of Negotiable Instruments. (Instrument Amendment Act, 2015)

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	2	-	3	2	2
CO2	2	2	-	2	-	2	-	2
CO3	-	1	-	1	-	-	-	1
CO4	-	3	-	-	-	2	-	-
CO5	-	2	-	-	-	2	-	-

CORE COURSE – VII CREDIT MANAGEMENT

Objective:

To enhance the students to know about the concepts and its application in credit management.

Unit – I

Definition of Credit. Forms of credit: Consumer credit, Commercial credit, Export credit, Banking credit, Agriculture credit.

Unit – II

Principles of lending – The 7C's of Credit – Fair practice code – Various types of Borrowers.

Unit – III

Benefits and dangers in using credit, understanding consumer rights and obligations.

Unit – IV

Credit Policy: Definition – Role and use of the policy – Basic contents of the policy.

Unit – V

Consumer Assessments: Credit Bureau, Credit Applications, References, Credit evaluation of borrowers, Collection procedure, Debt Recovery Tribunal, Writing off Bad Debts.

Text and Reference Books (Latest revised edition only)

1. Credit Management by Ed.Vol – Oscar Publication, New Delhi.
2. Credit Management Hand book by Cecil J.Bond , McGraw Hill., USA
3. Credit Planning and Management by Krishna Gupta – Arihant Publishers, Jaipur.
4. Credit Appraisal, Risk Analysis and Decision making – Dr.D.D.Mukherjee, Snow White Publications, Chennai.
5. Risk Management, IIBF, Macmillan, New Delhi.
6. Credit Risk Management, Andrew Fight, Butterworth Heinmann, Oxford, UK.

COURSE OUTCOMES (CO)

Semester: IV	Core Course: VII	Sub Code: 16CCCBM7	Credit Management	Credit: 5	Allotted Hrs per week: 5
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- CO1** : Definition of Credit. Forms of credit: Consumer credit, Commercial credit, Export credit, Banking credit, Agriculture credit.
- CO2** : To know about the various types of borrowers.
- CO3** : To compile and compose the 7C's of Credit and fair practice code.
- CO4** : To judge the credit policy. To know the Role and use of the policy and basic content of credit policy.
- CO5** : To estimate the consumer assessment. Credit Bureau, Credit evaluation of the borrowers.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	-	-	-	2
CO2	2	3	-	2	-	2	-	1
CO3	-	2	3	-	-	-	-	-
CO4	1	2	2	2	-	-	2	-
CO5	-	2	-	2	2	-	2	2

CORE COURSE – VIII SERVICES MARKETING

Objective:

To enable the students to trace the growing importance of Services, and a vital role in decision making, development process & approaches.

Unit - I: Introduction

Meaning and Definition of Service – Classification of Services – Services Marketing Triangle – Significance of Services Marketing – Reasons for the Growth of the Services sector – The Service as a System.

Unit - II: Service Product and Pricing

Service product- Underlying Concepts – The Product Life-Cycle – New Service – Service Product Range – New Service Development (NSD) – New Service Product Features – Failure of new service Products – Achieving success in development of new service products – Service Product Elimination. Pricing for Services: Characteristics of Services and Prices – Price Terminologies – Understanding the costs of service incurred by customers – Understanding Value – Establishing monetary pricing objectives – Pricing relative to demand levels – Communicating Prices to the Target Markets – Additional Aspects of Service Pricing – Pricing strategy – Pricing and Marketing Strategy

Unit – III: Service Location and Promoting Services

Service Location- Flexibility – Classification by location – Accessibility through coproduction – Service Channel Development – Methods of distributing Services – Innovations in Methods of Distributing Services –Inputs for location decisions – Basic Location Models. Promoting Services: – Promotional Objectives – Differences in Promoting Services – Selection Criteria – Developing the promotional mix – Guidelines for Improving the Promotion of Services – The role of sales promotion – Sales Promotion tools – Direct Marketing – Public Relations – The role of marketing communication – Target Audience – Branding services: Trends – Brand image development – Setting advertising objectives – Audience response – Guidelines for Service Advertising.

Unit – IV: Service Process and Service Design

Service Process- Introduction – Classification of Services Operating Systems – Policies and flowcharting – Balancing supply and demand – Change – Organisational Conflict in Service Systems – The Systems Concept in Services – Purchase Process – Process of vision – Facilitating process – Challenges for service managers – Breakthrough services –Process improvement – The Self – Reinforcing Service Cycle. Service Design –Design Methodology – The Service Design and management model – Overview of model stages – Blueprinting – Building a service blueprint – Benefits of service blueprinting – Service Mapping – Service Failures – Design elements – Quality function deployment.

Unit - V: Service Mix Scenario

Role of Service Mix – Health Care – Tourism – Hotel – Travel – Education – Insurance – Banking.

Text and Reference Books (Latest revised edition only).

1. Services Marketing –VasantiVenugopal& Raghu M.M – Himalaya Publishing House,Mumbai
2. Services Marketing Text and Cases – Harsh Vivesma – Pearson Education, Delhi
3. Services Marketing (Concepts, Practices, Cases from Indian Environment – Dr.S.Shajahan – Himalaya Publishing House, Mumbai
4. Services Marketing – GovindApte – Oxford University Press, Delhi

COURSE OUTCOMES (CO)

Semester: IV	Core Course: VIII	Sub Code: 16CCCBM8	Services Marketing	Credit: 5	Allotted Hrs per week: 5
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CO1 : Identify the various concepts and significance of Services Marketing

CO2 : Manipulating the strategies for service products and pricing.

CO3 : To summarize Service Location and Promoting Services

CO4 : To know the structure of Service Process and Service Design

CO5 : To evaluate and estimate Service Mix Scenario.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	3	2	3	2	2
CO2	2	2	2	3	-	2	2	3
CO3	2	-	2	2	-	-	-	-
CO4	2	-	-	-	2	-	2	-
CO5	-	-	-	2	2	2	2	2

ALLIED COURSE – IV BUSINESS COMMUNICATION

Objective:

To enable the students to write business letters effectively and develop communication skills.

Unit - I

Nature and Scope of Business Communication – Meaning and Importance of Communication, Kinds of Business Letters – Layout – Barriers to Communication.

Unit - II

Enquiry and Reply – Orders and their Execution – Credit and Status enquiries – Claims and Adjustments.

Unit - III

Collection Letters – Sales letters – Circular Letters – Bank Correspondence; Correspondence of a Company Secretary.

Unit - IV

Application Letters – Meaning, Types- Guidelines to write Application letters and Resumes - Form and content of an Application letter. Report writing – Features, Types of Reports, Organisation of a Business Report, Preparation of Report – Long and Short Report: Report by Individuals and Committees.

Unit - V

Modern Communication methods – Online Communication – Fax, E-mail, Voicemail, SMS, Internet, Tele – Conferencing, Video – Conferencing, Electronic Bulletin Boards.

Text and Reference Books (Latest revised edition only)

1. Essentials of Business Communication – Rajendra Pal and J.S. Korlahalli.
Sultan Chand, New Delhi
2. Effective Business English and Correspondence by M.S.Ramesh and Pattenshetty –
R.Chand& Company, New Delhi
3. Business Correspondence and Report writing by Sharma and Krishna Mohan –
- Tata McGraw Hill, New Delhi.

