Program
B.Com- Finance & IT
Faculty of Arts, Commerce and Media

(Revised with effect from 2018-19 AY onwards)
# Table of Contents

<table>
<thead>
<tr>
<th>Contents</th>
<th>Pg. No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. PROGRAMME OUTCOMES</td>
<td>3</td>
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<td>2. PROGRAMME SPECIFIC OUTCOMES</td>
<td>4</td>
</tr>
<tr>
<td>3. CURRICULUM STRUCTURE</td>
<td>5</td>
</tr>
<tr>
<td>4. EVALUATION SCHEME AND GRADING SYSTEM</td>
<td>13</td>
</tr>
<tr>
<td>5. COURSE OBJECTIVES, COURSE OUTCOMES, SYLLABUS</td>
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**Programme Outcomes**
PO1. Critical Thinking
Analyse objectively organizational and financial issues on the basis of knowledge acquired, effective evaluation of issues and arriving at decisions. Verify to what extent these solutions are reliable and feasible. Identify, classify, record and summarise economic transactions of business in order to derive practical and analytical solutions to facilitate decision making of stakeholders about a business

PO2. Effective Communication
Proficiently communicate both in English & one Indian Language the financial soundness of an organization to the stakeholders in person and through electronic media. Connect to people through effective use of oral and written skills

PO3. Social Interaction
Develop a network of people, ideas, accounting records, media and technology, handle disagreements, facilitate discussion in teams, Instill the attitude of cooperation and harmony while working in a team, at the same time not losing sight of individual goals; develop an effective leader

PO4: Effective citizenship
Sensitisation, awareness & motivation are generated through socially involved activities, enabling to act responsibly with an informed awareness of issues concerning to financial management of an organization and well being of a society. Deriving insights from managerial concepts in order to handle one’s own pressure to lead a stress free life

PO5: Ethics
Devises ethical frameworks for analyzing different stakeholders. Inculcate ethical financial practices and effect these values in decisions taken from the organizational perspectives

PO6: Environment & sustainability
Develop Sustainable business and economic models in order to maintain healthy balance between environmental and developmental needs, suitable in changing societal and environmental contexts

PO7: Self directed and lifelong learning
Acquire the ability to engage independent learning in the context of changing perspectives of organization in a dynamic socio technological environment. Become responsible and disciplined person in both professional and personal domains of life.

Programme Specific Outcomes:
PSO1: Acquire the knowledge of accounting concepts for recording and classifying business information and apply the acquired knowledge to provide solutions for financial and fiscal problems of businesses.

PSO2: Identify, classify, record and summarise economic transactions of business in order to derive practical and analytical solutions to facilitate decision making of stakeholders about a business. Understand the relevant legal aspects concerning to corporate, Banking and insurance sectors. Enable the investors to take right decision and earn profit based on logical judgments.

PSO3: Develop universally acceptable Cost, Management and Corporate accounting solutions to facilitate an organization to operate efficiently and profitably. Understand the behavior financial and Money markets in the present Indian context.

PSO4: Generate and effectively communicate the financial statements to the stakeholder in a manner accessible to the general public in both textual and graphical modes. apply statistical and accounting tools to analyze and evaluate financial statements to be suitable for corporate usage.

PSO5: Understand the taxation system and its intricacies in India. Identify and classify different heads of income with respect to relevant deductions through relevant illustrations. Understand different entities of taxation and their tax liabilities. Understand the assessment procedures and authorities.

CURRICULUM STRUCTURE

For 2018 admissions onwards
Code Numbering:

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3, 4, 5, 6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects.

ABBREVIATIONS USED IN THE CURRICULUM:

Cat - Category
Cr - Credits
ES - Exam Slot
L - Lecture
P - Practical
T - Tutorial

DISCIPLINES

AVP - Amrita Values Programmes
BUS - Business Management
CHY - Chemistry
CMJ - Communication and Journalism
COM - Commerce
CSA - Computer Science and Applications
CSN - Computer Systems and Network
CUL - Cultural Education
ECO - Economics
ELL - English Language and Literature
ENG - English
ENV - Environmental Sciences
FNA - Fine Arts
HIN - Hindi
KAN - Kannada
LAW - Law
MAL - Malayalam
MAT - Mathematics
MCJ - Mass Communication and Journalism
OEL - Open Elective
PHY - Physics
SAN - Sanskrit
SSK - Soft Skills
SWK - Social Work
TAM - Tamil
BACHELOR OF COMMERCE
FINANCE AND INFORMATION TECHNOLOGY
B. Com. (FIT)
CURRICULUM STRUCTURE
For 2018 admissions onwards

SEMESTER I

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Total credits for the Programme = 139

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### ELECTIVES

**FINANCE STREAM**

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**MANAGEMENT STREAM**

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**INFORMATION TECHNOLOGY STREAM**


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<td>18OEL249</td>
<td>Industrial Relations and Labour Welfare</td>
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<tr>
<td>18OEL250</td>
<td>Introduction to Ancient Indian Yogic and Vedic Wisdom</td>
<td>3 0 0</td>
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<tr>
<td>18OEL251</td>
<td>Introduction to Computer Hardware</td>
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<td>J</td>
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<tr>
<td>18OEL252</td>
<td>Introduction to Event Management</td>
<td>3 0 0</td>
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<tr>
<td>18OEL253</td>
<td>Introduction to Media</td>
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<tr>
<td>18OEL254</td>
<td>Introduction to Right to Information Act</td>
<td>3 0 0</td>
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<td>J</td>
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<tr>
<td>18OEL255</td>
<td>Introduction to Translation</td>
<td>3 0 0</td>
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<td>J</td>
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<tr>
<td>18OEL256</td>
<td>Linguistic Abilities</td>
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<tr>
<td>18OEL257</td>
<td>Literary Criticism and Theory</td>
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<tr>
<td>18OEL258</td>
<td>Macro Economics</td>
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<td>3</td>
<td>J</td>
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<tr>
<td>18OEL259</td>
<td>Managing Failure</td>
<td>3 0 0</td>
<td>3</td>
<td>J</td>
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<tr>
<td>18OEL260</td>
<td>Media Management</td>
<td>3 0 0</td>
<td>3</td>
<td>J</td>
</tr>
<tr>
<td>18OEL261</td>
<td>Micro Economics</td>
<td>3 0 0</td>
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<td>J</td>
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<tr>
<td>18OEL262</td>
<td>Micro Finance, Small Group Management and Cooperatives</td>
<td>3 0 0</td>
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<td>J</td>
</tr>
<tr>
<td>18OEL263</td>
<td>Negotiation and Counselling</td>
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<td>3</td>
<td>J</td>
</tr>
<tr>
<td>18OEL264</td>
<td>New Literatures</td>
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<td>J</td>
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<tr>
<td>18OEL265</td>
<td>Non-Profit Organisation</td>
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<td>Course Title</td>
<td>Credits</td>
<td>Grading</td>
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<td>18OEL266</td>
<td>Personal Effectiveness</td>
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<tr>
<td>18OEL267</td>
<td>Perspectives in Astrophysics and Cosmology</td>
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<tr>
<td>18OEL268</td>
<td>Principles of Marketing</td>
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<tr>
<td>18OEL269</td>
<td>Principles of Public Relations</td>
<td>3</td>
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<td>18OEL270</td>
<td>Science, Society and Culture</td>
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<td>18OEL271</td>
<td>Statistical Analysis</td>
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<td>18OEL272</td>
<td>Teamwork and Collaboration</td>
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<tr>
<td>18OEL273</td>
<td>The Message of Bhagwad Gita</td>
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<tr>
<td>18OEL274</td>
<td>Understanding Travel and Tourism</td>
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<td>18OEL275</td>
<td>Videography</td>
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<td>18OEL276</td>
<td>Vistas of English Literature</td>
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<td>18OEL277</td>
<td>Web-Designing Techniques</td>
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<td>18OEL278</td>
<td>Organic Farming</td>
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<td>18OEL279</td>
<td>Basic Legal Awareness on Protection of Women and Rights</td>
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<td>18OEL280</td>
<td>Ritual Performances of Kerala</td>
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<tr>
<td>18OEL281</td>
<td>Documenting Social Issues</td>
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<tr>
<td>18OEL282</td>
<td>Fabrication of Advanced Solar Cell</td>
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<tr>
<td>18OEL283</td>
<td>Basic Concepts of X-ray Diffraction</td>
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<tr>
<td>18OEL284</td>
<td>Introduction to FORTRAN and GNUPLOT</td>
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<tr>
<td>18OEL285</td>
<td>Introduction to Porous Materials</td>
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<tr>
<td>18OEL286</td>
<td>Forensic Science</td>
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<tr>
<td>18OEL287</td>
<td>Introduction to solar Physics</td>
<td>3</td>
<td>0</td>
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<tr>
<td>18OEL288</td>
<td>Recycling Recovery and Treatment Methods for Wastes</td>
<td>3</td>
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<tr>
<td>18OEL289</td>
<td>Acting and Dramatic Presentation</td>
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<tr>
<td>18OEL290</td>
<td>Computerised Accounting</td>
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<tr>
<td>18OEL291</td>
<td>Kerala Mural Art and Painting</td>
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<tr>
<td>18OEL292</td>
<td>Painting</td>
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<tr>
<td>18OEL293</td>
<td>Reporting Rural Issues</td>
<td>3</td>
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</tr>
</tbody>
</table>

**EVALUATION SCHEME AND GRADING SYSTEM**

**R.13 Assessment Procedure**

R.13.1 The academic performance of each student in each course will be assessed on the basis of Internal Assessment (including Continuous Assessment) and an end-semester examination.

Normally, the teachers offering the course will evaluate the performance of the students at regular intervals and in the end-semester examination.
In theory courses (that are taught primarily in the lecture mode), the weight for the Internal Assessment and End-semester examination will be 50:50. The Internal assessment in theory courses shall consist of at least two periodical tests, weekly quizzes, assignments, tutorials, viva-voce etc. The weight for these components, for theory-based courses shall be 20 marks for the Continuous assessment, comprising of Quizzes, assignments, tutorials, viva-voce, etc. and 15 marks each for both the Periodical Tests.

At the end of the semester, there will be an end-semester examination of three hours duration, with a weight of 50 marks, in each lecture-based subject.

In the case of laboratory courses and practical, the relative weight for internal assessment and End-semester examination will be 80:20. The weight for the components of internal assessment will be decided by the course committee/class committee at the beginning of the course.

Evaluation pattern for course having both Theory and Lab components:

Courses having only one hour per week for lecture/tutorial, be treated as a Lab. course, for evaluation purposes; and evaluation pattern will be 80 marks for continuous assessment of lab work and 20 marks for end-semester lab examination.

Courses having two hours per week for theory and/or tutorials, be given a weight of 60 marks and 40 marks for the Theory and Lab components, respectively; The Lab. component evaluation will be based on continuous evaluation, without any end-semester practical evaluation. 10 marks will be for continuous assessment of the theory portion, 10 marks for each of the two periodical tests, 30 marks for the theory end-semester examination and 40 marks for continuous assessment of lab work and

Courses having three hours per week for theory and/or tutorials, be given a weight of 70 marks and 30 marks for the Theory and Lab components, respectively; The Lab component evaluation will be based on continuous evaluation, without any end-semester practical evaluation. 15 marks will be for continuous assessment of the theory portion, 10 marks for each of the two periodical tests, 35 marks for the theory end-semester examination and 30 marks for continuous assessment of lab work.

It is mandatory that the students shall appear for the end-semester examinations in all theory and weight courses, for completion of the requirements of the course. Those who do not appear in the end-semester examinations will be awarded ‘F’ grade, subject to meeting the attendance requirement.

At the end of a semester, examinations shall be held for all the subjects that were taught during that semester and those subjects of the previous semester s for which the student s shall apply for supplementary examination, with a prescribed fee.

PROJECT WORK: The continuous assessment of project work will be carried out as decided by the course committee. At the completion of the project work, the student will submit a bound volume of the project report in the prescribed format. The project work will be evaluated by a team of duly appointed examiners.

The final evaluation will be based on the content of the report presentation by student and a viva-voce examination on the project. There will be 40% weight for continuous assessment and the remaining 60% for final evaluation.

If the project work is not satisfactory he/she will be asked to continue the project work and appear for assessment later.
R.14 PUBLICATION / INTERNSHIP

R.14.1 All students, if they are to be considered for award of the Degree at the time of graduation, are required to have published ONE paper in Scopus-indexed Journal/Conference.

R.14.2 Additional 5-10 marks will be awarded for each Publication, subject to a maximum of ONE paper per semester.

The additional marks shall be awarded in the semester in which the paper is published or accepted for publication, if applied for, within 10 days of the publication of results of the concerned semester. The additional marks can be awarded to any course(s) where the student has to improve his/her grade.

R.14.3 All publications shall be in Scopus-indexed Journals/Conferences and shall be as per the guidelines prescribed by the University.

R.14.4 Students who have undergone Internship at reputed organizations or National / International Institutions, with the prior approval of the concerned Departmental Chairperson and the Head of the School, may be considered for waiver of the requirement of publication, for the award of Distinction. However, the decision of the Departmental Chairperson and the Head of the School, in this regard, shall be final.

R.16 Grading

R.16.1 Based on the performance in each course, a student is awarded at the end of the semester, a letter grade in each of the courses registered.

Letter grades will be awarded by the Class Committee in its final sitting, without the student representatives. The letter grades, the corresponding grade points and the ratings are as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Points</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>10.00</td>
<td>Outstanding</td>
</tr>
<tr>
<td>A+</td>
<td>9.50</td>
<td>Excellent</td>
</tr>
<tr>
<td>A</td>
<td>9.00</td>
<td>Very Good</td>
</tr>
<tr>
<td>B+</td>
<td>8.00</td>
<td>Good</td>
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<tr>
<td>B</td>
<td>7.00</td>
<td>Above Average</td>
</tr>
<tr>
<td>C</td>
<td>6.00</td>
<td>Average</td>
</tr>
<tr>
<td>P</td>
<td>5.00</td>
<td>Pass</td>
</tr>
<tr>
<td>F</td>
<td>0.00</td>
<td>Fail</td>
</tr>
<tr>
<td>FA</td>
<td>0.00</td>
<td>Failed due to insufficient attendance</td>
</tr>
<tr>
<td>I</td>
<td>0.00</td>
<td>Incomplete (awarded only for Lab courses/ Project / Seminar)</td>
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<tr>
<td>W</td>
<td></td>
<td>Withheld</td>
</tr>
</tbody>
</table>

R.16.2 ‘FA’ grade once awarded stays in the record of the student and is replaced with the appropriate grade when he/she completes the course successfully later.

Students who have secured an ‘FA’ in a course must re-register for the course or register for the course, if offered, under run-time re-do mode.

R.16.3 A student who has been awarded ‘I’ Grade in a Lab course, due to reasons of not completing the Lab., shall take up additional Lab. whenever offered next and earn a pass grade, which will be reflected in the next semester’s grade sheet.

The ‘I’ grade, awarded in a Project/Seminar course, will be subsequently changed into appropriate grade,
when the student completes the requirement during the subsequent semester. If he/she does not complete it in the next semester, it will be converted to ‘F’ grade.

R.16.4 A student is considered to have successfully completed the course and earned the credit, if he/she scores a letter grade ‘P’ or better in that course.

R.21 Semester Grade Point Average (SGPA)
On completion of a semester, each student is assigned Semester Grade Point Average (SGPA) which is computed as below for all courses registered by the student during that semester.

Semester Grade Point Average = \( \frac{\Sigma (Ci \times Gpi)}{\Sigma Ci} \)
where Ci is the credit for ith course in that semester and Gpi is the grade point for that course.

The summation is over all the courses registered by the student during the semester, including the failed courses. The SGPA is rounded off to two decimals.

R.22 Cumulative Grade Point Average (CGPA)
The overall performance of a student at any stage of the Degree programme is evaluated by the Cumulative Grade Point Average (CGPA) up to that point of time.

Cumulative Grade Point Average = \( \frac{\Sigma (Ci \times Gpi)}{\Sigma Ci} \)
where Ci is the credit for ith course in any semester and Gpi is the grade point for that course.

The summation is over all the courses registered by the student during all the semesters up to that point of time, including the failed courses. The CGPA is also rounded off to two decimals.

R.23 Ranking
The ranking of the students in a batch at any intermediate or final stage is based on CGPA. Only those students who have passed all courses up to that stage in the first attempt are considered for ranking. Students are eligible for final ranking, only if the programme is completed within the normal duration, i.e., within two years from joining the programme.

R.24 Classification of successful candidates:

R.24.1 A student shall be considered to have successfully completed the programme, if he/she has:
  i) registered and successfully completed all the core courses, electives and projects as mentioned in the curriculum;
  ii) earned the required minimum number of credits as specified in the curriculum corresponding to the programme, within the stipulated time;
  iii) published a paper at a Scopus-indexed Journal/Conference.

R.24.2 Candidates who have successfully completed the programme, within a period of four semesters from entering the programme, shall be classified as follows:
Candidates securing a CGPA of 8.00 and above – FIRST CLASS WITH DISTINCTION *
Candidates securing a CGPA between 6.50 and 7.99 – FIRST CLASS
and the same be mentioned in the Degree certificate;
(*subject to satisfying the condition mentioned at R.14.1 and having passed all the courses, in the first attempt, in four semesters, from the date of joining the programme)
If the programme is completed after four semesters of study, the candidates securing even a CGPA of 8.00 and above, shall be classified to have completed the programme, only with FIRST CLASS.
COURSE OBJECTIVES, COURSE OUTCOMES, SYLLABUS

LANGUAGE COURSES

18ENG101 COMMUNICATIVE ENGLISH 2-0-2-3

Objectives:
To help students obtain an ability to communicate fluently in English; to enable and enhance the students’ skills in reading, writing, listening and speaking; to impart an aesthetic sense and enhance creativity. By the end of the course, the students will be able to:

CO1 – Demonstrate competency in all the four linguistic skills, viz. listening, speaking, reading and writing.
CO2 – Apply different styles of communication in professional context.
CO3 – Participate in different planned & extempore communicative activities.
CO4 - Interpret and discuss facts and information in a given context.
CO5 - Develop an appreciation for human values.
Course Contents:

Unit I
Kinds of sentences, usage of preposition, use of adjectives, adverbs for description, Tenses, Determiners-Agreement (Subject – Verb, Pronoun- Antecedent) collocation, Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags

Unit II
Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative

Unit III
Letter Writing - Personal (congratulation, invitation, felicitation, gratitude, condolence etc.) Official (Principal / Head of the department/ College authorities, Bank Manager, Editors of newspapers and magazines)

Unit IV
Reading Comprehension – Skimming and scanning- inference and deduction – Reading different kinds of material –Speaking: Narration of incidents / stories/ anecdotes- Current News Awareness

Unit V
Prose: John Halt’s ‘Three Kinds of Discipline’ [Detailed]
Max Beerbohm’s ‘The Golden Drugget’ [Detailed]
Poems: Ogden Nash- ‘This is Going to Hurt Just a Little Bit’ [Detailed]
Robert Kroetsch- ‘I am Getting Old Now’, Langston Hughes- ’I, Too’ [Detailed]
Wole Soyinka- ‘Telephone Conversation’ [Non-Detailed]
Kamala Das- ‘The Dance of the Eunuchs’ [Non-Detailed]
Short Stories: Edgar Allan Poe’s ‘The Black Cat’, Ruskin Bond’s ‘The Time Stops at Shamili’ [Non-Detailed]

CORE READING:
1. Ruskin Bond, Time Stops at Shamli and Other Stories, Penguin Books India Pvt Ltd, 1989
2. Syamala, V. Speak English in Four Easy Steps, Improve English Foundation Trivandrum: 2006
5. Online sources

References:
1. Ruskin Bond, Time Stops at Shamli and Other Stories, Penguin Books India Pvt Ltd, 1989
3. Murphy, Raymond, Murphy’s English Grammar, CUP, 2004
4. Online sources

18HIN101 HINDI I 1-0-2 (2Cr)

Objectives:
To teach Hindi for effective communication in different spheres of life:- Social context , Education, Research & Media.

Course Outcomes: By the end of the course, the students will be able to:

CO1 – To understand the nature & culture of the language

CO2 – Ability to understand the structure of the language in different context.

CO3 – To understand the functional skills of the language

CO4 - Enhance the social contribution of modern literature
CO5 - Develop research and secondary reading ability

Unit-1
a) Introduction to Hindi Language, -other Indian Language’s, Official Language, link Language Technical terminology..  
b) Hindi alphabet: ParibhashaAurBhed.  
c) Shadab: ParibhshaAurBhed, RoopantharkiDrishti se  
d) Sangya -ParibhashaAurBhed,SangyakeRoopanthar-ling, vachan, karak  
e) Sarvanaam- ParibhshaAurBhed.

Unit-2
a) Common errors and error corrections in Parts of Speech –with emphasis on use of pronouns, Adjective and verb in different tenses –gender& number  
b) Conversations, Interviews, Short speeches.

Unit -3
a) Letter writing –ParibhshaAurBhed, Avedanpatra (request letter) & Practice  
b) Translation-ParibhshaAurBhed, English to Hindi

Unit- 4
Peom :  
a) Maithilisharangupth: sakhivemujsekahakarjaate  
b) Suryakanthtripatinirala :Priyamat  
c) Mahadevivarma- adhikaar  
d) Shiyaramsharangupth:ekphoolkichah  
e) Anamika:’Bejagah’

Unit- 5
Kahani  
a) Kafan - Premchand ,  
b) Rajasthan ki Ek Gaav kee theerthyatra - Beeshmasahni  
c) Raychandrabhai : By Mahathma Gandhi - Sathya ke prayog  
d) Rajani - Mannu Bhandari

18HIN111 HINDI II 1-0-2 (2Cr)

Objectives:  
Appreciation and assimilation of Hindi Literature through Oral & visual technique.  
By the end of the course, the students will be able to:
CO1 – Develop the creativity & language competence.
CO2 – To improve the writing and analytical skills
CO3 –Enhancing critical thinking.
CO4 –A good exposure with the different styles of literary writing.
CO5 – To understand the post-modern trends of literature.

Unit -1
a) Visheshan- ParibhashaAurBhed.special usage of adverbs, changing voice and conjunctions in sentences.  
b) kriya- ParibhashaAurBhed, rupantharkidrushti se-kaal  
c) padhparichay.  
d) Vigyapan Lekhan (Advertisement writing), Saar Lekhan (Precise writing).
Unit -2
Communicative Hindi – MoukhikAbhivyakthi –understanding proper pronunciation, Haptics …etc in Interviews ,short speeches .

Unit -3
Film review,Audio –Visual-Media in Hindi – Movies appreciation and evaluation.News reading and presentations in Radio and Tv channels in Hindi, samvaadhlekhan,

Unit -4
a) Harishankarparasaiyi- SadacharkaThavis
b) Jayashankarprasadh – Mamata
c) Mannubandari- Akeli
d) Habibtanvir- Karthus

Unit -5
Kavya Tarang
a) Himadri thung shrun se (poet- Jayasankar prasad)
b) Dhabba (poet- kedarnath sing) ,
c) Proxy (poet- Venugopal),
d) Machis(poet –Suneeta Jain) ,
e) Vakth. (poet – Arun kamal)
f) Fasal (poet- Sarveshwar Dayal Saxena)

18KAN101 KANNADA I 1-0-2 (2Cr)
CO-1: To enable the students to acquire basic skills in functional language.
CO-2: To develop independent reading skills and reading for appreciating literary works.
CO-3: To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech

UNIT – 1
● Railway Nildanadalli – K. S. Narasimha Swamy
● Amma, Aachara Mattu Naanu – K. S. Nisar Ahamad
● Kerege Haara – Janapada
● Simhaavalokana – H.S. Shivaprakash

UNIT – 2
● Dhanwantri Chikitse - Kuvempu
● Mouni - Sethuram
● Meenakshi Maneya Mestru - Kuvempu
UNIT – 3
- Sukha – H.G Sannaguddayya
- Mobile Thenkara Jen Nonagala Jhenkara – Nagesh Hegade
- Namma Yemmege Maatu Tiliyitu – Goruru Ramaswamy Iyangar

UNIT – 4
Language structure
- Usage of punctuation marks
- Introduction to words (right usage)
- Reading skills
- Sentence formation (simple & complex)
- Translation - English to Kannada

References:
1. Kannada Samskruti Kosha – Dr. Chi. C Linganna
2. Kannada Sanna Kathegalu – G H Nayak
3. Lekhana Kale – N. Prahlad Rao
4. Kannada Sahithya Charithre – R. Sri Mugali

18KAN111 KANNADA II 1-0-2 (2 Cr)
Course Outcomes:
CO-1: To enable the students to acquire basic skills in functional language.
CO-2: To develop independent reading skills and reading for appreciating literary works.
CO-3: To develop functional and creative skills in language.
CO-4: To enable the students to plan, draft, edit & present a piece of writing.

UNIT – 1
- Bettada Melondu Maneya Maadi – Akka Mahadevi
- Thallanisadiru Kandya – Kanakadasa
- Avva – P. Lankesh
- Neevallave – K. S. Narasimha Swamy

UNIT – 2
Gunamukha – Drama by P. Lankesh

UNIT – 3
Karvalo – Novel by Poornachandra Thejaswi

UNIT – 4
Letter Writing –
- Personal (congratulation, invitation, condolence etc.)
- Official (To Principal, Officials of various departments, etc.,)
- Report writing
- Essay writing
- Precise writing

Prescribed text:
1. Gunamukha by P. Lankesh (Lankesh Prakashana)
2. Karvalo by Poornachandra Thejaswi (Mehtha publishing house)
Reference
1. Saamanyanige Sahithya Charitre (chapter 1 to 10) – Bangalore University Publication
3. Kacheri Kaipidi – Kannada Adhyayana Samsthe (Mysuru University)
4. Kannada Sahithya Charitre – R. Sri Mugali
5. H.S.Krishna Swami Iyangar – Adalitha Kannada – Chetana Publication, Mysuru

18MAL101 MALAYALAM 1
By the end of the course, the students will be able to:
CO1 – Inculcate philosophical thoughts and practice.
CO2 – To understand the post modern trends of literature.
CO3 – To understand the literary cultural era of a particular region
CO4 – Familiarise with the Malayalam literary maestro.
CO5 – Expansion of ideas in writing.

Unit 1
Ancient poet trio: Adhyatmaramayanam, LakshmanaSwanthanam (Lines: valsasoumitre... mungikidakayal), Ezhuthachan -Medieval period classics – Jnanappana (Lines: 201 to 298), Poonthanam.

Unit 2

Unit 3
Short stories from period 1/2/3: Poovanpazham - VaikaomMuhammedBasheer - Literary & Cultural figures of Kerala and about their literary contributions.

Unit 4
Literary Criticism: BharathaParyadanam, Vyasante Chiri – Ithihasa studies-KuttikrishnaMararu- Outline of literary Criticism in Malayalam Literature-Introduction to KuttikrishnaMararu & his outlook towards literature & life.

Unit 5

18MAL111 MALAYALAM II 1-0-2 (2 Cr)
Course Outcomes: After successful completion of the course, the students will be able to:
CO1 – To understand the different cultural influence of linguistic translation.
CO2 – To identify the romantic elements of modern literature.
CO3 – To analyse the autobiographical aspects.
CO4 – To create awareness of the historical, political and socio cultural aspects of literature.
CO5 – Expansion of ideas in writing.

Unit 1
Ancient poet trio: Kalayanasougandhikam, (Lines: kallum marangalum... namukkennarika vrikodara), KunjanNambiar - Critical analysis of his poetry- Ancient Drama: Kerala Sakunthalam (Act 1), Kalidasan (Translated by Attor Krishna Pisharody).

Unit 2

Unit 3
Memoirs from Modern Poets: Theeppathi, Balachandran Chullikkadu-literary contributions of his time.

Unit 4
Part of an autobiography/travelogue: Kannerum Kinavum, Chapter: Valarnnu Varunnoratmavu, V.T. Bhattachirippadu-Socio-cultural literature-historical importance.

Unit 5
Error-free Malayalam-1. Language; 2. Clarity of expression; 3. Punctuation-Thettillatha Malayalam-Writing- a. Expansion of ideas; b. Précis Writing; c. Essay Writing; d. Letter writing; e. Radio Speech; f. Script/Feature/Script Writing; g. News Editing; h. Advertising; i. Editing; j. Editorial Writing; k. Critical appreciation of literary works (Any one or two as an assignment).

18SAN101 SANSKRIT I 1-0-2 [2Cr]

CO-1: To familiarize students with Sanskrit language and literature.
CO-2: To read and understand Sanskrit verses and sentences.
CO-3: Self-study of Sanskrit texts and to practice communication in Sanskrit.
CO-4: To help the students imbibe values of life and Indian traditions propounded by the scriptures.
CO-5: To be able to speak in Sanskrit.

Module I
Introduction to Sanskrit language, Devanagari script - Vowels and consonants, pronunciation, classification of consonants, conjunct consonants, words – nouns and verbs, cases – introduction, numbers, Pronouns, communicating time in Sanskrit. Practical classes in spoken Sanskrit. (7 hours)

Module II
Verbs- Singular, Dual and plural — First person, Second person, Third person.
Tenses – Past, Present and future – Atmanepadi and parasmaipadi-karthariprayoga. (8hrs)

Module III
Words for communication and moral stories. (4 hrs)

Module IV
Chanakya Neethi first chapter (first 15 Shlokas) (6 hrs)

Module V
Translation of simple sentences from Sanskrit to English and vice versa. (5hrs)

18SAN111 SANKSRIT II

Course Outcomes:
CO-1: To familiarize students with Sanskrit language and literature.
CO-2: To read and understand Sanskrit verses and sentences.
CO-3: Self-study of Sanskrit texts and to practice communication in Sanskrit.
CO-4: To help the students imbibe values of life and Indian traditions propounded by the scriptures.
CO-5: To be able to speak in Sanskrit.

Module I
Seven cases, Avyayas, sentence making with Avyayas, Saptha kakaras. (5hrs)

Module II
Kthavathu’ Prathyayam, Upasargas, Kthvatha, Thumunnantha, Lyabantha Prathyayam. Three Lakaras – brief introduction, Lot lakara (5hrs)

Module III
New words and sentences for the communication, Slokas, moral stories(panchathantra) Subhashithas, riddles (Selected from the Pravesha Book) (5hrs)

Module IV
Introduction to classical literature, classification of Kavyas, classification of Dramas - Important five Maha kavyas (5hrs)

Module V
Translation of paragraphs from Sanskrit to English and wise -verse (5hrs)

Module VI
Bhagavad - Geeta fourteenth chapter (all 27 Shlokas) (5hrs)

Essential Reading:
1, Praveshaha; Publisher : Samskrita bharati, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore -560 085
2, Sanskrit Reader I, II and III, R.S. Vadhyar and Sons, Kalpathi, Palakkad
3, PrakriyaBhashyam written and published by Fr. John Kunnappally
4, Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston
5, Sabdamanjari, R.S. Vadyar and Sons, Kalpathi, Palakkad
6, Namalinganusasanam by Amarasimha published by Travancore Sanskrit series
7, SubhashitaRatnaBhandakara by Kashinath Sharma, published by Nrnayasagarpress

18COM101 ACCOUNTANCY 3 1 0 4

Objective: To provide the students the knowledge and understanding of basic accounting principles and practices of various types of businesses other than partnerships and joint stock companies.

CO1: To understand the basic accounting principles.
CO2: To develop the skill in preparation of final accounts for trading concerns and Non –Trading concern, Bank Reconciliation Statement
CO3: To understand the accounting treatment under Single entry system.
CO4: To Acquire the knowledge of Depreciation and its calculations.
CO5: To understand the aspects and various accounts of consignment and Joint Venture

Unit 1
Trial Balance, Rectification of Errors, Final Accounts, meaning and purpose, users of financial statements, Trading and Profit and Loss Account, Balance Sheet, difference between Trial Balance and Balance Sheet, limitations of financial statements, Final Accounts with adjustments.

Unit 2
Bank Reconciliation Statement, Accounts from incomplete records, statement of affairs method and conversion methods.

Unit 3
Depreciation, meaning and causes, need for providing for depreciation, methods of depreciation, Tax aspect of depreciation.

Unit 4
Consignment accounts, entries in the books of consignor and consignee, treatment of stock, normal and abnormal losses, Joint venture.

Unit 5
Capital and Revenue, accounts of non–trading concerns, Receipts and Payments Account and Income and Expenditure Account, Treatment of special items, knowledge of Indian Accounting Standards 1 to 10.

Bridge Course
A Bridge Course will be offered prior to the commencement of regular classes, for the students from non-commerce streams, to familiarize the principles and fundamentals of accounting which includes the following topics:

TEXT BOOKS:
3. Tally Accounting Software User’s Manual

Learning outcome: By learning this course students would gain skills for preparation of final accounts and they would get career opportunities in accounting departments in a firm.

18COM102 MANAGEMENT PRINCIPLES AND PRACTICES

Objective: The course familiarizes the students with the principles of management, managerial practices, and recent trends in management.
CO1: Cover the basic concepts of management and role and skills of an effective manager.
CO2: To communicate the management evolution and how it will affect future managers. CO3: Practice the process of management's four functions: planning, organizing, leading, and controlling.
CO4: Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
CO5: Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment.
CO6: Gather and analyse both qualitative and quantitative information to isolate issues and formulate best control methods.
CO7: Provide the students with the capability to apply theoretical knowledge in simulated and real-life settings. Develop the students’ ability to work in teams

Unit 1
Concept of Management: meaning, nature, scope and importance – Role of management - management and administration – Management as profession Evolution of Management - Approaches to Management.
Unit 2
Planning - Meaning and Significance – types of plans – different approaches to plans – strategies, objectives and policies.

Unit 3

Unit 4
Staffing –meaning -significance - Recruitment & Selection -meaning -difference between Recruitment and Selection.
Directing - Definition, importance- principles of direction, coordination as essence of management.

Unit 5
Emerging Trends in Management, knowledge management, stress management and event management.