COURSE OUTCOMES (CO)

Semester: IV	Allied Course: IV	Sub Code: 16CACBM1D	Business Communication	Credit: 3	Allotted Hrs per week: 4
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- CO1** : To know the various concepts of business communication.
CO2 : To connect students for learning about the offer, order correspondence.
CO3 : To discriminate collection letters, sales letters, bank correspondence and correspondence of a company..
CO4 : To formulate students for writing Application letters and Resumes
CO5 : Recommend effective means of communication at the place of work.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	-	2	2	2	3	2	2
CO2	2	-	2	2	-	2	-	-
CO3	2	-	-	-	-	2	2	2
CO4	-	-	2	-	-	-	-	-
CO5	2	2	2	2	-	-	2	-

CORE COURSE - IX CORPORATE ACCOUNTING

Objective:

To enable the students to know about accounting procedure in corporate accounting

Unit – I

Company accounts – introduction – legal provisions regarding issues of shares, applications, allotment, calls, calls-in-arrears, calls-in-advance, issue of shares at premium-issue of shares at discount- forfeiture of shares-re-issue – accounting entries.

Unit – II

Issue and redemption of debentures – methods of redemption of debenture- in installment – cum-interest and Ex-interest – redemption by conversion, sinking fund, insurance policy and redemption of preference shares- implication of Section 80 and 80A of the Companies Act.

Unit – III

Amalgamation – purchase consideration- accounting treatment – pooling of interest method and purchase method, Absorption, external and internal reconstruction of companies.

Unit – IV

Holding company account – legal requirements relating to presentation of accounts - Consolidation of balance sheet (excluding chain holding).

Unit – V

Final accounts of banking companies (new format) and Insurance companies (new format).

Theory: 25% Problem: 75%

Text and Reference Books (Latest revised edition only)

1. Advanced Accountancy by M.C. Guptha, Shukla and Grewal – S. Chand publishing, Delhi
2. Advanced Accountancy by R.L. Gupta and Radhaswamy – Sultan Chand & Sons, New Delhi.
3. Advanced Accountancy by Jain and Narang – Kalyani Publishers, Chennai
4. Corporate Accounting by Palaniappan&Hariharan – Vijay Nicole Imprints (P) Ltd, Chennai.
5. Advanced Accountancy by Arulanandam and Raman – Himalayan Publishers, New Delhi.

COURSE OUTCOMES (CO)

Semester: IV	Core Course IX	Sub Code: 16CCCBM9	Corporate Accounting	Credit: 5	Allotted Hrs per week: 5
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- CO1** : To Know the accounting treatment for company accounts and the legal provisions regarding issues of shares
- CO2** : To examine the various companies Act. To summarize methods of redemption of debenture.
- CO3** : To generalize the basic concepts of amalgamation and purchase consideration.
- CO4** : To Gain knowledge about the preparation of consolidated balance sheet of Holding companies.
- CO5** : To focus knowledge into the preparation of final accounts of banking and insurance companies.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	-	-	-	2	-	2
CO2	2	3	-	-	-	2	-	2
CO3	-	2	2	-	-	3	2	-
CO4	-	-	2	-	-	-	2	-
CO5	-	2	-	-	-	-	-	-

CORE COURSE – X

E – BANKING

Objective:

To enable the students to understand the concepts related to E-Banking.

Unit - I

Banking concepts of E-Banking – features E - banking strategy & models: IT in finance & service delivery. Introduction to ATMs, Internet Banking & Mobile Banking. Standalone systems, LAN & WAN.

Unit - II

Electronic payment systems: Teller machines at the bank counters, cash dispensers, ATMs, Anywhere Anytime banking, Home banking (Corporate and Personal), online enquiry and update facilities, personal Identification. Numbers and their use in conjunction with magnetic cards of both credit and debit cards, smart cards, signature storage and display by electronic means, cheque truncation, Micro fiche, note and coin counting devices.

Unit - III

Electronic fund transfers system – playing messages (telex or data communication) – structured messages (SWIFT etc.), RTGS information Technology: Current trends, Bank net RBI net, Demat, Nic net, I-net, Internet, E-mail etc,

Unit - IV

Impact of technology and banks protecting the confidentiality and secrecy of data effect on customers and service quality. Technology Management: RTGS: Infrastructure requirement, RTGS transactions.

Unit - V

Security features SFMS: Formats of SFMS, SFMS transaction, Security aspects; RAS: Requirements of RAS, Application, security features of RAS, Digital Certificate: PKI, CCA, CA, RA – Types of digital Certificates, application of digital Certificate, legal status, IT Act: Electronic Records, Digital Signature, application of Electronic transactions; Cyber law –Its application.

Text and Reference Books (Latest revised edition only)

1. Managing with information by H.JeromeLenter
2. Computer information Technology Global Business by Puri and Vidin Puri
3. Fundamentals of data base Systems by Jerome Lenter, Pearson
4. An Introduction to Information Technology byDr. Srinivasavallabhan, Sulthan Chand & Sons.
5. Law of Information Technology, D.P.Mittal, Tax Man. e Markets, Macmillan, 2007

COURSE OUTCOMES (CO)

Semester: IV	Core Course X	Sub Code: 16CCCBM10	E-Banking	Credit: 5	Allotted Hrs per week: 5
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- CO1** : To know the basic concepts of E-Banking system. Enable them in to the current scenario.
- CO2** : To practice electronic payment system.ATM and anywhere and any time banking system.
- CO3** : To examine the Electronic fund transfers system, telex or data communication system.
- CO4** : To compare and criticize Technology Management: RTGS: Infrastructure requirement, RTGS transactions.
- CO5** : To produce better and equipped generation through systematic analysis of electronic transactions.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	-	2	3	2	3	2
CO2	2	2	2	2	-	2	-	3
CO3	2	-	2	-	-	-	2	-
CO4	2	-	-	-	-	2	-	-
CO5	2	2	-	-	2	-	2	-

CORE COURSE – XI

COMPUTER APPLICATIONS AND BANKS

Objective:

To enable the students acquire the basic knowledge of computer application in banks.

(Theory - 60 marks ; UE: 45 ; IA: 15)

Unit - I

Meaning of computer – Characteristics of computer – area of application – I-P-O cycle – components of computer – memory and control unit – input and output devices – hardware and software – operating systems – introduction to windows – logging on – desktop & taskbar – icons and desktop – start-up menu option – creation files and folder – windows explorer – find option shortcuts – briefcase – running applications customization.

Unit - II

Introduction Microsoft WORD – stating word – creation of shortcut for word – creating word documents – creating business letter using wizards – editing word documents – check – word count – thesauruses, auto correct – working with table – saving – opening and closing documents – mail merge.

Unit - III

Introduction to spread sheets – spread sheet program and application – MS excel and its features – building work sheets – entering data in work sheets. Editing and formatting work sheets – creating and formatting different types of charts – application financial statistical function – creating a list – sorting data – filtering data using auto filter customs filters. Pivot tables. Analyzing and organizing data using automatic sale totals – saving opening and closing work books.