BOOKS FOR REFERENCE:
1. Principles of management – C B Gupta
2. Principles of management – L M Prasad
3. Principles of management – Sherlekar
4. Knowledge management – A T Raman
5. Stress management – Dr H L Kowla
6. Strategic management – L M Prasad
7. Business Policy event Planning in business – Cindey lenaire

Learning outcome: By doing this course students acquire skills in Supervision, Planning ,leadership and co-ordination .They would get career opportunities in Administrative department of Firms.

Skill Development Activities:
1. Collect the photograph and Bio-data of any three contributors to Management thought.
2. Draft organizational chart and discuss the authority relationship.
3. Identify the feedback control system of an organization.
4. List out your strengths and weaknesses
5. Collect the names of BPO’s and KPO’s
6. Visit a factory/ industry and collect information from workers about the Stress and their causes.

18CSA106
PC SOFTWARE
Objective: IT is revolutionizing the way, in which we live and work. It is changing all aspect of our life and lifestyle. The digital revolution has given mankind the ability to treat information with mathematical precision, to transmit it at very high accuracy and to manipulate it at will; to survive in this information world one must keep pace with these changes.
CO1: Describe the usage of computers and why computers are essential components in business and society.
CO2: Identify categories of programs, system software and applications. Organize and work with files and
folders.
CO3: Demonstrate basic knowledge navigating the Word Ribbon Interface, working knowledge of producing a mail merge, creating hyperlinks, working of cross reference, application of macros
CO4: Create and design a spreadsheet for general office use, demonstrate the use of basic functions and formulas, application of charts and diagrams, inserting hyperlinks, use of conditional formatting
CO5 Demonstrate working knowledge of using clip art to enhance ideas and information in a PowerPoint presentation.
CO6 Demonstrate introductory formatting techniques and presentation styles, the basic mechanics of creating a PowerPoint presentation, customs animations, use of slide shows

Unit 1

Introduction to computer systems - Types of computers, Characteristics of computers, What computers can do, What computers can’t do, Classification of computers, Central Processing Unit, Control Unit, Arithmetic and Logic unit, Memory- Registers and Addresses - How CPU and memory works. Windows Basics - Creating Directories. Files, Shortcuts, Moving and copying Files, Task Bar Options, Control Panel – Display, Mouse, Keyboard, Regional Settings, Date & Time, and Man handled device.

Unit 2

Introduction to Computer Software - classifications- Operating systems, Utilities, Compilers and Interpreters, Word processors, Spread sheets, Presentation graphics, Database management systems, Image processors.

Unit 3

Word Processing Application – MS Word
Window parts – Menu Bar, Tool Bar, Status Bar, Scroll Bars. Understanding and arranging windows.


Unit 4

Spread Sheet Application – MS Excel

Unit 5


TEXTBOOK:
OBJECTIVE: To understand basic concepts of business mathematics and apply results in real life problems.

Course outcome
CO1: Understand the reasons for that arithmetic formula makes sequencing easier.

CO2: Understand the concepts related to Business.

CO3: Use computational techniques and algebraic skills essential for the study of systems of linear equations and matrices.

CO4: Understand and work with derivatives as rates of change in mathematical models.

CO5: Determine integrals by reversing differentiation

Unit 1
Sets, functions, Solution of Linear Equations, solutions of quadratic equations – Arithmetic and geometric Series, Permutations and combinations.

Unit 2
Simple and compound interest – Sinking fund -- Annuities – Present value – Discounting of bills – True discount – Banker’s gain.

Unit 3
Matrices and determinants, definition of a matrix, types of matrices, algebra of matrices, properties of determinants, calculation of values of determinants up to third order, adjoint of a matrix, finding inverse of a matrix through adjoint, Solution of a system of linear equation having unique solution and involving not more than three variables.

Unit 4

Unit 5
Elementary integral calculus – Determining indefinite integrals, integration of simple algebraic functions, integration by parts. Application of integration to business problems – Marginal cost, total cost, average cost, marginal revenue, total revenue and average revenue.

TEXTBOOKS:
1. Dr. P. R. Vittal - Business Mathematics and Statistics, Margham Publications, Chennai
2. V. K. Kapoor - Business Mathematics, Sultan Chand and Sons

REFERENCES:
2. Santi Narayan - Differential Calculus, S. Chand Publishers
3. Santi Narayan - Integral Calculus, S. Chand Publishers
CO1: To get a practical knowledge about document formatting and insert image and graphics in MS Word
CO2: To get to know about how to create a brochure, business card using MS word
CO3: Student get insight into the creation of spreadsheet, application of formulas and functions, chart and diagrams in MS Excel.
CO4: Student get to know the creation of data list and forms, application pivot tables, what –If analysis.
CO5: To get to know creation of new slide, adding text and picture, adding of special effects into slides in MS PowerPoint
CO6: To get to know about features of master slides, setting up of slide show and rehearse timing of slides in MS PowerPoint.

Unit 1
Word Processing Application – MS Word
1. Open a new document and set page size to A4, margins to left (2 cm), right (2 cm), top (2.5 cm), bottom (2.5 cm)
a. Type the following text:
Through Her extra ordinary acts of love and self sacrifice, Amma has endeared Herself to millions. Tenderly caressing everyone who comes to Her, holding them close to Her heart in a loving embrace, Amma shares Her boundless love with all. Be they young or old, sick or poor everyone who comes to Her receives the same unconditional love.
Amma’s compassion has given rise to a vast network of charitable and spiritual activities, which is drawing attention throughout the world. At the root of these services lies Amma’s teaching that the divine exists in everything—in every person, plant and animal. Perceiving this unity is the essence of spirituality and the means by which to end all suffering. It is through this simple, yet powerful message that Amma is transforming our world, one embrace at a time.
b. Make the document error free using Spelling and Grammar
c. Replace the word ‘compassion’ using Thesaurus utility.
d. Practice Cut, Copy and Paste.
e. Apply Page Borders, Paragraph Borders and shade the paragraphs.
f. Give appropriate heading in the Header and Page number, date in the Footer.
g. Apply paragraph settings to the document.
h. Format the text and apply bullets and numbering using menu.
i. Insert a picture in the document (use OLE feature)
j. Change one paragraph of the document into newspaper layout.
k. Practice tab settings.
2. Insert a table containing 6 rows and 7 columns: Headings – Student No, name, Mark1, Mark2, Mark3, Total, and Average.
a. Enter the details of 5 students.
b. Calculate Total & Average using ‘Formula’ option.
c. Sort the details of students in the order of Average.
3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)

Unit 2
Spread Sheet Application – MS Excel
1. Open a new work book and enter the details:
Employee No Name Basic Pay DA HRA PF Net Pay
E001 Anu 6000
E002 Anju 8000
E003 Pavan 4500
E004 Jyothy 7600
E005 Manu 6500
Calculate DA as 7.5% of Basic Pay, HRA as 5% of Basic Pay PF as 6% of Basic
Pay and Net Pay = Basic Pay + DA + HRA - PF.
2. Create a series using AutoFill handle.
3. Save the workbook & give suitable title in the Header and date in the Footer, Preview the file.
4. Create a name for a range of cells in the work sheet.
5. Practice Rows, columns, Cells and work sheet format options.
6. Clear the formats of 5 the row.
7. Delete the last sheet of the workbook
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

Unit 3
Spread Sheet Application – MS Excel
1. Find the Sum of Net Pay using function.
2. Write a function to find the count of employees in G20 cell.
3. Insert comments in different cells and practice hyperlinks.
4. Create your own style for worksheets.
5. Create a database having the headings Roll No, Name, Mark1, Mark2, Mark3 and Total. Before entering data give validation rules:
   a. For roll no – Enter numbers between 1 and 50
   b. For name – Enter names that have text length between 3 and 15.
   c. For marks – Enter marks between 0 and 99
6. Insert records and Sort the records.
7. Create a chart for the above details.
8. Create a pie chart for the student with highest mark.

Unit 4
Presentations using PowerPoint - 2000
1. Open a new Presentation and insert a new slide.
2. Apply appropriate slide transition to it.
3. Insert a number 4 more slides and set up the show for all.
4. Text and Word art into slides and apply custom animations.
5. Format the text and word art in the slides and apply design templates to slides.
6. Hyper link the slides (use text for link).
7. Use action buttons for hyperlink.
8. Create a PowerPoint presentation that contains News Headlines for a TV channel.
9. Create a presentation with minimum 5 slides regarding the programmes on Annual Day celebrations.
10. Create a presentation with minimum 5 slides regarding various products offered by a particular company.

Unit 5
Simple business case studies using the software tools.

TEXTBOOK:

REFERENCE BOOKS:
1. Microsoft Office 2000 Complete, BPB publications

18CUL101 CULTURAL EDUCATION I 2002
The student will be introduced to the foundational concepts of Indian culture and heritage.

**Course Outcomes:** After the completion of the course the student will be able to

CO1: Gain a positive appreciation of Indian culture, traditions, customs and practices

CO2: Understand the foundational concepts of Indian civilization like purusharthas, law of karma, etc, which contributes towards personality growth.

CO3: Understand the cultural ethos of Amrita Vishwa Vidyapeetham, and Amma’s life and vision of holistic education

CO4: Imbibe spirit of living in harmony with nature

CO5: Get guidelines for healthy and happy living from the great spiritual masters.

Unit 1
Introduction to Indian Culture - Introduction to Amma’s life and Teachings - Symbols of Indian Culture.

Unit 2
Science and Technology in Ancient India - Education in Ancient India - Goals of Life – Purusharthas - Introduction to Vedanta and Bhagavad Gita.

Unit 3
Introduction to Yoga - Nature and Indian Culture - Values from Indian History - Life and work of Great Seers of India.

TEXTBOOKS:
1. The Glory of India (in-house publication)
2. The Mother of Sweet Bliss, (Amma’s Life & Teachings)

**18ENG121 Professional Communication 1- 0-2-2**

**Objectives:**
To convey and document information in a formal environment; to acquire the skill of self-projection in professional circles; to inculcate critical and analytical thinking. By the end of the course, the students will be able to:

CO1 – Demonstrate competency in oral and written communication.

CO2 – Apply different styles of communication in professional context.

CO3 – Participate in different planned & extempore communicative activities

CO4 – Interpret and discuss facts and information in a given context

CO5 – Develop critical and analytical thinking.

**Unit I**
Vocabulary Building: Prefixes and Suffixes; One word substitutes, Modal auxiliaries, Error Analysis: Position of Adverbs, Redundancy, misplaced modifiers, Dangling modifiers – Reported Speech

**Unit II**
Instruction, Suggestion & Recommendation - Sounds of English: Stress, Intonation - Essay writing: Analytical and Argumentative

**Unit III**
Circulars, Memos – Business Letters - e - mails

**Unit IV**
Reports: Trip report, incident report, event report - Situational Dialogue - Group Discussion

**Unit V**
18COM111  ADVANCED ACCOUNTANCY  3 1 0 4

Objective: To provide the students the knowledge and understanding of basic accounting principles and practices of various types of businesses other than partnerships and joint stock companies.

CO1: To acquire the knowledge of Partnership business.
CO2: To develop the preparation of final account.
CO3: To create the awareness of Hire purchase system Instalment system and Investment account.
CO4: To understand the various aspects in Branch accounting system.
CO5: To develop the preparation of Departmental final account

Unit 1
Partnership Accounts: General principles, past adjustments and guarantee, Admission of a partner, valuation and treatment of Goodwill, revaluation account, distribution of past profits or losses.

Unit 2
Retirement and death of a partner, accounting treatment on retirement and death, calculation of the amount due to the retiring/deceased partner, Dissolution of firm, Realisation Account, accounting entries in the books of the firm, Insolvency of partners, Garner vs. Murray, piecemeal distribution.

Unit 3
Hire purchase and instalment purchase system: Meaning of the terms, journal entries in the books of hire purchaser and hire vendor, Default and re-possession, Hire purchase trading account.

Unit 4
Branch Accounts: Meaning – Types of branches – Debtors system – Stock and debtors system – Final accounts system.

Unit 5
Department Accounts, Allocation of expenses, Inter-departmental transfers, Provision for unrealized profits.

**TEXT BOOKS:**

**REFERENCE BOOKS:**

**Learning outcome:** By learning this course students would gain skills for preparation of final accounts of partnership firm, learn Hire purchase accounting, branch and departmental accounting. This can provide them career opportunities in accounting departments in a partnership firm and other kinds of firms involved in different types of business.

**18COM113 MODERN BANKING 2 1 0 3**

**Objective:** *To enable the students to know the working of various types of banks and Indian banking system.*

CO1: To understand the evolution of banking system
CO2: To get to know about the various aspects of modern banking
CO3: Student get insight into functions of commercial banks and service rendered by them
CO4: Student get to know the general structure and methods of commercial banks
CO5: To get to know about the clearing house system
CO6: To get to know about the instruments of monetary policy

**Unit 1**

**Unit 2**
Reserve Bank of India: Changing Role of Reserve Bank of India and evolution of its funds - Credit Control by the Reserve Bank of India. Role of Reserve Bank of India in the field of Rural Finance.

**Unit 3**

**Unit 4**
Credit cards and debit cards, meaning and definition of credit cards, advantages and disadvantages credit cards, Farmer’s credit card debit cards, Recent trends of Indian banking system, Core banking, E- banking,
meaning functions of E banking system advantages and limitations, ATM, phone banking, deposit insurance scheme, high-tech banks. Net banking, procedures for opening a net banking account, fund transfer methods (NEFT, RTGS, SWIFT), payment banks.

Unit 5
Opening and operation of various accounts, closing of accounts, pass book, negotiable instruments, definitions of bill of exchange, cheque and promissory notes, requisites of a valid cheque, MICR cheque, crossing of cheques, endorsement, holder and holder in due course, dishonour of cheques, wrongful dishonour.

TEXT BOOKS:
1. Maheswary and Paul – Banking Theory, Law and practice, Kalyani Publishers
2. S Natarajan, P Parameswaran – Indian Banking, S. Chand and Company Ltd.

REFERENCE BOOKS:
1. Shekhar and Shekhar – Banking Theory and Practice, Vikas Publications
2. Radhaswamy and Vasudev – Banking Theory and Practice, Sultan Chand and Sons

Learning outcome: By studying this course students would get a basic idea of functioning of banking sector in India. This course would provide them career in banking sector due to the banking activities which they learn as a part of their syllabus

Skill Development Activities:
1. A Bank visit
2. Collect and fill account opening form of SB A/c or Current A/c
3. Collect and fill pay in slip of SB A/c or Current A/c.
5. Draw different types of endorsement of cheques.
6. Paste specimen of Travellers Cheques / Gift Cheques / Credit Cheques.
7. List customer services offered by at least 2 banks of your choice.

18ECO111 ECONOMICS FOR BUSINESS 2103

CO1: Understand and apply supply and demand analysis to relevant economic issues
CO2: Apply marginal analysis to the “firm” under different market conditions and Understand the causes and consequences of different market structures
CO3: Apply economic models to examine current economic issues and evaluate policy options for addressing these issues
CO4: Understand the concept of macroeconomic equilibrium and implications for the management of the business cycle
CO5: Identify and explain changes in the money supply and analyse the effects of monetary policy changes on the economy
CO6: Analyse the importance of international trade to the economy

Unit I
Introduction to Managerial Economics: Definition & Scope of Managerial Economics; Role & Responsibility of a managerial economist, objectives of a firm.
Unit 2
Demand Analysis: Demand Theory - Demand distinctions - Law of demand - Elasticity of Demands Concept, types, Measurement of elasticity of demand, implications in decision making, Demand forecasting: meaning & significance; characteristics of good forecasting.

Unit 3

Unit 4
Theory of Markets: Meaning and types of markets – Main features of Competitive, Monopoly, Monopolistic and Oligopoly markets. Price discrimination: Meaning and Types

Unit 5

TEXT BOOKS:
1. Varshney & Maheswari, Managerial Economics, Sultan Chand & Sons

REFERENCE BOOKS:
3. Salvator, Dominick, Managerial Economics, McGraw-Hill Book Company
5. Samuelson & Nordhans, Economics, Sultan Chand & Sons

Learning Objectives: Analyze causes and consequences of unemployment, inflation and economic growth.

Skill Development Activities:
1. An illustration on calculation of Incremental Cost and Incremental Revenue, Determination of Fixed and Variable Cost, Determination of Average Cost, Marginal Cost and Total Cost.
2. Diagrammatic presentation of Price and Output Determination indifferent Market situations,
3. Construction of Average Revenue and Marginal Revenue under Imperfect Market, and Fixation of Price under Target Pricing based on Rate of Return Method

Objective: To develop an understanding of problem solving methods, to understand the basic concepts of statistics and operations research and to apply the results to real life business problems.
Course outcome
CO1: Introduce various methods of collection, classification, tabulation and representation of data.
CO2: Explains and evaluates the measures of central tendency and measures of dispersion.
CO3: Identifies random experiment, sample space and evaluate probability using classical definition of
probability.
CO4: Describe and verify mathematical considerations for analyzing time series, methods of estimating trends.
CO5: Identify and develop operational research models from verbal description of the real system and understand the mathematical tools that are needed to solve optimization problems.

Unit 1
Data representations and analysis: Meaning and scope of statistics, collection of data, primary and secondary methods of data collection, classification of data, presentation of data by diagrams, bar diagram and pie diagram.

Unit 2
Averages, arithmetic mean, median, mode, properties and uses, measures of dispersion, quartile deviation, standard deviation and co-efficient of variation.

Unit 3
Probability, Addition theorem, Multiplication theorem, independence of events, conditional probability.

Unit 4
Correlation, meaning and definition, scatter diagram, Pearson’s correlation coefficient, computation and interpretation, Regression, the two regression equations. Time series, meaning and components, business forecasting, methods of estimating trend, graphic, and semi average, moving average method.

Unit 5

TEXTBOOKS:
2. Operations Research - L. R Potti - Yamuna publications, Trivandrum

REFERENCES:
2. Operations Research - Kantiswaroop, P. K Gupta and Manmohan, Sultan chand and sons

18CSA190 BUSINESS SKILLS USING PC LAB. 10031

Workspace basics - Palettes and menus - Tools - Viewing images - Rulers, the grid, and guides - Work with the Preset Manager - Preferences - Plug ins - Recovery and undo - Memory and performance. Photoshop images - Image size and resolution - Acquiring images from cameras and scanners - Creating, opening, and importing images - Placing files – High dynamic range images. About colour - Colour modes - Converting between colour modes – Choosing colors.
Adjusting crop, rotation, and canvas - Retouching and repairing images – Correcting image distortion and noise - Adjusting image sharpness and blur – Transforming objects - Liquify filter - Vanishing Point - Create panoramic images.
Making selections - Adjusting pixel selections - Moving and copying selected pixels - Deleting and extracting objects - Channels - Saving selections and using masks - Channel calculations.

Creating type - Editing text - Formatting characters - Fonts - Line and character spacing - Scaling and rotating type - Formatting paragraphs - Creating type effects. Saving images - Saving PDF files - Saving and exporting files in other formats.
File formats. Working with web graphics - Slicing web pages - Modifying slices - Slice output options -
Description
The students will be able to deepen their understanding and further their knowledge about the different aspects of Indian culture and heritage.

Course Outcomes: After the completion of the course the student will be able to

CO1: Get an overview of India and her contribution to the world in the field of science and literature

CO2: Understand the foundational concepts of ancient Indian education system and practices associated with them

CO3: Learn the important concepts of Vedas, Bhagavad-Gita and Yogasutras and their relevance to daily life

CO4: Familiarize themselves with the inspirational characters and anecdotes from the epics and Indian history

CO5: Gain a rational understanding of the underlying principles of Indian spirituality.

Contents
Unit 1
1. Relevance of Sri Rama and Sri Krishna in this Scientific Age
2. Lessons from the Epics of India
3. Ramayana & Mahabharata

Unit 2
4. Who is a Wise Man?
5. A Ruler’s Dharma
6. The Story of King Shibi

Unit 3
7. Introduction to the Bhagavad Gita
8. Bhagavad Gita – Action without Desire

Unit 4
9. Role and Position of Women in India
10. The Awakening of Universal Motherhood

Unit 5
11. Patanjali’s Astanga - Yoga System for Personality Refinement
12. Examples of Heroism and Patriotism in Modern India

TEXTBOOKS:
Common Resource Material II (in-house publication)
Sanatana Dharma - The Eternal Truth (A compilation of Amma’s teachings on Indian Culture)
CO1: Fundamental knowledge of shares and debentures with respect to Companies Act, 1956.
CO2: Accounting knowledge of share issue at par, discount and at premium
CO3: Analyse Provisions under Companies Act with respect to forfeiture, reissue and redemption of preference shares.
CO4: Computation of final Accounts of companies on the basis of Companies (Amendment) Act of 2013
CO5: Requirements under AS14 and Accounting procedures for external reconstruction.
CO6: Work out problems on internal reconstruction and Banking companies according to the provisions given under Banking Companies Act

Objective: To enable the students to develop awareness about corporate and other specialized accounting system in conformity with the provisions of The Companies Act, 1956

Unit 1
Company Accounts: Share, Types of shares, Share capital, Classification of shares and share capital, Issue of shares, Issue at par, premium and discount, Oversubscription and under-subscription, Forfeiture and re-issue of shares, Redemption of preference shares, Redemption out of capital and out of profits, Capital Redemption Reserve, Bonus Issue, issue of debentures.

Unit 2
Final Accounts of joint stock companies, Preparation of Profit and Loss Account and Balance Sheet as per the format prescribed by the Companies (Amendment) Act 2013, Accounting Standards with focus on AS 1 - 15.

Unit 3
Acquisition of business, profit prior to incorporation.

Unit 4
Amalgamation as per AS 14, absorption and external reconstruction, meaning of the terms, purchase consideration, entries in the books of purchasing and vendor companies, inter-company owings.

Unit 5
Reduction of capital, internal reconstruction, Capital Reduction Account, Accounts of Banking Companies, preparation of Profit and Loss Account and Balance Sheet in prescribed form, Rebate on Bills Discounted.

TEXT BOOKS:

REFERENCE BOOKS:
1. R L Gupta and M Radhaswamy – Advanced Accountancy Vol. - 2, Sultan Chand and Sons

Learning outcome: By learning this course students would gain skills for preparation of company accounts and also, they would get career opportunities in accounting departments in a public and private limited companies.
**Objective:** The objective of this course is to understand various aspects of different types of insurance and risk management.

CO1: To understand the concepts, basic term, nature and principles of insurance.
CO2: To know what are the Essentials of a valid insurance contract, Annuity and Information of sources of Risk.
CO3: To understand the Marine Insurance, Definition, Procedure, Elements.
CO4: To be acquainted with Contract and Elements, Types and policies of fire insurance.
CO5: To make them understand: Employer’s Liability, Employer’s Liability Insurance, Aviation and Motor insurance.

**Unit 1**
Risk Management and Introduction to insurance: Concept of risk, meaning, types of risk, methods of handling risk, risk management process. Meaning of Insurance, functions, nature of insurance, principles of insurance, essentials of valid contract, Insurance contract, and essentials of an insurance contract.

**Unit 2**

**Unit 3**
Marine Insurance Contract: definition, procedure to effect marine insurance, elements of marine insurance, different classes of policies, policy conditions, description of various clauses.

**Unit 4**
Fire Insurance: Definition, causes of fire, prevention of loss, private activities and public activities, fire insurance contract, elements of fire insurance contract, various types of policies in fire insurance, policy conditions.

**Unit 5**
Miscellaneous insurance: Employer’s liability insurance, Employees State Insurance Act, Aviation insurance, Motor insurance, kinds of policies under motor insurance, Procedures of motor insurance, general exceptions, extra benefits.

**TEXT BOOKS:**

**REFERENCE BOOKS:**
2. M N Mishra – Modern Concepts of Insurance, S. Chand & Company Ltd.

**Learning outcome:** A risk management course will prepare the students for many careers in insurance and finance such as: Claims adjuster or examiner. Insurance manager. Insurance agent. Underwriter. Personal financial advisor. Risk manager

**Skill Development Activities:**
1. Visit any insurance office and collect the details of its Organizational Structure.
2. Collection of the Proposal Forms of insurance and filling the same, Collecting and filling of
3. Insurance Claim Forms,
4. Collect any one type of Policy Bond,
5. Meet Development Officer and collect information about different Insurance Policies, and
6. Documentation of the Procedure for Claims and their Settlement

18BUS204 ENTREPRENEURSHIP DEVELOPMENT AND PROJECT MANAGEMENT 2 1 0 3

Objective: The objective of this course is to equip the students to have an understanding to promote, establish and manage small business projects.

CO1: Develop an advanced knowledge on how to assess business opportunities and an in-depth understanding of what typically characterize successes and failures.

CO2: Develop an ability to evaluate the commercial viability of new technologies and business opportunities

CO3: Plan, organize, and execute a project or new venture with the goal of bringing new products and services to the market.

CO4: Build an ability to write scientific reports and communicate the results in a professional manner.

CO5: An improved interpersonal and collaborative skills and project management capabilities.

CO6: To get an overall idea regarding the financial institutions and the financial assistance which can be fetched, for starting/running a business enterprise

Unit 1
Entrepreneur, definition and characteristics, functions of entrepreneur, types of entrepreneurs, factors affecting entrepreneurial growth, role of entrepreneur in economic development, rural entrepreneurship - Women entrepreneurship problems of women entrepreneurs.

Unit 2
Micro, small and Medium Enterprises – role and importance – advantages and limitations, setting up of MSME units, role of promotional Institutions with special reference to SIDCO. MSME & DICs – Entrepreneurial Development Programmes (EDP), role of EDP, Industrial clusters, Role of NGOs in entrepreneurship development.

Unit 3
Industrial sickness, definition of sick units, magnitude of industrial sickness in India, causes of sickness, prevention of sickness and revival.

Unit 4

Unit 5
Sources of finance – internal and external – institutional finance – project appraisal, steps and
implementation project report – objectives, importance and contents of a project report - project report preparation.(practical)

**TEXTBOOKS/ REFERENCES:**
5. Rajeev Roy, “Entrepreneurship”, Oxford University Press,

**Learning outcome:** Entrepreneurship and innovation minor’s will be able to sell themselves and their ideas, They will be able to find problems worth solving.

**Skill Development Activities:**
- Preparation of a Project report to start a SSI Unit.
- Preparing a letter to the concerned authority - seeking license to the SS Unit, You propose to start.
- Format of a business plan.
- A Report on the survey of SSI units in the region where college is located.
- Chart showing financial assistance available to SSI along with rates of interest.
- Chart showing tax concessions to SSI both direct and indirect.
- Success stories of Entrepreneurs in the region

**18BUS219 MARKETING MANAGEMENT AND E–BUSINESS 3 1 0 4**

**Objective:** To provide exposure to the students about principles of marketing and the knowledge of E-business.

CO1: Understand core concepts of marketing and the role of marketing in business and society, basics of segmenting, targeting and positioning

CO2: Determine strategies for developing new products and services that are consistent with evolving market needs.

CO3: Ability to create an integrated marketing communications plan, which includes promotional strategies and measures of effectiveness.

CO4: Characterizes basic business models on the web (b2b, b2c, c2b, c2c) with examples of their implementation.

CO5: Ability to collect, process, and analyse consumer data to make informed marketing decisions, formulate marketing strategies that incorporate psychological and sociological factors, which influence consumers.

**Unit 1**
Marketing, Introduction, Definition of market and marketing, Objects of marketing, features, Classification of markets, marketing and selling, Importance of marketing, modern marketing, features, marketing management, characteristics of marketing management, marketing management and sales management, Green Marketing, Market Segmentation and Target Marketing, Marketing mix, definition, elements of marketing mix, Marketing process, marketing functions, functions of exchange, functions of physical supply, facilitating functions.
Unit 2
Market research, marketing research and marketing information system, procedure of marketing research. Product: classification, product policies, product line, product mix, product life cycle, Pricing: pricing objectives, factors affecting price decisions, price determination procedure, types of pricing.

Unit 3
Promotion: objectives, forms of promotion, sales promotion, tools of sales promotion. Advertising: definition, kinds of advertising - media - features, personal selling, personal selling process, channels of distribution.

Unit 4
E-Business, meaning of e-business, e-business firms, telecommunications infrastructure, internet software producers and online sellers and content providers, models of e-business, business to business, business to consumer and consumer to consumer, applying e-business strategies to managerial, marketing and financial situations.

Unit 5
Consumer behaviour: Introduction, factors influencing consumer behaviour, individual behaviour determinants, external environmental factors affecting consumer behaviour.

TEXTBOOKS:

REFERENCE BOOKS:
1. Martin Khan – Consumer Behaviour; New Age International Publishers
2. Philip Kotler – Marketing Management, Prentice Hall of India

Learning Outcome: Design and develop marketing solutions for current retail environments by employing appropriate marketing strategies. Apply knowledge of basic management skills to maximize employee productivity. Evaluate and apply marketing practices to create measurable results to meet marketing objectives. Use foundational skills and knowledge to remain current with marketing and management strategies and trends and employ them in new business environments. Utilize effective communication, problem solving and decision-making skills through the use of appropriate technology and with the understanding of the business environment.

Skill Development Activities:
- Identify the product of your choice and describe in which stage of the product life cycle it is positioned.
- Suggest strategies for development of a product.
- Study of Consumer Behaviour for a product of your choice.
- Develop an Advertisement copy for a product.
- Prepare a chart for distribution network for different products
Course outcomes:
CO1: Integrate facts and concepts from ecological, physical and social sciences to characterize some common socio-environmental problems.
CO2: Develop simple integrated systems and frameworks for solving common interconnected socio-environmental problems.
CO3: Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
CO4: Identify the ethical underpinnings of socio-environmental issues in general.

Unit 1
State of Environment and Unsustainability, Need for Sustainable Development, Traditional conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.
Environment: Abiotic and biotic factors, Segments of the Environment, Biogeochemical Cycles, Ecosystems (associations, community adaptations, ecological succession, Food webs, Food chain, ecological pyramids), Types of Ecosystems – Terrestrial ecosystems, Ecosystem Services, Economic value of ecosystem services, Threats to ecosystems and conservation strategies.
Biodiversity: Species, Genetic & Ecosystem Diversity, Origin of life and significance of biodiversity, Value of Biodiversity, Biodiversity at Global, National and Local Levels, India as a Mega-Diversity Nation (Hotspots) & Protected Area Network, Community Biodiversity Registers. Threats to Biodiversity, Red Data book, Rare, Endangered and Endemic Species of India. Conservation of Biodiversity. People’s action. Impacts, causes, effects, control measures, international, legal and regulatory frameworks of: Climate Change, Ozone depletion, Air pollution, Water pollution, Noise pollution, Soil/ land degradation/ pollution

Unit 2
Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Waste management.
Discuss the interrelation of environmental issues with social issues such as: Population, Illiteracy, Poverty, Gender equality, Class discrimination, Social impacts of development on the poor and tribal communities, Conservation movements: people’s movements and activism, Indigenous knowledge systems and traditions of conservation.

Unit 3
Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, Impacts of the building and road construction industry on the environment, Eco-homes/ Green buildings, Sustainable communities, Sustainable Cities.
Ethical issues related to resource consumption, Intergenerational ethics, Need for investigation and resolution of the root cause of unsustainability, Traditional value systems of India, Significance of holistic value-based education for true sustainability.
TEXTBOOKS / REFERENCES:

18LAW201 INDIAN CONSTITUTION 2002
Objective: The preliminary objective is to ensure that every student has some knowledge about Indian Constitution.
CO2: Know about the Preamble to the Constitution of India, Union and its territory, State, Citizenship and its significance.
CO3: Learn about fundamental rights, constitutional remedies, High court, Supreme Court of India and fundamental duties of a citizen.
CO4: Gain a knowledge about the Parliament of India, President of India, Prime minister, Governor etc.
CO5: Understand the importance of Directive Principles of State Policy and a basic knowledge about the Panachayathi Raj system in India.

Unit 1
Meaning and Importance of Constitution, Preamble and Salient Features of the Constitution.

Unit 2
Fundamental Rights, Right to Equality, Right to Freedom, Right against exploitation, Right to freedom of religion, Cultural and Educational Rights, Right to Constitutional Remedies and Duties, Directive Principles of State Policy.

Unit 3
Union Government – Lok Sabha and Rajya Sabha Composition, Powers and functions: The President, The Prime Minister and Supreme Court: Role Position and Powers/functions.

Unit 4
State Government - Legislative Assembly and Legislative Council: Composition, Powers and functions: The Governor, Chief Minister and High Court: Role, Position and Powers/ functions.

Unit 5
Local self Government, Panchayat Raj System in India; Election Commission; Public Service Commissions - Role, powers and function

REFERENCES:
1. Introduction to The constitution of India – M V Pylee, Vikas publishing house Pvt LTD
2. *Introduction to The constitution of India – Dr. Durga das Basu, 19th edition Reprint 2007*

**Learning Objectives:** Understand the Civic Duties that can help the students make their neighbourhood, city, and country better

**Skill Development Activities:**
1. *Court Visit & Report Presentation*
2. *Group discussion(Fundamental rights and duties)*

**15CSA288 BUSINESS SKILLS USING PC LAB. II 0 0 3 1**

**Course outcomes**

CO1: Learning and understanding the usage of different image editing tools

CO2: Learning the usage of different multimedia tools for making different types of presentations.(News letter,Brochures)

CO3: Learning to design creative webpages and websites using html languages

Multimedia tools for business
1. Resizing and editing image for business presentation.
2. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various products offered by a particular company.
3. Create advertisement, brochure, email newsletter, website, gif advertisements regarding various courses offered by any college.

Internet and HTML
1. Introduction to Internet – Resources of Internet. Introduction to HTML – Basic Structural Elements and Their Usage.
2. Create a basic HTML page.

Various Google Business Tools
Adwords, Picasa, Gmail, Drive, Docs, Sheets, Slides, Forms, Calendar, Translate, Blogger.

Communication Tools
Training on various communication software tools like Skype, Hangout, etc.

Social Media Tools
Training on various social media tools like Face book, Twitter, Google Plus.