Unit - IV

Fundamentals of computerized accounting – computerized accounting Vs Manual accounting – architecture and customization of Tally – features of Tally – configuration of Tally – Tally screens and menus – creation of company – creation of groups – editing and deleting groups – creation of ledgers – editing deleting ledgers – introduction to vouchers – vouchers entry – payment of vouchers – receipt voucher – sales voucher – purchase vouchers – contra voucher – journal voucher – editing and deleting vouchers.

Unit - V

Introduction to inventories – creation of stock categories – creation stock groups – creation of stock items – configuration of features of stock item – editing and deleting stocks – usage of stocks in voucher entry – purchase order – stock voucher – sales order – stock voucher – introduction to cost – creation of cost category – creation of cost centers – editing & deleting cost centers and categories – usage of cost category and cost center in voucher entry.

Text and Reference Books (Latest revised edition only)

1. Computer Applications in Business – Dr. S.V. SrinivasaVallabhan – Sultan Chand Publication.
2. Introduction to computer Application – Dr. S.V. SrinivasaVallabhan – Sultan Chand Publication.
3. Microsoft office for Windows 95 Bible Author Ed. Jones Derek Sultan Publications Comdex Computer Publication.
4. TIAL Smart Accountant Book SMW Deva Publication, AVC Deva Publication.
5. Computerized Accounting under Tally Publication, Deva Publication.

6. Implementing Tally 5.4, 6.3, 7.2 versus. Author K.K. Nandhani Publication, BPB Publication.
7. Computer Application in Business – R.Parasuraman – S.Chand& Co.,
7. Computer Application in accounting software: P.Kasivairavan – Friends Publications – Tirupathur.
8. Computer Application in Business: Dr.Joseph Anbarasu, Learntech Press, Trichy. Model for practical laboratory work

(Practical – 40 marks UE: 30 marks IA:10 marks)

Microsoft Word:

1. Creating personal letter to friend
2. Creating official letter – leave letter
3. Preparation of Bio-Data
4. Use of Mail-merge
5. Creating Circular letter with mail-Merge options
6. Creating a table by using the split and merge options

Microsoft Excel:

1. Entering information in the pay bill
2. Sum function, entering formula
3. Aligning data in cells
4. Creating charts
5. Creating pivot tables.

Tally:

1. Creation of company
2. Creating groups, creating single groups, creating sub groups
3. Entering values in accounts info
4. Voucher entry – sales, purchase
5. Journal entry – contra journals
6. Creating cost centers
7. Inventory problems.

COURSE OUTCOMES (CO)

Semester: IV	Core Course XI	Sub Code: 16CCCBM11	Computer Applications and Banks	Credit: 5	Allotted Hrs per week: 5
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- CO1** : To permit students for recognize basic concepts in computer applications.
CO2 : To know the documentation through MS Office packages covering MS Word and MS Excel in particular.
CO3 : To establish various accounting procedures like Cash Book, Journal, Ledger and Trail Balance and balance sheet through TALLY software.
CO4 : Support different business functions through application of technological aid.
CO5 : Help integrate protocols in an inventory management system.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	-	2	2	3	3	3
CO2	2	2	2	2	2	2	2	2
CO3	-	2	-	2	2	2	-	-
CO4	2	2	-	-	2	2	-	2
CO5	2	2	-	-	2	2	-	2

CORE COURSE – XII MANAGEMENT ACCOUNTING

Objective:

To enable the students to know the importance of management accounting and its concepts.

Unit - I

Management accounting – Definition – Objectives – Nature – Scope – Merits and limitations – Differences between management accounting and financial accounting – Financial statement analysis – Comparative statement – Common size statement – Trend percentage – Ratio analysis – Meaning – Classification – Liquidity, solvency, turnover and profitability ratios – Dupont chart – Construction of balance sheet.

Unit - II

Fund flow statement – Meaning– Preparation – Schedule of changes in working capital – Funds from operation – Sources and applications – Cash flow statement – Meaning – Difference between funds flow statement and cash flow statement – Preparation of cash flow statement as per Accounting Standard 3.

Unit - III

Budget and Budgetary control – Meaning – Advantages – Preparation of sales, production, production cost, purchase, overhead cost, cash and flexible budgets - Standard costing – Meaning, Advantages and Limitations.

Unit - IV

Variance analysis – Significance - Computation of variances (Material and Labour variance only) - Marginal costing – CVP analysis – Break even analysis – BEP - Managerial applications – Margin of safety – Profit planning.

Unit - V

Capital Budgeting – Meaning – Importance – Appraisal methods – Payback period — Accounting rate of return - Discounted cash flow – Net present value – Profitability index – Internal rate of return.

Theory: 20% Problem: 80%

Text and Reference Books (Latest revised edition only)

1. Management accounting by S.N.Maheswari – Sultan Chand & sons publications, New Delhi
2. Management accounting by Sharma and Guptha, Kalyani Publishers, Chennai.
3. Management accounting by R.Ramachandran and R.Srinivasan – Sriram publication
4. Management accounting by A. Murthi and S. Gurusamy, Vijay Nicole Publications, Chennai.
5. Management Accounting by R.S.N.Pillai & V.Baghavathi – S.Chand& Co, Mumbai
6. Management accounting by Hingorani&Ramanathan – S.Chand& Co, New Delhi.

COURSE OUTCOMES (CO)

Semester: IV	Core Course XII	Sub Code: 16CCCBM12	Management Accounting	Credit: 5	Allotted Hrs per week: 5
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- CO1** : To facilitate the students for learning of nature and scope of management accounting.
- CO2** : To generalize for preparation of financial statement analysis, flow of funds flow and cash flow statement.
- CO3** : To concentrate for preparation of Budget and budgetary control. Standard costing.
- CO4** : To Connect with the latest developments in the area of accounting of virtues.
- CO5** : Anticipate appropriate measures for capital budgeting and variance analysis.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	-	2	3	2	2
CO2	2	3	2	-	-	2	2	2
CO3	2	-	2	2	-	-	-	2
CO4	2	-	-	2	2	-	-	-
CO5	2	-	2	2	-	2	-	2

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MAJOR BASED ELECTIVE – I
(A) ENTREPRENEURIAL DEVELOPMENT

Objectives:

To enable the students to understand the conceptual and applied knowledge about Entrepreneurship.

Unit – I

Entrepreneurship – Definition, Concept, Nature , Characteristics , functions , types and phases of EDP, Development of women and rural entrepreneurs – Women Council Scheme.

Unit – II

The start-up process, Project identification – selection of the project – project formulation and evaluation – feasibility analysis, Project Report.

Unit – III

Institutions in the development of entrepreneurs – DIC, SIDO, NSIC, MSMEDI – SSIC, SIDCO – ITCOT, IIC – KVIC.

Unit – IV

Institutional finance to entrepreneurs: IFCI, SFC, TIIC, LIC and GIC, SIPCOT – SIDBI – Commercial banks - Venture capital.

Unit – V

Incentives and subsidies – Subsidised services – seed capital assistance – Taxation benefit to SSI. Role of entrepreneur in export promotion and import substitution.