**18SSK201 LIFE SKILLS I 1-0-2 (2 Cr)**

**Course Outcomes:** After successful completion of the course, students

CO1: will have develop self-confidence and positive attitude necessary to compete and challenge themselves, analyse and manage their emotions to face real life situations (Soft Skill)

CO2: will have honed their presentation skills by understanding the nuances of content creation, effective delivery, use of appropriate body language and the art of overcoming nervousness to create an impact in the minds of a target audience. (Soft Skill)

CO3: will have acquired the ability to analyse, understand and classify questions under arithmetic, algebra and logical reasoning and solve them employing the most suitable methods; will be able to analyse, compare and arrive at conclusions for data analysis questions. (Aptitude)

CO4: will have the ability to dissect polysyllabic words, infer the meaning, inspect, classify, contextualise and use them effectively (Verbal).

CO5: will have the ability to understand the nuances of English grammar and apply them effectively
CO6: will have the ability to identify, analyse and interpret relationship between words and use the process of elimination to arrive at the answer (Verbal).

Contents:
Soft skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. Need for change. Fears, stress and competition in the professional world. Importance of positive attitude, self-motivation and continuous knowledge upgradation.

Self Confidence: Characteristics of the person perceived, characteristics of the situation, Characteristics of the Perceiver. Attitude, Values, Motivation, Emotion Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

Presentations: Preparations, Outlining, Hints for efficient practice, Last minute tasks, means of effective presentation, language, Gestures, Posture, Facial expressions, Professional attire.

Vocabulary building: A brief introduction into the methods and practices of learning vocabulary. Learning how to face questions on antonyms, synonyms, spelling error, analogy etc. Faulty comparison, wrong form of words and confused words like understanding the nuances of spelling changes and wrong use of words.

Listening Skills: The importance of listening in communication and how to listen actively.

Prepositions and Articles: A experiential method of learning the uses of articles and prepositions in sentences is provided.

Problem solving; Number System; LCM &HCF; Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;

Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

TEXTBOOKS:

REFERENCES:
1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
3. Data Interpretation, R S Aggarwal, S Chand Publ.
4. Nova GRE, KAPAL GRE, Barrons GRE books;
5. Quantitative Aptitude, The Institute of Chartered Accountants of India.
7. The BBC and British Council online resources
8. Owl Purdue University online teaching resources
9. www.theslagrammarbook.com online teaching resources
10. www.englishpage.com online teaching resources and other useful websites.
Skills: Recognizing transition from an academic environment to work-environment, in class hands on practice sessions, tutorials, help development of self confidence, skills of giving presentations, expanding listening and communication skills, problem solving, data interpretation, and logical reasoning. Employability: Any work environment.

18AVP201 AMRITA VALUES PROGRAMME I / 1 0 0 1

Course Outcomes: After the completion of the course the student will be able to:
CO1 Appreciate the relevance of Ramayana in modern times.
CO2 Understand the family values and ideal human relationships portrayed in the Ramayana.
CO3 Understand Dharma and its universality, emphasizing its applicability in an individual’s life.
CO4 Evaluate one’s own personal ethics based on benchmarks from the Ramayana
CO5 Apply the spiritual values from Ramayana in resolving personal and social conflicts.

18AVP211 AMRITA VALUES PROGRAMME II 1 0 0 1

Course Outcomes: The course will aim at:
CO1: Understanding the impact of itihasas on Indian civilization with reference to Mahabharata
CO2: Enabling students to appreciate the relevance of Mahabharata and Bhagavad-Gita in the modern world.
CO3: Understanding the four goals of life (Purusharthas) as presented in the Mahabharata
CO4: Assimilating the positive qualities of the characters depicted in the itihasa.
CO5: Analysis of the critical events and turning points in the Mahabharata with emphasis on the underlying values and principles.

Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world. Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world. Students shall have to register for any two of the following courses, one each in the third and the fourth semesters, which may be offered by the respective school during the concerned semester.

Courses offered under the framework of Amrita Values Programs I and II

Message from Amma’s Life for the Modern World
Amma’s messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma’s guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Lessons from the Ramayana
Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India
– Relevance of Ramayana for modern times.

**Lessons from the Mahabharata**
Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

**Lessons from the Upanishads**
Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, SatyakamaJabala, Aruni, Shvetaketu.

**Message of the Bhagavad Gita**

**Life and Message of Swami Vivekananda**
Brief Sketch of Swami Vivekananda’s Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji’s life.

**Life and Teachings of Spiritual Masters India**
Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi.

**Insights into Indian Arts and Literature**
The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

**Yoga and Meditation**
The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali’s Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

**Kerala Mural Art and Painting**
Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.
Course on Organic Farming and Sustainability
Organic farming is emerging as an important segment of human sustainability and healthy life. Haritamritam’ is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. In Amma’s words “it is a big step in restoring the lost harmony of nature“.

Benefits of Indian Medicinal Systems
Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which is recognised as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

Traditional Fine Arts of India
India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is ‘Unity in Diversity” and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

Science of Worship in India
Indian mode of worship is unique among the world civilizations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realisation of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

Temple Mural Arts in Kerala
The traditional percussion ensembles in the Temples of Kerala have enthralled millions over the years. The splendor of our temples makes art enthusiast spellbound, warmth and grandeur of color combination sumptuousness of the outline, crowding of space by divine or heroic figures often with in vigorous movement are the characteristics of murals.

The mural painting specially area visual counterpart of myth, legend, gods, dirty, and demons of the theatrical world, Identical myths are popular the birth of Rama, the story of Bhīma and Hanuman, Shiva, as Kirata, and the Jealousy of Uma and ganga the mural painting in Kerala appear to be closely related to, and influenced by this theatrical activity the art historians on temple planes, wood carving and painting the architectural plane of the Kerala temples are built largely on the pan-Indians almost universal model of the Vastupurusha.

Organic Farming in Practice
Organic agriculture is the application of a set of cultural, biological, and mechanical practices that support the cycling of farm resources, promote ecological balance, and conserve biodiversity. These include maintaining and enhancing soil and water quality; conserving wetlands, woodlands, and wildlife; and avoiding use of synthetic fertilizers, sewage sludge, irradiation, and genetic engineering. This factsheet provides an overview of some common farming practices that ensure organic integrity and operation
sustainability.

**Ayurveda for Lifestyle Modification:**
Ayurveda aims to integrate and balance the body, mind, and spirit which will ultimately leads to human happiness and health. Ayurveda offers methods for finding out early stages of diseases that are still undetectable by modern medical investigation. Ayurveda understands that health is a reflection of when a person is living in harmony with nature and disease arises when a person is out of harmony with the cycles of nature. All things in the universe (both living and nonliving) are joined together in Ayurveda. This leaflet endow with some practical knowledge to rediscover our pre- industrial herbal heritage.

**Life Style and Therapy using Yoga**
Yoga therapy is the adaptation of yogic principles, methods, and techniques to specific human ailments. In its ideal application, Yoga therapy is preventive in nature, as is Yoga itself, but it is also restorative in many instances, palliative in others, and curative in many others. The therapeutic effect comes to force when we practice daily and the body starts removing toxins and the rest is done by nature.

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**18COM211**

**FUNDAMENTALS OF COSTING**

**Objectives:** To provide the students the knowledge of cost ascertainment, cost presentation and cost control and to understand different methods of costing adopted by various concerns and its utility.

- **CO1:** Identify and define basic terms and concepts which are needed for advanced courses in cost and management accounting.
- **CO2:** To understand the basic concepts and process used to determine product costs.
- **CO3:** To analyse and evaluate information for cost ascertainment, planning control and decision making
- **CO4:** To understand the inventory management tools and methods
- **CO5:** To understand the methods of labour remuneration

**Unit 1**
Cost, costing, cost accountancy and cost accounting, objectives, advantages and disadvantages, cost accounting and financial accounting, cost accounting and management accounting, methods of costing, cost classification, cost center and cost unit, cost sheet, unit costing, expenses excluded from cost.

**Unit 2**
Materials, purchase procedure, centralized purchasing, stock levels, EOQ, issue of materials – pricing of material issues.

**Unit 3**
Labour, time-keeping and time booking, methods of wage payment, incentive systems (Halsey and Rowan), overtime, idle time.

**Unit 4**
Overheads, meaning and classification, allocation and apportionment of overheads, primary and secondary overhead distribution summary, absorption of overheads, methods of absorption, machine hour rate, concept of over and under absorption of overheads.
Unit 5
Operating Costing: Transport costing, calculation of cost per km., cost per passenger km. and cost per tonne km., Contract costing: recording of cost, profit on incomplete contracts, estimated profit. Process Costing: process accounts, normal loss, abnormal loss and abnormal gain. Reconciliation of cost and financial accounts.

TEXT BOOKS:
1. K. M. Vineeth and K. R. Shabu – Cost Accounting, Kalyani Publishers

REFERENCE BOOKS:
1. S. P. Iyangar: Cost Accounting Principles, Sultan Chand and Sons
2. Khanna Ahuja and Pandey – Practical Costing, S. Chand and Co.
3. B. S. Raman – Cost Accounting, United Publishers

Learning outcome: The should understand the purpose of cost accounting, define the concept of cost, expense, loss and revenue

18COM213 INTERNATIONAL TRADE 3 1 0 4
Objective: To get a reasonable exposure in the matters relating to international business and foreign trade.

CO1: Use their understanding of theories and conceptual frameworks that explain why and how firms internationalize.
CO2: To get an idea of the international orientations and stages of globalization.
CO3: To get an understanding of the tariff and non-tariff barriers to trade.
CO4: To understand the functions, role and impact of GATT, WTO, IMF, World Bank, ADB, and UNCTAD
CO5: To understand the components of BOP, factors causing BOP disequilibrium and corrective of BOP disequilibrium and to get an idea of the foreign exchange market
CO6: To know about the different international marketing strategies

Unit 1
Introduction: Globalization and its growing relevance in the world economy; Impact of globalization;
International business, Reasons for Growth of International business, Internationalization stages and orientations, complexities or problems of International business.

Unit 2
Modes of entry into International business: Exporting, Contract Manufacturing, Licensing and Franchising,

Unit 3
International Organizations and Agreements: WTO, TRIPS and TRIMS, UNCTAD, IBRD, IMF, Commodity Agreements and Trade blocs. Foreign Investments, Forms of Foreign Direct Investment and flows of foreign investment in India. Regional Economic Cooperation: Forms of Regional Groupings, European Union, NAFTA, ASEAN, SAARC, SAPTA, SAFTA.

Unit 4

**Unit 5**

**TEXT BOOKS:**

**REFERENCE BOOKS:**
2. Shajahan – *International Business*, Macmillan
3. Czinkota, Ronkainen, Moffett – *International Business*, Wiley India

**Learning outcome:** It will help the students to get job in costing department of manufacturing companies or service oriented organizations

**Skill Development Activities:**
1. List of exemplary ethical practices that you have noticed in your area
2. Identify special Social, Cultural and Demographic Features of your locality, and comment on the licensing procedure
3. Identify various regulatory authorities in your locality and comment on how they are regulating the business unit you have visited
4. Make a survey of local political influence on Business, and Make a list of MNCs operating in your area/State

**18COM214 INTRODUCTION TO RESEARCH PROJECTS**

**Objective:** To enable the students to get an insight of what is research methodology in order to prepare them for their work on the Project in the Sixth Semester.

**Course Outcome**

CO₁ Acquired knowledge in the need of Research, sampling, pilot testing.

CO₂ Gained knowledge on various types of research and the sampling techniques.

CO₃ Learnt the sources available for the collections of data and to draft the questionnaire.

CO₄ Acquired knowledge on the application of various statistical tools.

CO₅ Gained knowledge on the preparation of reports.

**Unit 1**

Unit 2

Unit 3
Sampling Techniques: Non-probability methods – convenience sampling, judgement sampling and quota sampling – probability methods – random sampling, systematic sampling and stratified sampling – merits of sampling – superiority of sampling over census method.

Unit 4

Unit 5
Preparation of Project Report: Type of project reports – steps in writing reports – components of a report, Appendices and Bibliography.

TEXT BOOKS:
1. Kothari – Research Methodology, New Age Publishers
2. K. M. Vineeth and M. C. Dileep Kumar – Research Methodology, Kalyani Publishers

REFERENCE BOOKS:
2. Anil Tandon – Research Methodology: Methods and Techniques, S. Chand Publication
3. Paneerselvam – Research Methodology, PHI

Learning outcome: This course will help students for higher studies and to be as a research associate.

Skill Development Activities:
1. Illustrate different types of samples with examples
2. Construct a questionnaire for collection of primary data keeping in mind the topic chosen for research
3. Narrate your experience using observation technique
4. Diagrammatically present the information collected through the questionnaire

18CSA217 ACCOUNTING PACKAGES – TALLY

Objective: To enable students understand the theory of accounting through the Accounting package – Tally.

CO1: To understand the basic principles of Tally ERP 9.
CO2: Students possess required skill and can also be employed as Tally data operator.
CO3: To generates various types of reports.
CO4: To develop the awareness about the application of various Taxes.
CO5: To enable the students to prepare Bank Reconciliation Statement.

Unit 1
Introduction – Basic bookkeeping – importance – types of records – Getting started with Tally – Company information – Features and configuration.

Unit 2

Unit 3

Unit 4

Unit 5

TEXT BOOKS:
1. Tally complete reference material

REFERENCE BOOKS:
1. Tally for everyone – Roopa, Add to Cart Publishing
2. Kogent Learning Solutions – Tally ERP 9 in Simple Steps, Dreamtech Publication
3. Dinesh Maidasani – Mastering Tally ERP 9, Firewall Media

Learning Objectives: This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package, which is used for learning to maintain accounts. As this course is useful for Commerce students to get placements in different offices as well as companies in Accounts departments.

18LAW202 MERCANTILE LAWS 2 1 0 3

Objective: To provide general awareness about some important laws relating to trade and industry.

CO1: Giving a basic knowledge about legal system in India. Understanding the legal rules and regulations of a valid contract, creation, valid essentials, discharge of contract, breach of contract, remedies and understanding about different types of contracts in India like the contract of guarantee, contract of indemnity etc.

CO2: To develop the ability to handle different types of Negotiable Instruments and its rules and regulations [promissory note, bill of exchange & cheque]

CO3: To be able to understand contract of agency, its creation, types, relation, rights and duties of agent, termination etc.

CO4: Knowledge about the rules and regulations regarding sale of movable items [Sale of Goods Act]

CO5: Gain a knowledge about Indian Partnership, its registration, relation between partners, types of partnership, dissolution of partnership etc. Develop competence in problem-based practice in the application of business laws. Analysing different types of cases laws, Visit different types of courts and collect important
case laws for getting a good knowledge regarding mercantile laws.

**Unit 1**
Law of contracts: Definition, essentials of a valid contract- offer and acceptance, consideration, Doctrine of Privity of contract, capacity to contract, Free consent, kinds of contracts, discharge and breach of contracts, remedies for breach of contract.

**Unit 2**
Specific Contracts: Indemnity and guarantee: Distinction between indemnity and guarantee, kinds of guarantee.
Bailment and pledge: Requisites of bailment and pledge, law relating to lien, termination of bailment.
Contract of agency: Definition and essentials of agent and principal, classification of agency, sub-agent, co-agent or substituted agent, termination of agency.

**Unit 3**
Negotiable Instruments Act: Definition and types, maturity and grace days, payment in due course, parties to negotiable instruments, holder and holder in due course, endorsement, dishonour of negotiable instruments, discharge of negotiable instruments.

**Unit 4**

**Unit 5**
Indian Partnership Act: Definition of partnership, formation of partnership, firm, partner and firm name, registration of firm, types of partnership, dissolution of firm, Main features LLP under the Limited Liability Partnership Act,2008; Difference between LLP and general Partnerships.
The Information Technology Act 2000: An overview- Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Penalties and adjudication, Appellate Tribunal, Offences

**TEXT BOOKS:**
2. M. C. Kuchal – Mercantile Law, Sultan Chand and Sons

**REFERENCE BOOKS:**
2. M. C. Shukla – Mercantile Law, S. Chand and Co
3. Gulshan – Mercantile Law, Excel Books

**Learning Objective:** the student will be able to: Demonstrate an understanding of the Legal Environment of Business. Apply basic legal knowledge to business transactions. Communicate effectively using standard business and legal terminology

**Skill Development Activities:**
1. Write down the fact and underline the legal points involved in the following cases:
2. Collect a judgment copy on damages awarded by the court for breach of contract
4. Visit a consumer court and record the nature of consumer disputes referred for redressal.
5. Collect a specimen copy of M/A and A/A of a company.

18CSA286 ACCOUNTING PACKAGES – TALLY LAB

CO1: To understand the basic principles of Tally ERP 9.
CO2: Students possess required skill and can also be employed as Tally data operator.
CO3: To generates various types of reports.
CO4: To develop the awareness about the application of various Taxes.
CO5: To enable the students to prepare Bank Reconciliation Statement

Unit 1
Getting started with Tally – Company information – Features and configuration.