Text and Reference Books (Latest revised edition only)

1. Dynamics of Entrepreneurial Development by Vasant Desai – Himalaya Publishing House, New Delhi.
2. Entrepreneurship & Small Business Management by Dr.C.B. Gupta and Dr.S.S.Khanka- Sultan Chand & Sons, New Delhi.
3. Fundamentals of Entrepreneurship and Small Business by Renu Arora & S.KI.Sood – Kalyani Publishers, Chennai.
4. Entrepreneurial Development by Dr.S.S. Khanka – S.Chand& Co, New Delhi.
5. Entrepreneurial Development by Dr. P. Saravanavel, Learntech Press Trichy.
6. Entrepreneurial Development by Dr.S.G. Bhanushali- Himalaya Publishing House, New Delhi.

COURSE OUTCOMES (CO)

Semester: IV	MBE - 1	Sub Code: 16MBEBM1	Entrepreneurial Development	Credit:3	Allotted Hrs per week: 4
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- CO1** : To discuss about the basic concepts of Entrepreneurial Development and help them to enhancing their knowledge.
- CO2** : Develop the students for achieving better position in the field of Entrepreneurship.
- CO3** : To discriminate, the various types of supporting funding agencies.
- CO4** : To develop the concept of Institutional finance to entrepreneurs
- CO5** : Establish an individual as job providers rather than job seekers.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	2	2	2	3	2	3
CO2	2	2	2	2	2	3	2	-
CO3	2	-	-	-	2	-	2	2
CO4	2	-	-	-	2	-	-	2
CO5	2	-	2	2	3	2	-	2

CORE COURSE – XIII

FINANCIAL MANAGEMENT

Objective:

To enable the students to know the principles and practices of managing finance.

Unit - I

Financial Management: Meaning and scope – Objectives: Profit maximization, Wealth maximization – Functions – Financial decisions – Time value of money: Present value and Compound value – Cost of capital – Cost of debt – Cost of preference share capital – Cost of equity – Cost of retained earnings – Weighted average cost of capital.

Unit - II

Capital structure – Meaning and features – Factors determining capital structure – EBITEPS relationship – Indifference point of EBIT – Theories of capital structure: Net income approach, Net operating income approach, MM approach and Traditional approach.

Unit - III

Leverage – Meaning, significance and types – Operating leverage - Financial leverage – Combined leverage – Dividend policy – Determinants of dividend policy – Theories: relevance and irrelevance with value of firm – Forms of dividend – Stock dividend – Bonus issue – Stable dividend.

Unit - IV

Working capital management – Determinants of working capital – Forecasting of working capital requirements – Cash management – Motives of holding cash – Stages in cash management: Cash planning, Collection and disbursement of cash, Optimum cash balance – Boumul model – Investment of surplus cash.

Unit - V

Receivables management – Objectives – Factors influencing size of receivables – Credit policy – Credit standard – Credit term – Collection policy – Incremental analysis – Inventory management – Meaning – Types of inventory – Purpose of holding inventory – Excess or inadequate inventory – EOQ – Levels of stock: reorder level, minimum level and maximum level – Techniques – ABC, VED, FSN and HML analysis.

Theory: 20% Problem: 80%

Text and Reference Books (Latest revised edition only)

1. Elements of financial management by S.N.Maheswari – Sultan Chand & Sons., New Delhi
2. Financial Management by R.K.Sharma – Kalyani publishers, New Delhi
3. Financial Management by R.Ramachandran&R.Srinivasan – Sriram publication, Trichy
4. Theory and Problems of Financial management by Khan & Jain, McGraw Hill Publication, New Delhi
5. Financial Management by S.P.Guptha, SahityaBhavan Publication, New Delhi

COURSE OUTCOMES (CO)

Semester: IV	Core Course - XIII	Sub Code: 16CCCBM13	Financial Management	Credit: 5	Allotted Hrs per week: 6
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- CO1** : To acquire knowledge about the basic concepts of financial management.
CO2 : To evaluate the content of capital structure and theories of capital structure.
CO3 : To criticize the concepts of leverages and push them to learn about the society relationship.
CO4 : To simulate students for facing present problems through working capital management.
CO5 : To enable students for managing receivables management and inventory management.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	3	2	2	3	2	3
CO2	2	2	3	-	2	3	2	2
CO3	3	3	2	-	-	2	-	-
CO4	2	-	-	2	-	-	-	2
CO5	-	-	-	2	2	-	2	2

CORE COURSE – XIV
INCOME TAX THEORY LAW & PRACTICE

Objective:

To enable the students to know the provisions of income tax.

Unit- I

Basic concepts – Definition - previous year –assessment year – person, assessee, income, total income, casual income, capital and revenue - residential status and incidence of tax, incomes exempt under section 10.

Unit- II

Salary – Basis of charge – different forms of salary, allowances, perquisites and their valuation – deduction from salary –Computation of taxable salary.

Unit- III

House property – basis of charge – determination of annual value - GAV, NAV – income from let-out property – self occupied property – deductions- Computation of taxable income.

Unit- IV

Profits and gains of business and profession – basis of charge – methods of accounting – deductions – dis allowances, Computation of taxable income.

Unit - V

Capital gains – basis of charge – short and long term capital gains – indexed cost of acquisition and improvement – exemptions – chargeability of short and long term capital gains – computation of taxable capital gains. Income from other sources – interest on securities, etc. deduction under Sec 80C – Introduction to direct taxes code.

Theory: 25% Problem: 75%

Text and Reference Books (Latest revised edition only)

1. Students Guide to Income Tax by Vinodh K. Singhania, Taxmann Publications, New Delhi
2. Income tax by T.T.Gaur&Narang, Kalyani publishers, Chennai.
3. Income Tax Law and Practice by A. Murthy – Vijay Nicole Imprints (P) Ltd, Chennai.
4. Income tax – Law & Practice by DinkarPagare – Sultan Chand & Sons, New Delhi.
5. Income tax by T.S.Reddy&Hari Prasad Reddy, MarghamPublications, Chennai

COURSE OUTCOMES (CO)

Semester: IV	Core Course - XIV	Sub Code: 16CCCBM14	Income Tax Law & practice.	Credit: 5	Allotted Hrs per week: 6
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CO1 : To visualize the basic concepts of income tax law and practice.

CO2 : Enable them to learn about the basic salary and supporting allowances enjoyed by the employees.

CO3 : To manage the concept of house property and determination of annual value

CO4 : To make a survey on profession and deduction

CO5 : To stimulate students for learning about short and long term capital gains.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	3	2	2	-	2	2	2
CO2	2	2	2	2	2	2	-	2
CO3	2	2	2	-	-	-	-	-
CO4	-	2	-	-	-	2	-	-
CO5	2	2	2	2	-	2	2	2

CORE COURSE – XV FINANCIAL SERVICES

Objective:

To enable the students to know the nature and types of financial services.

Unit - I

Financial services – Meaning – Classification – Financial products and services – Challenges facing the financial service sector – Merchant banking– Meaning – Functions – SEBI Guidelines – Scope of merchant banking in India. NBFCs – RBI guidelines.

Unit - II

Hire purchase – Meaning – Features – Process – Hire purchase and credit sales – Hire purchase vs Instalment purchase – Banks and hire purchase business – Hire purchase and transport industry – Leasing – Concept – Steps involved in leasing – Lease vs Hire purchase – Types of lease – Problems and prospects of leasing in India.

Unit - III

Mutual funds – Meaning – Types – Functions – Advantages – Institutions involved – UTI, LIC, Commercial banks – Entry of private sector – Growth of mutual funds in India – SEBI Guidelines – Asset Management Companies.

Unit - IV

Venture capital – Meaning – Features – Methods of venture capital financing – Modes of venture financing – Venture capital investment process – Factors determining venture investment – Exit mechanism – Advantages of venture capital – Issues of Indian venture capital industry.

Unit - V

Factoring – Concepts – Significance – Types – Factoring mechanism – Factoring vs bills discounting – Factoring in India – Forfaiting – Meaning – Forfaiting vs Export factoring – Problems of Forfaiting/ factoring.

Text and Reference Books (Latest revised edition only)

1. Financial markets & services by E.Gordon and K.Natarajan – Himalaya publishing house, New Delhi
2. Financial services by E.Dharmaraj – S.Chand & Co., New Delhi
3. Financial Services by S.Mohan and R.Elangovan – Deep and Deep Publications, New Delhi
4. Financial Services by S. Gurusamy – Vijay Nicole Imprints (P) Ltd, Chennai
5. Lease Financing and Hire Purchase by Vinod Kothari – Wadhaw and Co., Nagpur.

COURSE OUTCOMES (CO)

Semester: IV	Core Course - XV	Sub Code: 16CCCBM15	Financial Services	Credit: 5	Allotted Hrs per week: 6
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- CO1** : To identify the objectives of Financial services, merchant banking and RBI guidelines.
- CO2** : To summarize the documentation aspects of hire purchase and lease financing.
- CO3** : To clarify information about mutual funds and SEBI guidelines.
- CO4** : To defend the procedure of venture capital and issues of a Indian venture capital industry.
- CO5** : To apply the concept of procedural and financial aspects in factoring and forfeiting

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	2	2	3	3	2	2
CO2	2	2	2	2	-	2	2	-
CO3	2	-	-	-	2	2	2	-
CO4	-	-	-	-	2	-	-	2
CO5	2	2	-	-	2	-	2	2

MAJOR BASED ELECTIVE – II
(A) FOREIGN EXCHANGE MANAGEMENT

Objective:

To develop knowledge about Foreign Exchange Management

Unit - I

Introduction – Foreign trade & Foreign Exchange – Balance of payments

Unit - II

Exchange System – Exchange rate system prior to IMF and under IMF – External value of Rupee – Convertibility of Rupee.

Unit - III

Exchange Control – Objectives – Methods – Foreign Exchange Management Act – Administration of Foreign Exchange – Functions of Foreign Exchange Department.

Unit - IV

Foreign Exchange Transaction – Exchange Quotations – Spot & Forward Transaction – Forward Exchange contracts. Introduction to currency – features and options.

Unit - V

International Financial Institution – International Monetary Fund – Special Drawing Rights – International Bank for Reconstruction and Development – International Finance Corporation – International Development Association.

Text and Reference Books (Latest revised edition only)

1. Foreign Exchange Markets understanding derivatives & other instruments, Surendra.S.Yadav, P.K.Jain and Max peyrard, Macmillan.
2. Foreign Exchange Risk Management by NidhiJain,Century Publication.

COURSE OUTCOMES (CO)

Semester: IV	MBE - II	Sub Code: 16MBEBM3	Foreign Exchange Management	Credit: 4	Allotted Hrs per week: 5
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- CO1** : To establish the basic concepts of Foreign trade & Foreign Exchange
CO2 : To justify the concept of Exchange rate system prior to IMF and under IMF
CO3 : To summarize the Functions of Foreign Exchange Department.
CO4 : To generalize the concept of Spot & Forward Transaction, Forward Exchange contracts. Introduction to currency, features and options.
CO5 : To give priorities International Financial Institution, International Monetary Fund, Special Drawing Rights

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	1	2	2	3	3	3
CO2	2	1	1	2	2	3	-	2
CO3	2	1	2	1	-	2	-	-
CO4	-	-	2	-	-	2	1	-
CO5	2	-	3	2	2	-	2	2

MAJOR BASED ELECTIVE – III

(A) INSURANCE MANAGEMENT

Objective:

To make the students to understand the principles and practices of Insurance Management.

Unit - I

Introduction : Savings and investment schemes like shares, units, capital, markets, mutual funds, etc. vis - a -vis insurance; Tax benefits under insurance policies; Life cycle needs - including solutions, matching of the customer's needs and requirements to available products; Comparison between different products offered vis a vis chargeable premium, and coverage.

Unit - II

Computation of premiums/Bonus: Premium calculation -including rebates, modes, largesum assured policies; Extra premium, under premium, Computation of benefits, Surrender value, Paid- up value.

Unit - III

Insurance Documents: Insurance documents, including proposal forms and other relevant forms; First premium receipt/renewal premium receipt; Policy contract; Endorsements; Renewal notice/bonus notices; other insurance documents related to receipt

Unit - IV

Life insurance Product - Traditional unit Linked Policies: Individual and group policies; with-profit and without profit policies; Different types of insurance products – Whole life products, interest sensitive products, term- assurance annuities, Endowment, Assurance.

Unit - V

Options and Guarantees- Group Insurance, pension plans, & health insurance.

Text and Reference Books (Latest revised edition only)

- 1 Mishra M.N: Insurance Principles and practice; S. Chand and co, New Delhi.
2. Periasamy P, Fundamentals of Insurance; Vijay Nicole Imprints (P) Ltd
3. Insurance Regulatory Development Act 1999 3 Life Insurance Corporation Act 1956.

COURSE OUTCOMES (CO)

Semester: IV	MBE - III	Sub Code: 16MBEBM5	Insurance Management	Credit: 4	Allotted Hrs per week: 6
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- CO1** : To know the basic concepts, principles of insurance and legal dimensions of insurance.
- CO2** : To attain knowledge with regard to Computation of premiums/Bonus: Premium calculation
- CO3** : To judge the Insurance Documents: Insurance documents, including proposal forms and other relevant forms
- CO4** : To assemble the data relating to life insurance products. And equip students for self learning.
- CO5** : To generalize the options and Guarantees- Group Insurance, pension plans, & health insurance.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	2	-	2	2	3	2	3
CO2	2	2	-	2	2	2	2	2
CO3	2	-	2	3	-	2	-	-
CO4	-	-	3	-	2	-	-	-
CO5	1	2	2	-	-	2	2	2

HUMAN RIGHTS

Non Major Elective Course I (for other than Social Work students) Semester No : III Course Code :

NME-I Part : IV Introduction: This course will introduce students to the concept of human rights and all other related aspects. Course

Objectives:

1. To make students understand the meaning of human rights and related aspects.
2. To enlighten students on the universal declaration of human rights.
3. To inform students about the Indian constitutional guarantee of human rights.
4. To make students aware about the violation of human rights.
5. To teach students about voluntary organisations working at the international, national, and state level.

Unit – I

Meaning of Human Rights – Kinds of human rights – Theories of human rights – The concept of human rights – The concept of liberty and equality – Promotion and protection of human rights by the United Nations. History and Development of Human rights concepts.