Unit 2

Unit 3

Unit 4

Unit 5

TEXT BOOKS:
1. Tally complete reference material

REFERENCE BOOKS:
1. Tally for everyone – Roopa, Add to Cart Publishing
2. Kogent Learning Solutions – Tally ERP 9 in Simple Steps, Dreamtech Publication
3. Dinesh Maidasani – Mastering Tally ERP 9, Firewall Media

Learning Objectives: This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts. As this course is useful for Commerce students to get placements in different offices as well as companies in Accounts departments.
1) communicate convincingly and negotiate diplomatically while working in a team to arrive at a win-win situation, would further develop their inter-personal and leadership skills (Soft Skill).
2) examine the context of a Group Discussion topic and develop new perspectives and ideas through brainstorming and arrive at a consensus (Soft Skills).
3) identify, recall and arrive at appropriate strategies to solve questions on geometry; will be able to investigate, interpret and select suitable methods to solve questions on arithmetic, probability and combinatorics (Aptitude).
4) relate, choose, conclude and determine the usage of right vocabulary (Verbal).
5) utilise prior knowledge of grammar to recognise structural instabilities and modify them (Verbal).
6) comprehend, interpret, deduce and logically categorise words, phrases and sentences; will also have the ability to theorise, discuss, elaborate, criticise and defend their ideas (Verbal).

Contents:

Group Discussions: Advantages of Group Discussions, Structured GD – Roles, Negative roles to be avoided, Personality traits to do well in a GD, Initiation techniques, How to perform in a group discussion, Summarization techniques.

Listening Comprehension advanced: Exercise on improving listening skills, Grammar basics: Topics like clauses, punctuation, capitalization, number agreement, pronouns, tenses etc.

Reading Comprehension advanced: A course on how to approach middle level reading comprehension passages.

Problem solving – Money Related problems; Mixtures; Symbol Based problems; Clocks and Calendars; Simple, Linear, Quadratic and Polynomial Equations; Special Equations; Inequalities; Functions and Graphs; Sequence and Series; Set Theory; Permutations and Combinations; Probability; Statistics.

Data Sufficiency: Concepts and Problem Solving.

Non-Verbal Reasoning and Simple Engineering Aptitude: Mirror Image; Water Image; Paper Folding; Paper Cutting; Grouping Of Figures; Figure Formation and Analysis; Completion of Incomplete Pattern; Figure Matrix; Miscellaneous.

Special Aptitude: Cloth, Leather, 2D and 3D Objects, Coin, Match Sticks, Stubs, Chalk, Chess Board, Land and geodesic problems etc., Related Problems

TEXTBOOKS:

REFERENCES:
1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.
6. The BBC and British Council online resources
7. Owl Purdue University online teaching resources
8. www.thegrammarbook.com online teaching resources
9. www.englishpage.com online teaching resources and other useful websites.

Skills: In class hands on practice sessions and tutorials help development of Professional Grooming and Practices, group discussions, advanced reading, listening and comprehension, non-verbal reasoning and engineering aptitude, and problem solving skills.

Employability: Any work environment

18COM301 MANAGEMENT ACCOUNTING 3 1 0 4

Objective: This course provides the students an understanding of the applications of various tools and techniques for management to help in decision-making.

CO1: Understand the basic concepts of management accounting.
CO2: Explain the advantages and disadvantages of management accounting.
CO3: Understand the applications of marginal costing tools and techniques
CO4: Evaluate the cost and benefit of different accounting ratios in ratio analysis
CO5: Understand fund flow statement and cash flow statement.
CO6: Demonstrate standard costing techniques and estimate of different budgeting techniques

Unit 1

Unit 2
Marginal costing, marginal cost, advantages and disadvantages of marginal costing, contribution, P/V Ratio, Break Even Point (BEP), Margin of Safety, managerial applications of marginal costing.

Unit 3
Ratio analysis, Significance of ratios and long-term financial position, Uses and limitation of ratios, Classification and computation of various ratios, Preparation of financial statement from accounting ratios.

Unit 4
Fund flow statement, meaning and importance, fund from operation, statement of changes in working capital, Cash flow statement, cash from operation, preparation of fund flow statement and cash flow statement.

Unit 5
Budget and Budgetary Control, Forecast and budget, Objectives and advantages, Functional budgets and Master Budget, Flexible Budget, Zero Base Budgeting.

TEXT BOOKS:
1. K. M. Vineeth and K. R. Shabu – Management Accounting, Kalyani Publishers
2. S. N. Maheswary – Principles of Management Accounting, Sultan Chand

REFERENCE BOOKS:
Learning outcome: The student should have a capability to explain the three primary purposes of management accounting namely, inventory valuation, decision support and cost control. Compare traditional and contemporary costing approaches for the above purposes. Learn how costs are analyzed for different product costing contexts such as job-order, process or joint-product system Develop and apply standards and budgets for planning and controlling purposes. Apply incremental analysis to a range of business scenario

18COM303  DIRECT AND INDIRECT TAXES

Objective: To gain an understanding of the various concepts of direct and indirect taxes and their computation with a view to minimize the impact of Income Tax on the income of an assessee.

CO1: To create a fundamental knowledge on taxation system in India, its concepts, definitions and various terms used in taxation.

CO2: To understand the various heads of Income taxable under the Income Tax Act 1961. Such as Salary income, House property Income, Income from Business or Profession, Capital Gain and other sources of Incomes and its computation.

CO3: To understand the concept of clubbing of incomes, set-off and carry forward and brought forward of losses.

CO4: To familiarize deductions from Gross Total Income and introduction of tax planning in the case of individuals.

CO5: To understand the computation of taxable income and tax liability of Individuals and provide basic knowledge for filing of Tax returns, assessment procedures, refunds, Income Tax authorities.

CO6: To introduce KVAT, Goods and Service Tax (GST)

Unit 1
Definitions of income tax, Finance Bill, Finance Act, person, assessment year, previous year, agricultural income, total income, gross total income, assessee, taxation of previous years income in the same year, capital and revenue both on the income side and expenditure side, residence and tax liability, income excluded from total income, use of residence and income excluded from total income as a tool for tax planning.

Unit 2
Various heads of income and computation of income from salaries, house property, capital gains, profits and gains from business and profession and income from other sources, significance of the classification under the various heads.

Unit 3
Profit and gain from business and profession and income from other sources, concept of clubbing of income, set–off of losses, carry forward of losses, set–off of brought forward losses, deductions from total income.

Unit 4
Computation of total income and tax thereon in the case of individuals, TDS, Advance Tax, Filing of IT Returns, IT Authorities.
Unit 5
Introduction to GST, Historical Background, Features, Charge of GST, Meaning of Supply, Time of Supply, Input Credit, Registration, Accounts and Records, Exemptions, Basic Returns filed, Simple questions on GST liability

TEXT BOOKS:
1. T. N. Manoharan – Income Tax Law, Snow White Publications
2. V. P. Gaur and D. R. Narang – Income Tax Law and Practice, Kalyani Publishers

REFERENCES:
1. H. C. Mehrothra – Income Tax Law and Accounts, Sahitya Bhavan Publication
2. B. S. Raman – Income Tax Law and Practice
3. Vinod Singania – Income Tax, Taxmann Publication

Learning outcome: By the end of the course students will be able to describe how the provisions in the corporate tax laws can be used for tax planning. Students of the course will be able to explain different types of incomes and their taxability and expenses and their deductibility. Students who complete this course will be able to learn various direct and indirect taxes and their implication in practical situations. Students of the course will able to state the use of various deductions to reduce the taxable income.

18CSA305 WEB TECHNOLOGIES AND E–COMMERCE 1 1 0 2

Objective: This is a revolutionary technology that overwrites the information age. The goal of this topic is to elucidate the intricacies of Web Technology and the key concepts related to it. It also follows an integrated approach through understanding of what Electronic Business is all about.

Course outcome

CO1: Familiarise students with Internet, internet communication, web development languages

CO2: Understand the capabilities of web browsers and techniques for designing webpages.

CO3: Acquire knowledge and proficiency in basic techniques for the development of dynamic web pages with client side scripting languages.

CO4: Provide knowledge for the development of applications which implements 3-tier architecture for client side validation and implementation of business logic.

CO5: Understand and become familiar with E-Commerce and the newest technical developments in the E-Commerce

Unit 1
Introduction to Internet – Resources of Internet – Hardware and Software requirements of Internet – Internet Service Providers – World Wide Web.

Unit 2

Unit 3

Unit 4
HTML5 Graphics, Media and APIs.

Unit 5

TEXTBOOKS:
2. Pete Loshin, John Vacca – Electronic Commerce, Firewall Media

REFERENCE BOOKS:
1. Kalakota&Whinston – Frontiers of Electronic Commerce, Pearson Education Asia

18LAW211  COMPANY LAW AND SECRETARIAL PRACTICE  2 1 0 3

Objective: The objective of this course is to provide the basic knowledge of the various provisions of the Companies Act, 1956 and to understand the duties of a Company Secretary in a joint stock company.

CO1: Understand definition of a company, formation, characteristics, the different types of companies, commencement of business etc.

CO2: Know the important documents like Memorandum of Association, Articles of Association, doctrine of ultra vires, doctrine indoor management, constructive notice etc. Gain a knowledge about different types of shares, prospectus, Know etc.

CO3: Know about different types of meetings, essentials of meetings etc.

CO4: Understand the procedure regarding the winding up of companies.

CO5: Gain a knowledge about the term ‘Secretary’, qualifications of a secretary, duties of secretary etc.

Unit 1
Company, definition, characteristics, kinds of companies, private and public companies, privileges of a private company, deemed public company, promotion, promoter, functions, position and liabilities of promoters, incorporation, certificate of incorporation, preliminary contracts, commencement of business, duties of secretary before and after incorporation

Unit 2
Memorandum of Association, Purpose and contents, Alteration of memorandum, Doctrine of Ultra Vires, Articles of Association, Contents, Alteration of articles of association, Distinction between memorandum and articles, Constructive notice of memorandum and articles, Doctrine of Indoor Management

Unit 3
Raising of capital: Share, Types of shares, Share capital, Classification of share capital, Allotment of shares, Rules, Irregular allotment, Underwriting, Brokerage, Buy back of shares, Provisions, Issue of shares at a premium and at a discount, Calls on shares, Forfeiture and surrender of shares, Transfer and transmission of shares, Share certificates and share warrants.

Unit 4
Company meetings: Kinds of company meetings, Law of meetings, Secretaries duties relating to various meetings of the company. Company Secretary: Introduction, types, Definition, Appointment, Dismissal, Legal position, Scope, Statutory duties, Qualifications, Liabilities.

Unit 5
Winding up of companies, Modes of winding up, Compulsory winding up, Winding up under the supervision of the court, Voluntary winding up, secretary’s duties in winding up of companies.

TEXT BOOKS:
1. N.D. Kapoor – Corporate Laws and Secretarial Practice, Sultan Chand and Sons
2. Chawla and Garg – Secretarial Practice, Kalyani Publishers

REFERENCE BOOKS:
1. G.K. Kapoor – Corporate Laws and Secretarial Practice, Sultan Chand and Sons
D.P. Jain – Company Law and Secretarial Practice, Dhanpat Rai and Sons

Learning Objectives: Critically evaluate and apply the role of company secretary as an advisor to the board. Ensure effective communication and dissemination of information to and from the board, both internally and externally, for the optimum benefit of the organisation

Skill Development Activities:
1. Collect and Fill in the following Forms: Demat Account opening Form and Prospectus-cumShare application Form.
2. Draft the following: Notice to convene Annual General Meeting, and Resolutions as to the declaration of Dividend, Appointment of Auditor, Issue of Bonus Shares.
3. Prepare Letter of Allotment/ Regret along with the basis of allotment,
4. Draft a Memorandum of Association and mention different clauses, and
5. Draft an Articles of Association and its important contents

18COM390 LIVE-IN-LABS 3 Credits
This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester or fourth semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Labs project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

18CSA393 WEB TECHNOLOGIES AND E-COMMERCE LAB. 0 0 3 1
Course outcome

CO1: Familiarise students with Internet, internet communication, web development languages.

CO2: Understand the capabilities of web browsers and techniques for designing webpages.

CO3: Acquire knowledge and proficiency in basic techniques for the development of dynamic webpages
with client side scripting languages.

CO4: Provide knowledge for the development of applications which implements 3-tier architecture for client side validation and implementation of business logic.

CO5: Understand and become familiar with E-Commerce and the newest technical developments in the E-Commerce

Web Page Designing with HTML5
1. Create a simple web page, which reveals the personal information of yours.
2. Design a web page, which contains a beautiful picture gallery and information of a few important tourist places in India.
3. Develop a web page for a Home appliances shop that displays the item details of that shop in a tabular manner. (Hint: Item Details should contain Item Name, Brand Name, Item Specifications, Rate etc).
4. Design a web page with an interface for creating an e-Mail Id.
5. Create a web page for the club registration.
6. Develop a web site for an University, which offers different UG and PG Courses. (Hint: Using Frames, Framesets, Images, Menus and Hyperlinks)
7. Create a beautiful and informative web site for a Book Shop which handles all categories of books. (Hint: Using all the options of HTML).

TEXTBOOKS:
2. Pete Loshin, John Vacca – Electronic Commerce, Firewall Media

REFERENCE BOOKS:
1. Kalakota&Whinston – Frontiers of Electronic Commerce, Pearson Education Asia

18COM391 MINOR PROJECT 3 Credits
Minor project is basically meant to understand the practical aspects of concepts learned during all the semesters in the real life scenario. The project would impart practical exposure to all the students in the Industry. The students will be doing projects relating to the different business practices as chosen by them. The evaluation will be done on the basis of the project report submitted by the each student.

18SSK301 LIFE SKILLS III
Course Outcomes: After successful completion of the course, students will be able to
1) prepare a suitable resume (including video resume), present themselves confidently, introduce themselves and face interviews in a sure-footed manner (Soft Skills).
2) analyse every question asked by the interviewer, compose correct responses and respond in the right manner to justify and convince the interviewer of one’s right candidature through displaying etiquette, positive attitude and courteous communication (Soft Skills).
3) interpret, critically analyse and solve logical reasoning questions; manage time while applying methods to solve questions on arithmetic, algebra, logical reasoning, and statistics and data analysis and arrive at appropriate conclusions (Aptitude).
4) understand and use words, idioms and phrases, interpret the meaning of standard expressions and compose sentences using the same (Verbal).
5) decide, conclude, identify and choose the right grammatical construction (Verbal).
6) examine, interpret and investigate arguments, use inductive and deductive reasoning to support, defend, prove or disprove them; create, generate and relate facts / ideas / opinions and share / express the same
convincingly to the audience / recipient using their communication skills in English (Verbal).

Contents:
Team Work: value of team work in organisations, definition of a team, why team, elements of leadership, disadvantages of a team, stages of team formation. group development activities: orientation, internal problem solving, growth and productivity, evaluation and control. effective team building: basics of team building, teamwork parameters, roles, empowerment, communication, effective team working, team effectiveness criteria, common characteristics of effective teams, factors affecting team effectiveness, personal characteristics of members, team structure, team process, team outcomes.

Facing an Interview: foundation in core subject, industry orientation/knowledge about the company, professional personality, communication skills, activities before interview, upon entering interview room, during the interview and at the end; mock interviews.

Advanced Grammar: Topics like parallel construction, dangling modifiers, active and passive voices, etc.

Syllogisms, Critical reasoning: a course on verbal reasoning. listening comprehension advanced: an exercise on improving listening skills.

Reading Comprehension advanced: A course on how to approach advanced level of reading, comprehension passages. Exercises on competitive exam questions.

Specific Training: solving campus recruitment papers, national level and state level competitive examination papers; speed mathematics; tackling aptitude problems asked in interview; techniques to remember (in mathematics). lateral thinking problems. quick checking of answers techniques; techniques on elimination of options, estimating and predicting correct answer; time management in aptitude tests; test taking strategies.

TEXTBOOKS:
4. The Hard Truth about Soft Skills, by Amazon Publication.

REFERENCES:
1. Speed Mathematics, Secrets of Lightning Mental Calculations, by Bill Handley, Master Mind books;
2. The Trachtenberg Speed System of Basic Mathematics, Rupa & Co., Publishers;
5. Quick Arithmetics, by Ashish Agarwal, S Chand Publ.;
8. The BBC and British Council online resources
9. Owl Purdue University online teaching resources
10. www.the.grammarbook.com online teaching resources
11. www.englishpage.com online teaching resources and other useful websites.

Skills: In class hands on practice sessions and tutorials help development of aptitude of team work spirit, facing interviews, advanced reading, listening and language skills, specific training involving solving campus recruitment papers for preparedness.

Employability: Preparedness for any future employment.
Objective: The objective of this course is to help students to understand the techniques of analysis and conceptual framework of financial management.

CO1: To understand the techniques of analysis and conceptual frame work of financial management
CO2: To study about the objectives of financial management
CO3: To understand the concept of working capital and computation of working capital
CO4: To understand the concept of cost of working Capital and leverage
CO5: to understand the concept of capital structure
CO6: to study about Capital budgeting

Unit 1
Function – Approaches to finance function – Scope of financial management – Objectives and Functions of financial management – Finance manager – Functions and role of finance manager.