Unit – II

The universal declaration of human rights – preparation – preamble and enumeration of rights in the declaration – India and the universal declaration.

Unit – III

Indian constitutional guarantee of human rights – preamble, fundamental rights – Directive principles of state policy – Recent amendments of Indian constitution.

Unit – IV

Violation of human rights – women – children – workers – prisoners – Scheduled Caste and Tribes.

Unit – V

Human rights and voluntary organisation at International, National and State level – Human rights commissions in India – National human rights commission – Its constitution – power and functions – Human rights court in districts. Text book: Donnelly, Jack. Universal human rights in theory and practice. Cornell University Press, 2013.

References:

Agarwal, Hari Om. International Law & Human Rights. Central law publications, 2008. Sieghart, Paul.

The international law of human rights. Oxford University Press, 1983. Jones, Peter.

"Human rights, group rights, and peoples' rights." Human Rights Quarterly 21.1 (1999): 80-107.

COURSE OUTCOMES (CO)

Semester: III	Allied Non-Major Elective: I	Sub Code: 16ANMESW1	Human Rights	Credit: 2	Allotted Hrs per week: 2
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CO1: The course helps learners in developing awareness regarding the basic humanitarian rights as human beings.

CO2: It primarily deals with the rights conferred upon every Indian citizen by the Constitution declared by ourselves post independence.

CO3: Students will have better exposure and awareness towards their individual rights.

CO4: Students will have better exposure towards the various public rights which need to be strictly adhered to.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	2	2	2	1	-	-	-
CO2	-	-	-	2	-	-	1	-
CO3	-	-	2	-	2	-	2	-
CO4	-	2	2	1	-	-	2	-
CO5	-	-	-	-	-	-	-	-

CONTEMPORARY SOCIAL ISSUES AND PROBLEMS

Non Major Elective Course II (for other than Social Work students)

Semester : IV

Course code : NME-II

Part : IV Introduction: The aim of this course is to inform the students about the social problems in the Indian context. Course

objectives:

1. To familiarise students with the concept of poverty and dependency.
2. To inform students about beggary and the role of the government in preventing it.
3. To highlight the issue of alcoholism and drug addiction.
4. To teach students about the issue of juvenile delinquency.

Unit – I

Poverty: definition, types, causes, and consequences; dependency, definition, causes; care of the dependants; relation between poverty and dependency; new economic policies and its consequences

Unit – II

Untouchability: definition, causes, and consequences; forms of untouchability, measures to prevent untouchability; intercaste marriages- issues and problems; problems of minorities and the marginalised.

Unit 3:

Prostitution: definition, types, causes - implications and rehabilitative measures. Beggary: Definition - Causes - types and rehabilitation measures.

Unit 4:

Alcoholism and Drug Addiction: alcoholism – causes / implications, prevention and prohibition, causes of success & failure of prohibition, drug addiction – meaning, types of drugs – causes of addiction and teenagers – effects – remedial measures and de-addiction.

Unit – 5

Child labour: definition, causes, and consequences ; Juvenile delinquency: definition – causes – consequences, vagrancy, truancy, street children – prevention – reformation of delinquents. 28
Text book: Madan, Gurmukh Ram. Indian social problems. Allied publishers, 1975.

References:

- Athreya, Venkatesh, B., & Chuukkath, S.R. (1996). Literacy and Empowerment. New Delhi: College Pub. Bhattacharyya, S. K. (1994).
Social Problems in India: Issues and Perspectives. Regency Publications. Kornblum, W., & Julian, J. (1975). Social Problems (8th Ed) Prentice Hall Inc.,
Lemert, E. M. (1951). Social pathology; A systematic approach to the theory of sociopathic behavior. Merton, R. K., & Nisbet, R. A. (1976). Contemporary social problems (Vol. 2). Harcourt Sage Publishing. Sharma, B. (1990). Juvenile Delinquents and their social culture. Uppal Publishing House.
Stanley, S (2004). Social Problems in India: Perspectives for Intervention. New Delhi: Allied Publishers.
Sunil (1990). Social Problems in India – Issues & Perspectives. New Delhi: Regency Publications House.

COURSE OUTCOMES (CO)

Semester: IV	Allied Non Major Elective: II	Sub Code: 16ANMESW2	Contemporary Issues and Social Problems	Credit: 2	Allotted Hrs per week: 2
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CO1: Recognize various persisting social issues such as poverty, beggary, prostitution, alcoholism, drug addiction, untouchability and juvenile delinquency.

CO2: Constructing the students to be informed and educated individuals.

CO3: Active individuals in devising solutions to such social evils.

CO4: Convincing their fellow beings of developing the same virtues.

CO5: Support the development of equity and social justice in the surroundings.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	-	3	2	-	-	2	-	-
CO2	3	-	3	-	-	1	-	-
CO3	-	3	3	-	-	-	3	-
CO4	-	3	-	-	-	-	-	2
CO5	3	-	-	-	-	1	3	-

OFFICE MANAGEMENT
Skill Based Elective I (Semester IV)
INTRODUCTION TO OFFICE MANAGEMENT

UNIT I

Office management – Meaning – Elements of office management – Functions of office management.

UNIT II

Office organization – Definition, Characteristics and Steps – Types of Organization – Functions of an Office administrator

UNIT III

Office record management – Importance – Filing essentials –Classification and arrangement of files-Modern methods of filing-Modern filing devices

UNIT IV

Office Communication – Correspondence and Report writing –Meaning of office communication & mailing

UNIT V

Form letters –Meaning, Principles, and Factors to be considered in designing office forms – Types of report writing

TEXT BOOKS RECOMMENDED:

1. Fundamentals of office management – by J.P.Mahajan,
2. OfficeManagement by S.P.Arrora
3. Office Management – R.S.N.Pillai & Bagavathi- S.Chand.

COURSE OUTCOMES (CO)

Semester: IV	Skill Based Elective: I	Sub Code: 16RSBE7:1	Introduction to Office Management	Credit: 2	Allotted Hrs per week: 2
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CO1: Discuss all relevant office management activities and tools used in professional environment.

CO2: Practice managerial actions in an organization through computer tools.

CO3: Assessing a professional outlook in the managerial activities of young business administration graduates.

CO4: Summarizing all related activities till the process of reporting.