Unit 2

Unit 3

Unit 4

Unit 5

TEXT BOOKS:
3. P. C. Tulsian – Financial Management, S. Chand

REFERENCE BOOKS:
Learning outcome: At the end of this course students should be able to Identify legal issues that impact financial and other risks affecting business. Analyze relevant case law for the purpose of finding legal precedents that will be used to persuade a judge or jury. Interpret statutory law for purposes of risk avoidance, and to establish control mechanisms.

Skill Development Activities:
1. Draw the organization chart of Finance Function
2. Illustrate operating cycle for at least 2 companies of your choice.
3. Evaluate the NPV of an investment made in any one of the capital projects with imaginary figures for 5 years.
4. Prepare an ageing schedule of debtors with imaginary figures.
5. Capital structure analysis of companies in different industries

18COM312 CAPITAL MARKETS AND FINANCIAL SERVICES 3 1 0 4

Objective: To get a reasonable exposure in the matters relating to capital markets and financial services.

CO1: To get a reasonable exposure in the matters relating to capital markets and financial services.
CO2: To study about the securities market in India
CO3: To study about mutual funds and credit rating
CO4: To study about the regulation and control of stock exchanges
CO5: To study about the new issue markets
CO6: Students will be able to open a D-mat account and buy & sell securities

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5
Mutual Funds: Importance and role of mutual funds – schemes – advantages and shortcomings – role of credit rating, Credit rating agencies of India – CRISIL – IICRA – CARE – Limitations of rating.
TEXT BOOKS:
2. Clifford Gomez – Financial Markets, Institutions and Financial Services, PHI

REFERENCE BOOKS:
1. Punithavathy Pandian – Financial Services and Markets, Vikas

Learning outcome: At the end of this course the student should able to the basic concepts of capital markets, solve the problems arising in capital market.

Skill Development Activities:
2. Chart showing modus operandi of leasing – hire purchase procedures.
3. Collect any specimen of new Financial Instruments and record the same.
4. Select any Mutual Fund and examine the various closed and open-ended schemes offered.
5. Visit any Housing Finance Companies and analyse the features of various financing schemes offered.

18COM313 AUDITING – PRINCIPLES AND PRACTICE 3 1 0 4

Objective: To provide the students the knowledge of principles of auditing and the procedure followed in India.

CO1: Basic understanding about auditing and to make them familiar with the steps and terms in auditing.
CO2: To know how systems can be controlled internally with the routine work, internal check and control in auditing.
CO3: To make them learn how to vouch various transaction.
CO4: To give an idea about valuation and verification of assets and liabilities while auditing.
CO5: Make clear the differences between the two audit and also to make them learn how to do management audit and cost audit and report preparation.

Unit 1
Origin and meaning of auditing – Definition – Objects, advantages and importance
– Professional and personal qualities of an auditor – Classification of audit – Planning the audit - Arrangements with client – Audit Programme – Audit note book and working papers – Division of work.
Rights and powers of Auditors,
Qualification and dis qualification of Auditors.

Unit 2
Internal check – meaning and definition – Object - Features of good internal check system - Internal audit – Relationship between internal auditing and statutory auditing – Distinction between internal audit and internal check.

Unit 3
Vouching – Meaning – Objects of vouching – Vouching of cash transactions and trading transactions – Vouching of personal and impersonal ledger.

Unit 4
Verification and valuation - verification of assets and liabilities - valuation of assets – general principles of valuation – Auditor’s duties.

Unit 5

TEXT BOOKS:
1. Jagdish Prakash – Auditing, Kalyani Publishers

REFERENCE BOOKS:
1. R. G. Saxena – Principles and Practice of Auditing, Himalaya Publishing House
2. B. N. Tandon – A Handbook of Practical Auditing, Sultan Chand & Sons
3. Tandon, Sudharsnam, Sundharabahu – A Handbook of Practical Auditing, S. Chand

Skill Development Activities:
1. Collect the information about classification of audit conducted in different organizations.
2. Formulating An Internal Check System for Cash Sales,
3. Verification of an Ascended Fixed Assets and Valuation, and Preparation of a Qualified and Clean Audit report of a Company

Learning outcome: At the end of this course the student should have a knowledge on auditing reports, auditing standards, corporate governance, auditing fraud etc

18BUS312 STRATEGIC MANAGEMENT FOR BUSINESS 3 1 0 4

Objectives: To appreciate the complexities of managing a formal organisation; to help develop analytical skills for identifying key strategic issues and formulating appropriate strategies given a firm’s situation.

CO1: To understand the basic concepts in strategic management and the different phases in the process of strategic management.

CO2: To learn, how to formulate & evaluate the mission statements for companies and to analyse the micro & macro environment of business.

CO 3: To be familiar with the tools for analysing the industry competition and to be critically aware of the factors involved in strategic decisions and thereby identify the general strategies of business and the ways to achieve it.

CO 4: To be exposed to the various matrices used to generate alternative strategies for business and to develop the student’s skill to analyse and implement strategies at the single business unit level.

CO 5: To understand the issues while implementing strategies at various levels of organization and to know the necessity of strategy supportive culture while implementing a strategy.
Unit 1

Unit 2
Key internal forces, process of performing an internal strategic management audit, basic functions or activities that make up the different functional areas of business. Key external forces, sources of external information, Porter’s five forces model of competition, Cooperative vs. Competitive Strategies – examples and exercises.

Unit 3
Five important generic strategies. Strategies of – first mover, early starters, market followers. Diversification strategies - related and unrelated, core competencies, outsourcing, horizontal and vertical integration, Merger and acquisition, strategic alliance, strategic business units. Case studies.

Unit 4
Three stage strategy formulation framework, SWOT Matrix, SPACE Matrix, BCG Matrix, value chain analysis.

Unit 5
Strategy formulation vs. Strategy Implementation, Matching Structure with Strategy, creating strategy supportive culture, challenges in strategy implementation.

TEXT BOOKS:
1. Francis Cherunilam – Strategic Management, Himalaya Publishing
2. R Srinivasan – Strategic Management: The Indian Context, PHI Learning

REFERENCE TEXTS:
3. Fred R David, Forest R David – Strategic Management: Concept and Cases, Pearson
5. Garth Saloner, Andrea Shepard, Joel Podolny – Strategic Management, Wiley India

Learning outcome: Planning. Planning is a vital aspect within an organization. Communication. Possessing great communication skills is crucial for a manager. Decision-making. Another vital management skill is decision-making. Delegation. Delegation is another key management skill. Problem-solving. Motivating

Skill Development Activities:
- Present a chart showing Strategic Management Process.
- Select any organization and undertake SWOT analysis.
- Present strategy followed by an FMCG company in Indian Market.
- Select any sector and make competitive analysis using Porter’s five forces model.
- List social responsibility action initiated by any one company.
- Select any organization and identify the Key Result Areas
Every student will have to do an assigned project work on a particular topic relevant to the area of their study. The project is meant to evaluate the concepts learnt by the student during all the semesters and the application of such concepts in a real life situation. The final project evaluation will be done at the end of the semester on the basis of the dissertation submitted by the student duly signed by the project supervisor.

Objectives: To familiarize the students with the world of investments; to provide a theoretical framework for the analysis and valuation of investments.

CO1: Basic knowledge on investments and investment process.
CO2: knowledge about capital market instruments and money market instruments.
CO3: Analysis of economy, industry and company before investment.
CO4: Basic knowledge of regulatory framework and SEBI
CO5: Knowledge of primary and secondary securities market and investment options.

Unit 1

Unit 2

Unit 3

Unit 4
Credit Rating: Introduction – significance – credit rating process – credit rating in India – regulatory framework – SEBI.

Unit 5

TEXT BOOKS:
Learning outcome: Students will have the knowledge and skills to select the tools for financial analysis.

18COM331 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Objectives: The primary objective of this course is to familiarize the student with basic concepts of Security Analysis and Portfolio Management and as various tools and techniques to facilitate the managers in managing their portfolio. The basic objective of the course is to acquaint the students in respect to the investment decisions related to financial assets, the risks and the returns involved, to make aware about the functioning of securities market alongside the theories and concepts involved in portfolio management.

CO1: Basic knowledge on investments and investment process.
CO2: Knowledge about capital market instruments and money market instruments.
CO3: Analysis of economy, industry and company before investment.
CO4: Basic knowledge of regulatory framework and SEBI
CO5: Knowledge of primary and secondary securities market and investment options.

Unit 1

Unit 2
Concept of Return and Risk: Systematic and Uns systematic Risks – Measurement of return and risk.

Unit 3
Overview of Security Analysis

Unit 4

Unit 5
Portfolio Evaluation: Sharpe’s Ratio - Treynor’s Ratio – Jenson’s Ratio – Portfolio Revision Strategies (Simple Exercises only)

TEXT BOOKS:
Learning outcome: Learn to compute historical and expected returns as well as risk measures and comprehend the importance of the risk return relationship. Define the objective in constructing and managing a portfolio and learn to create an investment policy statement

Skill Development Activities:
1. Prepare an analysis of the present market condition for investing in shares.
2. Consider the prevailing best industry on the basis of economic analysis for investing.
3. Compute the best company to invest now in the light of Beta and Alpha studies, BSE and NSE.

18COM332 INTRODUCTION TO INTERNATIONAL FINANCE

Objective: To introduce the environment of international finance and its implications on international business.

CO1: Fundamental knowledge of foreign exchange rate, Foreign exchange market and FEMA.
CO2: Basic knowledge on International organizations like IMF, UNCTAD, World Bank etc.
CO3: Knowledge regarding investments like foreign private investment and portfolio management.
CO4: A deeper knowledge on trade strategy and foreign trade policy.
CO5: Awareness of various issues in international business such as business ethics, labour issues and social responsibility of business.

Unit 1
Foreign Exchange Markets: Foreign exchange market, determination of exchange rate, exchange control, exchange rate systems, exchange rate classification, exchange rate and convertibility of the rupee, foreign exchange, management Act.

Unit 2

Unit 3
International Investment and Finance: Types of foreign private investment, significance of foreign investment, Trade and investment, factors affecting international investment, limitations and dangers of foreign capital, Portfolio investment, foreign investments in India and by Indian companies.

Unit 4
Trade policy and regulations in India: Trade strategy of India, Foreign trade policy, Import substitution, regulation and promotion of foreign trade, export house, evaluation of export promotion measures.

Unit 5
Issues in International Business: Business ethics, social responsibility of business, environmental issues,
Labour issues.

**TEXT BOOKS:**
1. Francis Cherunillam – *International Business Text and Cases*, PHI
2. Dr. C.B. Gupta – *International Business*, S. Chand

**REFERENCE BOOKS:**

**Learning Outcome:** Analyse the causes of historical exchange rate movements, and some of the contributory factors to a variety of financial crises, with reference to the models covered

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**18BUS344 HOSPITAL MANAGEMENT 3 0 0 3**

**Objective:** The students shall gain a comprehensive foundation knowledge about the different situations in the management of a modern hospital. Since the professional scenario involves varying degrees of organizational structure, size and complexity of all management domains depending on the healthcare objectives and settings, the course content will generate an interest in taking up higher focused learning in the subject domain as well as enter into a management area of service in healthcare.

CO1: learn about various systems of healthcare practices in India.
CO2: Demonstrate an evaluative understanding of current issues associated with destination marketing.
CO3: Access, examine and assess the effectiveness of marketing strategies applied to tourism.
CO4: Engage in tourism and marketing research and inquiry to inform strategic decision making and problem solving.
CO5: Demonstrate skills in oral and written communication as well as critical and analytical thinking in accordance with professional contexts.
CO6: Work independently and as a team member to collect and analyse information to guide your problem solving and decision making.

**Unit 1**
Concept of Healthcare Delivery as a system - Different types of scenarios from Primary healthcare to Clinics, Small, Medium and Large Professional and Teaching Hospitals - Hospital as an Organisation for Healthcare delivery – Various systems of healthcare practices like traditional, indigenous and modern scenarios using private and government support - Structure, Behaviour and Complexity of Departmental Facilities in a hospital.

**Unit 2**

**Unit 3**
Ambulatory Care, Ancillary and Clinical Services Departments – Typical Organisational Structures and working of Out-patient and In-patient Management services – Emergency and Critical Care – Clinical
departments – General Nursing and Specialty Nursing Services - Surgical Facilities and Operation Theatres (OT) – Intensive Care Units (ICU) - Laboratory Medicine and Clinical Labs – Radiology and Diagnostic Radiology – Medical Records (MR) department.

Unit 4

Unit 5
Integrated Marketing Communication (IMC), Public Relations (PR), Patient Education, Community and Social Outreach - Ethical and Legal aspects of Hospital Management - Visits to Hospitals offering different types of Healthcare delivery systems - Case Studies and Presentations.

**TEXT BOOKS:**

**REFERENCES:**
2.  *Nursing Administration*, B. T. Basavanthappa, Jaypee Brothers, 2e, 2009

**Learning outcome:** By doing this course a student would be able to acquire the following skills such as Financial Skills, Advanced Communications Skills, Procedure and Process Optimization, Administrative skill, Team Leadership Skills and co-ordination skill which is required for Hospital management. This course provides career path in hospitals and health care services

**Skill Development Activities:**
- Study of front office, housekeeping, pharmacy etc of any hospitals
- Submit a report on performance of the above activity,

18BUS345  HUMAN RESOURCES MANAGEMENT CONCEPTS  3 0 0 3

**Objective:** To enable the students to gain a basic level of knowledge about the concept of human resources management
CO1: Explain the importance of human resources and their effective management in organizations
CO2: Understand and analyse the importance and role of human resource planning and the contents of human resource planning
CO3: Understand the role of recruitment and selection in relation to the organization’s business
CO4: Understand the basic concept of motivation and motivation theories.
CO5: Define the concept of performance appraisal, its importance, and process and outline its role in contemporary organizations

Unit 1
Human Resource Management – Concept – Evolution of HRM – Functions and Scope of HRM – importance of human resource management, Personnel management, functions, personnel manager, duties,
responsibilities and qualities of personnel manager, role of personnel manager, objectives of personnel management.

**Unit 2**
Human resource, importance, need for human resource planning, process of man power planning, purposes and uses of job analysis, contents of job analysis, steps in job analysis, job evaluation, objectives and principles, procedure of job evaluation, advantages and disadvantages of job evaluation.

**Unit 3**
Recruitment, meaning and definition, purposes and importance, recruitment process, searching and screening, evaluation, selection, selection process, barriers to effective selection, Orientation and training Programmes, requisites of an effective Programme, problems of orientation, training and development.

**Unit 4**
Motivation – Meaning and concept – Theories of motivation.

**Unit 5**
Performance appraisal, objectives, appraisal process.

**TEXT BOOKS:**

**REFERENCE BOOKS:**
1. K. Aswathappa – Human Resource Management, TMH
3. Indian Institute of Banking and Finance – Human Resources Management, Macmillan

**Learning outcome:** By studying this course the students would learn skills such as employee retention, Talent management, co-ordination, Employee satisfaction, improve employee performance, training and development and also helps in budget control. This course also provides employment opportunities in Human resources department of organisations.

**Skill Development Activities:**
- Prepare a Chart showing the functions of HRM and a brief explanation on the need for each function.
- Prepare an advertisement for recruitment/ selection of candidates for any organization of your choice.
- Give observation report of industrial safety practices followed by any organization of your choice
- Develop a format for performance appraisal of an employee.
- Choose any MNC and present your observations on training programme.

**18BUS346  INTRODUCTION TO ORGANISATIONAL BEHAVIOUR  3 0 0 3**

**Objective:** To enable the students to understand the theory and concept of organizational behavior

CO1: To understand the significance of organization and its structure, organizational goal and its determinants.

CO2: To understand the term goal conflict, how it emerges & could be managed and to be familiar with the various terms relating to organizational development & change and to realize the necessity of changes in organization and how managers plan the changes required.

CO 3: To make the students aware of the nature of organizational behavior and the contribution of
interdisciplinary nature to OB.
CO 4: To understand the various approaches and models of organization behaviour.
CO 5: To learn the approaches to measure organizational effectiveness.

Unit 1

Unit 2
Organisational goals – Determination and determinants – Goal conflicts – Conflict Management, Organisational change, nature, factors and process of planned change, concept and process of organisational development.

Unit 3

Unit 4
Approaches to OB – Human behaviour approach – models of OB.

Unit 5
Organisational effectiveness – Concept – Approaches to measure effectiveness – Factors in organisational effectiveness.

TEXT BOOKS:
1. L. M. Prasad – Organisational Behaviour, Sultan Chand and Sons

REFERENCE BOOKS:
2. Margie Parikh, Rajen Gupta – Organisational Behaviour, TMH
3. S. S. Khanka – Organisational Behaviour, S. Chand

Learning outcome: This course helps to describe, understand, predict and control people at work. This course also provides employment opportunities in Human resources department of organisations.

Skill Development Activities:
- Meaning of job enrichment and list the requirements of job enrichments
- Characteristics of attitude and components of attitude – A brief discussion
- List the determinants of personality
- Factors influencing perceptions - A brief explanation
- List the characteristics of various leadership styles

18BUS332 INTEGRATED ADVERTISING AND BRANDING 3 0 0 3

Objective: The students are expected to gain comprehensive understanding of the concepts of professional
practices in Advertising and Branding for Integrated Marketing Communication (IMC). Content of the course gives an exposure to the foundation of design and implementation techniques for all the presentable marketing formats like print, broadcast and new digital media, through discussions of case studies from advertisement industry from a perspective of IMC.