CO5: Managing official duties with the aid of office management tools.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	1	-	2	-	3	2	-
CO2	-	3	2	-	-	1	-	-
CO3	2	-	-	1	-	-	2	-
CO4	1	-	2	2	-	-	2	-
CO5	2	-	2	-	-	2	-	-

Skill Based Elective II (Semester V)
OFFICE MANAGEMENT TOOLS

UNIT I

Computer Fundamentals

Computer and Operating system Fundamentals – Components of a computer system – Input and Output devices – Memory Handling –Storage Device s

UNIT II

MS -Word

Introduction to MS-Word and User Utilities – Exploring Template and Formation of Documents – Table handling –Mail Merge and Print Process

UNIT III

MS – Excel

Spreadsheet –workbook window –Formatting Cells / Worksheet – Working with Formula, Function and Charts – Filtering data and Printing a Presentation

UNIT IV

MS – Power Point

Introduction to MS –Power Point –Creating Templates – Font and color editing – Adding – Multimedia effects – Consolidating using MS-Power Point

UNIT V

Officer Appliances

Accounting machine – Addressing machine – Envelope Sealing machine – Franking machine & other modern office gadgets

TEXT BOOKS RECOMMENDED:

1. Computer Application in Business –Dr.S.V.Srinivasa Vallabhan, Sultan Chand and Sons, New Delhi
2. MS-Office and Internet by Alexis Leon
3. Computer Application in Business – K.Mohan Kumar, Vijay Nicole imprints Private Limited Dr.S.Rajkumar –Chennai
4. Computer Basics – V.Rajaraman – PHI.
5. Office Management – R.S.N.Pillai & Bagavathi – S.Chand

COURSE OUTCOMES (CO)

Semester: V	Skill Based Elective: II	Sub Code: 16RSBE7:2	Office Management Tools	Credit: 2	Allotted Hrs per week: 2
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CO1: Practical programme for business administration graduates to associate with vital office management skills.

CO2: Apply Fundamentals of Computing, MS Office Package via, MS Word, MS Excel, MS Power Point.

CO3: Choose the right operational skills in office appliances like accounting machine, addressing machine, fax machine and other modern electronic gadgets.

CO4: Consolidating different types of raw data in a business to a meaningful set of usable data.

CO5: Memorizing various physical parts of a computer like input – output devices.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	1	2	1	-	2	1	-
CO2	-	3	2	-	-	2	-	-
CO3	2	2	1	2	-	-	2	-
CO4	-	-	2	2	-	2	-	-
CO5	2	3	1	-	-	2	-	-

Skill Based Elective III (Semester V)
COMMUNICATION AND INTERPERSONAL SKILLS

UNIT I

Basic Communication

Communication – Meaning and Definition – Medium of Communication – Barriers to Communication

UNIT II

Listening

Needs and Advantages of Listening – Active – Elements of active listening with reading - coherence of listening with reading and Speaking

UNIT III

Speaking

Features of effective speech – Role play-Conversation building –Topic presentation – Group Discussions

UNIT IV

Reading

Comprehensive of Technical and Non- Technical Material – Skimming Scanning – inferring Guessing

UNIT V

Writing

Writing Effective Sentences – Cohesive writing – Clarity and Conciseness in writing – Resumes and job applications

TEXT BOOKS RECOMMENDED:

1. Basic Communication Skills by p.Kiranmani Dutt and Geetha Rajeevan
2. Business Scenarios by Heidi Schuttz Ph.D
3. Business Communication –Asha Kaul – PHI.
4. Business Communication – Sathya Swaroop Debasish & Bhagaban Das – PHI
5. Business Communication – NS Raghunathan & Santhanam – Marghum.

COURSE OUTCOMES (CO)

Semester: V	Skill Based Elective: III	Sub Code: 16RSBE7:3	Communication & Interpersonal Skills	Credit: 2	Allotted Hrs per week: 2
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CO1: Develop organizational skills like effective communication, listening, speaking, reading and writing.

CO2: Administer graduates into better interpersonal and communication skills.

CO3: Transform youngsters into better people's person.

CO4: Composing important professional communication reports.

CO5: Learn the art of negotiation in a business deal to conclude a win-win situation.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	3	-	1	3	-	-	-	2
CO2	-	2	2	3	-	-	1	-
CO3	-	2	2	2	-	1	-	-
CO4	-	-	2	3	-	-	-	1
CO5	-	-	2	1	-	1	2	-

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI- 620 024.

Applicable to the candidates admitted from the Academic year 2015-16 onwards

Part IV - VALUE EDUCATION (Revised syllabus)

Unit I Philosophy of Life and Social Values

Human Life on Earth (Kural 629) Purpose of Life (Kural 46) Meaning and Philosophy of Life (Kural 131, 226) Family (Kural 45), Peace in Family (Kural 1025) Society (Kural 446), The Law of Life (Kural 952), Brotherhood (Kural 807) Five responsibilities / duties of Man (a) to himself (b) to his family (c) to his environment (d) to his society, (e) to the Universe in his lives (Kural 43, 981).

Unit II Human Rights and Organisations

Definitions, Nature of Human Rights. Universal Declaration of Human Rights, International covenant on Civil and Political Rights - International covenant of Economic, Social and Cultural Rights. Amnesty International Red Cross.

Unit III Human Rights : Contemporary Challenges

Child labour - Womens Right - Bonded labour - Problems of refugees - Capital punishment. National and State Human Rights Commissions

Unit IV Yoga and Health

Definition, Meaning, Scope of Yoga - Aims and objectives of Yoga - Yoga Education with modern context - Different traditions and schools of Yoga - Yoga practices: Asanas, Pranayama and Meditation.

Unit V Role of State Public Service Commission

Constitutional provisions and formation - Powers and Functions - Methods of recruitment - Rules and notification, syllabi for different exams - written and oral - placement.

BOOKS FOR REFERENCES:

1. Thirukkural with English Translation of Rev. Dr. G.U. Pope, Uma Publication, 156, Serfoji Nagar, Medical College Road, Thanjavur 613 004
2. Leah Levin, Human Rights, NBT, 1998
3. V.R. Krishna Iyer, Dialectics and Dynamics of Human Rights in India, Tagore Law Lectures.
4. Yogic Therapy - Swami Kuvalayananda and Dr.S.L.Vinekar, Government of India, Ministry of Health, New Delhi.
5. SOUND HEALTH THROUGH YOGA - Dr.K.Chandrasekaran, Prem Kalyan Publications, Sedappti, 1999.

COURSE OUTCOMES (CO)

Semester: I	Common Course: I	Sub Code: 18UGVED	Value Education	Credit: 2	Allotted Hrs per week: 2
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CO1: Explaining the philosophy of life and social values.

CO2: Discover the implications of Human Rights and International organisation.

CO3: Categorize various challenges facing the Modern society towards Human Rights.

CO4: Support Yoga science and help the development of modern society.

CO5: Structure the role of State Public Service Commission.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	-	-	1	2	-	-	-	-
CO2	2	-	-	2	-	-	-	-
CO3	3	-	2	3	-	-	-	-
CO4	3	-	-	2	-	-	1	-
CO5	-	-	1	-	-	-	2	-

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI- 620 024
ENVIRONMENTAL STUDIES

(Applicable to the candidates admitted from the Academic year 2019-20 onwards)

Unit: 1 The Multidisciplinary nature of environmental studies Definition, scope and importance.
(2 lectures) Need for public awareness

Unit: 2 Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems.

- a) Forest resources: use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems.
- c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- e) Energy resources: Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies.
- f) Land resources: Land as a resources, land degradation, man induced Landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

Unit: 3 Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession.
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem:-
 - 2
 - a. Forest ecosystem
 - b. Grassland ecosystem
 - c. Desert ecosystem
 - d. Aquatic ecosystems, (ponds, streams, lakes, rivers, oceans, estuaries)

Unit: 4 Biodiversity and its conservation

- Introduction – Definition : Genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option
- values
- Biodiversity at global, National and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity

- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Biological Diversity Act 2002/ BD Rules, 2004

Unit: 5 Environmental Pollution

Definition Causes, effects and control measures of :

- a. Air Pollution
 - b. Water Pollution
 - c. Soil Pollution
 - d. Marine Pollution
 - e. Noise pollution
 - f. Thermal Pollution
 - g. Nuclear hazards
- Solid waste Management: Causes, effects and control measures of urban and industrial wastes.
 - Role of an individual in prevention of pollution
 - Pollution case studies
 - Disaster management: floods, earthquake, cyclone and landslides.
 - Ill-Effects of Fireworks: Firework and Celebrations, Health Hazards, Types of Fire, Firework and Safety

Unit: 6 Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy.
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation
- Public awareness.

Unit: 7 Human Population and the Environment

- Population growth, variation among nations.
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights - Value Education
- HIV/ AIDS - Women and Child Welfare

- Role of Information Technology in Environment and human health
- Case studies.

Unit: 8 Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill / mountain

References:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt ltd, Ahamedabad – 380013, India, E-mail: mapin@icenet.net(R)
3. Brunner R.C. 1989, Hazardous Waste Incineration, McGraw Hill Inc 480 p
4. Clark R.S. Marine Pollution, Clanderson Press Oxford (TB)
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COURSE OUTCOMES (CO)

Semester: II	Common Course: II	Sub Code: 19UGCES	Environmental Studies	Credit: 2	Allotted Hrs per week: 2
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CO1: State the multidisciplinary nature of environmental studies.

CO2: Evaluate the impact of renewable, non-renewable, Natural resources and associated problems.

CO3: Explain our ecosystem and its role in the collapse by our actions in modern life.

CO4: Surveying the biodiversity and its role in conservation.

CO5: Managing Environmental Pollution and Disaster management.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	-	-	-	2	-	1	2	-
CO2	2	-	2	2	-	-	1	-
CO3	1	-	-	-	-	-	2	-
CO4	-	-	1	2	-	-	1	-
CO5	1	-	-	3	-	-	-	-

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI - 24.
UNDER GRADUATE DEGREE PROGRAMMES
SOFT SKILLS DEVELOPMENT

Learning Objective

Today's world is all about relationship, communication and presenting oneself, one's ideas and the company in the most positive and impactful way. This course intends to enable students to achieve excellence in both personal and professional life.

Unit I

Know Thyself/ Understanding Self Introduction to Soft skills-Self discovery-Developing positive attitude-Improving perceptions-Forming values

Unit II

Interpersonal Skills/ Understanding Others Developing interpersonal relationship-Team building-group dynamics-Net working- Improved work relationship

Unit III

Communication Skills / Communication with others Art of listening-Art of reading-Art of speaking-Art of writing-Art of writing e-mails-e mail etiquette

Unit IV

Corporate Skills / Working with Others Developing body language-Practising etiquette and mannerism-Time management -Stress management

Unit V

Selling Self / Job Hunting Writing resume/cv-interview skills-Group discussion- Mock interview-Mock GD – Goal setting - Career planning

TEXT BOOKS:

Meena.K and V.Ayothi (2013) A Book on Development of Soft Skills (Soft Skills : A Road Map to Success), P.R. Publishers & Distributors, No, B-20 & 21, V.M.M.

Complex, Chatiram Bus Stand, Tiruchirappalli- 620 002.

(Phone No: 0431-2702824: Mobile No: 94433 70597, 98430 74472)

Alex K. (2012) Soft Skills – Know Yourself & Know the World, S.Chand & Company LTD, Ram Nagar, New Delhi- 110 055.

Mobile No : 94425 14814 (Dr.K.Alex)

REFERENCE BOOKS:

- (i) Developing the leader within you John c Maxwell
- (ii) Good to Great by *Jim Collins*
- (iii) The seven habits of highly effective people Stephen Covey
- (iv) Emotional Intelligence Daniel Goleman
- (v) You can win Shive Khera
- (vi) Principle centred leadership Stephen Covey

COURSE OUTCOMES (CO)

Semester: V	Common Course: III	Sub Code: RUGSDC	Soft Skills Development	Credit: 2	Allotted Hrs per week: 2
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CO1: Transform students into excellent individuals in both personal and professional life.

CO2: Developing positive attitude and improving perceptions.

CO3: Simulate the art of practising interpersonal skills.

CO4: Adapt adequate communication and corporate skills.

CO5: Predicting all such skills which are expected by employers.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	1	2	-	1	-	2	-
CO2	2	-	1	-	-	-	-	-
CO3	-	2	2	1	2	1	-	-
CO4	-	2	2	3	1	2	-	-
CO5	2	1	3	-	-	2	2	1

Bharathidasan University, Tiruchirappalli – 24
Gender Studies

Objectives

- To make boys and girls aware of each others strengths and Weakness.
- To develop sensitivity towards both genders in order to lead an ethically enriched life.
- To promote attitudinal change towards a gender balanced ambience and women empowerment .

Unit – I

Concepts of Gender: Sex – Gender – Biological Determinism – Patriarchy – Feminism – Gender Discrimination – Gender Division of labour – Gender Stereotyping – Gender Sensitivity – Gender Equity – Equality – Gender Mainstreaming - Empowerment.

Unit – II

Women's Studies vs Gender Studies : UGC's Guidelines – VII to XI Plans – Gender Studies : Beijing Conference and CEDAW – Exclusiveness and Inclusiveness.

Unit – III

Areas of Gender Discrimination : Family – Sex Ratio – Literacy – Health – Governance – Religion Work Vs Employment – Market – Media – Politics – Law – Domestic Violence – Sexual Harassment – State Policies and Planning .

Unit – IV

Women Development and Gender Empowerment : Initiatives – International Women's Decade – International Women's Year – National Policy for Empowerment of Women – Women Empowerment Year 2001 – Mainstreaming Global Policies .

Unit – V

Women's Movements and Safeguarding Mechanism : In India National /State Commission for Women(NCW) – All Women Police Station – Family Court – Domestic Violence Act – Prevention of Sexual Harassment at Work Place Supreme Court Guidelines – Maternity Benefit Act – PNDT Act – Hindu Succession Act 2005 – Eve Teasing Prevention Act – Self Help Groups – 73rd and 74th Amendment for PRIS

References

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9. Saha Chandana , Gender Equity and Gender Equality : Study of Girl Child in Rajasthan , Jaipur: Rawat Publication ,2003.
10. Krishna Sumi, (ed.),Livelihood and Gender : Equity in Community Resource Management, New Delhi : Sage Publication ,2004
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COURSE OUTCOMES (CO)

Semester: VI	Common Course: IV	Sub Code: UGGS	Gender Studies	Credit: 2	Allotted Hrs per week: 2
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CO1: Generalising the concept of gender in our society.

CO2: Differentiate women's studies versus Gender studies.

CO3: Classify the areas of Gender discrimination.

CO4: Developing women's and Gender empowerment.

CO5: Rewrite norms of women's movements and safeguarding mechanism.

PO - CO MAPPING MATRIX:

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3
CO1	2	1	2	3	-	-	-	-
CO2	-	-	-	2	-	-	-	-
CO3	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-
CO5	-	-	-	-	-	-	-	-