CO1: To gain comprehensive understanding of the concepts of professional practices in advertising and branding.

CO2: Attain knowledge of integrated marketing communication and the functioning of a modern advertising agency

CO3: To integrate advertising with other elements for intensifying the effect of marketing.

CO4: Explore various creative process in advertising and the effective use of digital media tools.

CO5: Converse the principles of integrated brand promotion and its application on brand building

CO6: To understand the effect of brand on business goals and vision and to be well versed with strategic brand promotion and brand equity.

**Unit 1**


Conventional Advertising, New Advertising Agencies, Freelance and Consulting Domains - Creativity - How does a modern Advertising Agency function?

**Unit 2**

Integration for Marketing Communication - Persuasion, Argument and Emotions Marketing and Consumer Behaviour - Integrating Advertising with other Elements Effective Advertising - Market and Economic Effects and Intensity of Advertising.

**Unit 3**


**Unit 4**


**Unit 5**


**TEXT BOOKS:**

Learning Outcome: Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behaviour of each segment. Develop an advertising plan and present and defend it persuasively. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives. Collaborate in the development of advertising and marketing communications material, in compliance with current Canadian legislation, industry standards and business practices. Participate in the development of creative solutions to address advertising and marketing communications challenges. Contribute to planning, implementing, monitoring and evaluating projects by applying the principles of project management. Complete all work in a professional, ethical and timely manner.

Skill Development Activities:
- By selecting an appropriate theme & appeal, create & enact an advertisement for a range of any established products. For this purpose, the class should be divided into groups and formal presentations have to be evaluated.
- List out a few celebrity brand endorsements and the appropriateness of using them.
- Draw a chart showing the brand environment
- List out a few recent news and trends about brands
- List out some of the methods of brand valuation • List out a few brands and the adjectives attached to them.

18BUS333 LOGISTICS AND SUPPLY CHAIN MANAGEMENT  3 0  0  3

Objectives: To understand the general concept of logistics and supply chain management; to better analyze the distribution channel, starting from raw material supply to the finished good delivery to the end user; to learn the re-engineering of existing logistics network; to apply the global trends in supply chain management such as the IT application etc.

CO1: Understand the general concepts of logistics and supply chain management for better analysis of distribution channel – from raw material procurement till finished good delivery.

CO2: To know about the scope of gaining competitive edge through logistics management and also for re-engineering, to meet the raising global demands and challenges.

CO3: To realize the transformation from logistics to supply chain management of the modern business transactions.

CO4: Learn and apply transportation modelling in supply chain and also to apprehend the transportation management system.

CO5: Comprehend the use of supply chain management in better customer care management and thus improving the customer retention strategy.

CO6: Discuss various functions such as inventory management, transportation infrastructure, procurement and also its integration through the application of information technology.

Unit 1 Introduction to Logistics and Supply Chain Management What is a Supply chain? - Nature and Scope

Unit 2

Unit 3
Logistics and supply chain relationships, and managing inventory and transportation in a supply chain. Distribution logistics - Channel structure - Function and design of channel of distribution - Types of distribution channels - Proper Channel Design - Physical distribution management - Economics of distribution - Logistics service alliances. Basics of Inventory management - Basic inventory control systems Modern approaches to inventory management. Role of transportation in a supply chain - Transportation Infrastructure - Its Economics and Pricing - Transportation Management System (TMS) - Transportation Services - Transportation Costs.

Unit 4

Unit 5

TEXTBOOKS:
1. Satish C Aliwadi, Rakesh P Singh-Logistics Management, PHI
2. Sunil Chopra, D V Kalra, Peter Meindi - Supply Chain Management: Planning and Operations, Pearson

REFERENCES:
1. Donal Bowersox, David Closs, M Bixby Cooper - Supply Chain Management, TMH
2. Sunil Sharma - Supply Chain Management: Concepts, Practices and Implementation, Oxford University press

Skill Outcome:be able to use advanced theory and methods to identify inefficiencies in supply chainsbe able to propose improving organizational/structural changes and suggest ways of implementing such changes in a supply chain.capable of performing a limited supervised research project within a supply chain in line
with ruling academic standards of the field be able to identify operational challenges/problems in supply chains and logistics systems and to assert the relevance of models and methods to resolve these be able to select relevant models and methods for approaching a given logistical problem

**Skill Development Activities:**

- By selecting an appropriate companies find out how their logistics and supply chain management is implemented and how effective it is and mention their advantages and disadvantages. Formal presentations have to be evaluated.
- Case studies or hands-on experience by visiting a logistics firm
- An orientation about the career prospects in this domain will be an encouraging aspect for the students
- The students may propose a better option for some of the logistics application, they are using daily, such as the transportation facility of food/ students to the campus etc,

18BUS342  
ADVERTISING AND PUBLIC RELATIONS  3 0 0 3

**Objective:** The objective of this course is to provide the students the knowledge of the concept of advertising and media management and to give a basic idea about public relations.

CO1: To gain comprehensive understanding of the concepts of professional practices in advertising and branding.

CO2: Attain knowledge of integrated marketing communication and the functioning of a modern advertising agency

CO3: To integrate advertising with other elements for intensifying the effect of marketing.

CO4: Explore various creative process in advertising and the effective use of digital media tools.

CO5: Converse the principles of integrated brand promotion and its application on brand building

CO6: To understand the effect of brand on business goals and vision and to be well versed with strategic brand promotion and brand equity

**Unit 1**

Advertising - meaning and definition - role of advertising – benefits of advertising - non-commercial advertising - ethical issues in advertising - need for advertising - features - advertising and advertisement - advertising and publicity - Advertising media management - selection of advertising media - types of advertising medias - indoor advertising - press media, radio, television, film - outdoor advertising - direct advertising promotion - advertising.

**Unit 2**

Advertisement copy - classification of advertisement copy - Qualities of a good advertisement copy - elements of an advertisement copy - Selection of an advertising agency - remuneration of agency - evaluation of advertising.

**Unit 3**

Public Relations - meaning and definition - basic elements of public relations Public opinion – meaning of public and opinion – meaning of public opinion attitudes in opinion formation – types of attitudes - formation of public opinion group influences on individual opinion.

**Unit 4**

Evaluation and Research - types of public relations research - public opinion research – motivation research – effectiveness surveys – content analysis – individual public studies – research of current influences on public
Unit 5
Media relations and publicity – selection of publicity media – publicity media - types of publicity - functions of newspaper, radio and television - newspaper organization and publicity - news syndicates and wire services and publicity - magazine organization and publicity - radio and television organization and publicity communicating with the media - avenues of communication – evaluating publicity.

TEXT BOOKS:

REFERENCE BOOKS:
1. R. S. N. Pillai and Bagavathi – Modern Marketing Principles and Practices, S. Chand & Company Ltd.

Learning outcome: At the end of this course a student should able to describe the communication discipline and its central questions. Employ communication theories, perspectives, principles, and concepts, Engage in communication inquiry Create messages appropriate to the audience, purpose, and context Critically analyze messages Demonstrate the ability to accomplish communicative goal Apply ethical communication principles and practicesUtilize communication to embrace difference Influence public discourse

Skill Development Activities:
- Sketch the competitive position for the development of an advertising plan for Sahara Airlines & Tata Telephones.
- Define the advertising objectives on DAGMAR Approach for any product of your choice.
- By selecting an appropriate theme & appeal, create & enact an advertisement for a range of any established products. For this purpose, the class should be divided into groups and formal presentations have to be evaluated.

18BUS347 TOURISM MARKETING 3 0 0 3

Objectives: To know the concepts and components of marketing; to develop the right marketing mix for tourism; and to inculcate the skills for tourism marketing.
CO1: Examine and discuss the key concepts and principles of marketing as applied to destinations and the tourism experience.
CO2: Demonstrate an evaluative understanding of current issues associated with destination marketing.
CO3: Access, examine and assess the effectiveness of marketing strategies applied to tourism.
CO4: Engage in tourism and marketing research and inquiry to inform strategic decision making and problem solving.
CO5: Demonstrate skills in oral and written communication as well as critical and analytical thinking in accordance with professional contexts.
CO6: Work independently and as a team member to collect and analyse information to guide your problem solving and decision making.
Unit 1
Marketing: Concept, definition and its significance in tourism industry - Uniqueness of Tourism Marketing - Service Characteristics of Tourism Marketing Relationship between customer value, satisfaction, and quality; Service culture/ characteristics. Services marketing mix.

Unit 2

Unit 3

Unit 4
Tourism Product Pricing and Distribution - Pricing Considerations and Approaches - Pricing Strategies and Methods for new and existing products; Price adjustments during peak and off seasons Marketing of Small Tourism Business - Distribution Channel in Travel and Tourism, tourism channel management; Internet as an evolving tourism distribution channel; channel behaviour and organization; Channel management decisions; Choice of a business location.

Unit 5
Promoting Tourism Products – Tourism Promotional Tools; An overview of national tourism promotion campaigns - Incredible India, Athidhi Devo Bhava; Promotion-mix factors; Major decisions in advertising – Public relations activities: press relations, product publicity, corporate communications, lobbying, and counselling; Public relations: process/ PR tools - the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry. The role of Travel Agency and Tour Operator as intermediaries of Tourism Industry.

REFERENCES:
1. Marketing for Hospitality and Tourism - Philip Kotler, Jon Bower, James Maken Prentice Hall, India)
2. Marketing for Tourism - J. Christopher Holloway & Chris Robinson
3. Principles of Marketing, Kotler Philip and Armstrong, G. PHI.
7. Marketing of Hospitality and Tourism Services, Prasanna Kumar, McGraw Hill.
8. Stephen F. Witt and Luiz Moutinho (Eds.) Tourism Marketing and Management Handbook (Prentice Hall, India

Learning outcome: This courses enhances skill such as business management, marketing fundamentals, project management, cross-cultural awareness. The knowledge and skills acquired through the program is essential and useful for a variety of different careers in tourism sector.

Skill Development Activities:
• Name the important tourist destinations of your district.
- Visit the website and make a list of reputed tour operators in India.
- Make a list of heritage centre in Karnataka and mention the assistance extended by UNESCO to these centre.
- Make a record of the Hotels recognized - the Tourism Department of Karnataka.
- Collect the tour package forms of travel Agencies.

18BUS353 WEB-BASED MARKETING 3 0 0 3

Objectives: The digital marketing landscape has changed more rapidly by the adoption of mobile and social media to engage customers in dynamic, multiparty conversations. It has revolutionized how marketers operate, and the skills they need to be successful. The course is designed to introduce students to the world of multi-channel marketing, and provide them with the advanced technical skills and marketing savvy they need to identify, engage, and develop relationships with customers in a digital environment.

Course outcomes
CO1 Demonstrate the understanding of Web based marketing and media concepts.
CO2 Effectively run advertisements on Search Engines.
CO3 Get website listed for top search engine results.
CO4 Implement best practices for creating, measuring, and optimizing display ad campaigns.
CO5 Effectively build your users lists, deliver e-mails & generate relevant clicks.
CO6 Understand mobile marketing measurement and analytics.
CO7 Make business decisions from the metrics available in Digital Media.

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

**TEXTBOOKS:**

**REFERENCES:**

**Learning outcome:** By learning this course students would be able to get career in web analytics area, wide array of job opportunities in computer firms, can enhance their WEB-BASED marketing skills, can convert their lots of imagination, creative and innovative ideas into reality which can provide them with dynamic career.

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**18OEL231 ADVERTISING 3003**

**Course outcome**

**CO1** Determine, analyse and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

**CO2** Evaluate the effectiveness of integrated advertising and marketing communications initiatives.

**CO3** Develop creative solutions to address advertising and marketing communications challenges.

**CO4** Plan, implement, monitor and evaluate projects by applying principles of project management.

**CO5** Complete all work in a professional, ethical and timely manner.

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**Unit 1**
Evolution of advertising; Social and economic effects of advertising; Advertising agency system; advertising budget; Legal and ethical aspects of advertising;

**Unit 2**
Marketing; Market segmentation; Social marketing; Consumer behaviour; Factors influencing consumer behaviour, buying behaviour, buying decision process;
Unit 3
Planning advertising campaigns; Advertising copy, visualization, illustration, layout, headline, body, colour, trademarks, slogans; Television and Radio commercials; Media selection, newspaper, magazines, radio, television, Internet, outdoor, direct mail;

Unit 4
Industrial advertising; Retail advertising; Corporate advertising; Public service advertising;

Unit 5
Evaluation of advertising effectiveness, methods of measurement. Pre-testing and post – testing methods.

BOOKS RECOMMENDED:
1. B.S. Rathor; Advertising management
2. Chunnawala: Advertising theory and Practice
3. Sandage and others: Advertising: Theory and Practice
4. Thomas Russell and Glenn Verrill: Otto cleppner’s advertising Procedure
5. Manendra Mohan: Advertising Management: Concepts and cases
6. Philip Kotler: Marketing Management

18OEL245 GREEN MARKETING 3 0 0 3
Objectives: This course shall examine the core principles required to create competitive advantage in the marketplace by implementing innovative green marketing strategies.

Course outcomes

CO1 To make the students understand the basics of green marketing
CO2 To make the students understand the classification of green consumers
CO3 To make the students understand the need and advantages of green marketing & rules of green marketing
CO4 To make the students understand current green marketing practices adopted by companies
CO5 To make the students understand the funders and donors

Unit 1 Introduction to Green Marketing
Meaning - Definition - Evolution of green marketing - Assumptions of green marketing - Reasons for adopting green marketing and benefits of green marketing.

Unit 2 Green Marketing Mix (GMM) and Sustainability
Meaning - concept of GMM – Strategies - Challenges. The concept of Sustainability and Green Marketing/ Consumers and pioneering efforts in India - Guiding principles of Sustainability and Green Marketing/ Consumers - Common assumptions and myths of green marketing.

Unit 3 Methods of implementation of Sustainability and Green Marketing
Method of bringing sustainability in green marketing in India and rest of the world.
Case study analysis.
Unit 4 Role of functional groups in Green Marketing
Functions within the market, Role of Wholesalers and Retailers, Role of banking institutions, funders and donors. Difference between general marketing and green marketing.

Unit 5 Governance and Legal Institutions
Role of governance in sustaining green marketing, Implications of governance.

18OEL254 INTRODUCTION TO RIGHT TO INFORMATION ACT 3 0 0 3

Course outcome

CO1: Basic knowledge fundamental right & right to information.

CO2: Understanding about public authority [authorities covered under this Act & authorities exempted from this Act.

CO3: Knowledge about rules regarding filing an application to public information officer, fees, disposal of request, rejection of requests, grounds of rejection etc.

CO4: Knowledge about appeals and appellate officers etc.

CO5: Knowledge about Information Commission in India.

Unit 1
Introduction to RTI Act
The evolution of the Right to Information in India - the important terms and concepts used in the Act - the salient features of the Act.
Public Authorities and their Obligations under the Act
• What is a Public Authority?

• Who are the Public Authorities covered under the Act?

• Which Public Authorities are exempted from the ambit of the Act?

• Obligations of Public Authorities.

Unit 2
Role of Public Information Officers: PIOs and APIOs - Accepting Information Request, Processing and Disposing
The requirement for designation of Information Officers - PIOs / APIOs - in public authorities
• The specific Duties & Responsibilities of Information Officers.
• The liabilities of a PIO for non-compliance with the provisions of the Act.
• How to accept information requests and assist citizens in making information requests?
• What is the process for disposal of requests?
• The time limits for disposal of information requests.

• The fees and costs to be charged for providing information.

• The grounds on which requests can be rejected and the procedure for such rejection.

**Unit 3**
Exemptions from Disclosure of Information, Partial Disclosure and “Third Party” Information

Specific provisions of the Act which exempt certain kinds of information – the classification of such exempted information.

• Application of public interest test with respect to exempted information.

• *Grounds that* allow for partial disclosure of information.
  The concept of ‘Third Party' and the issues and considerations revolving around its involvement.

**Unit 4**
The roles and responsibilities of Appellate Officers within Public Authorities.

• The process involved in making first appeals to designated Appellate Officers.

• Timelines for making a first appeal and disposal of the appeal

• First Appeals and Appellate Officers - Important Provisions

**Unit 5**
Information Commission: Powers and Functions

• The Role and Responsibilities of the Information Commissions.

• The relevant provisions in the RTI Act dealing with Complaints to the Information Commission and the specifications thereof.

• The "Second Appeal" process and the Commissions' mandate for the same.

• The power of Information Commissions with regard to enforcing compliance of public authorities with the provisions of the RTI Act, imposing penalty/ recommending disciplinary action against erring PIOs etc.

**REFERENCES:**
1. *S P Sathe - Right To Information, Lexisnexis India Publication*

2. *Sarbjit Sharma - Right To Information, Authors Press Publication*

**18OEL268 PRINCIPLES OF MARKETING 3 0 0 3**

*Objective: To provide exposure to the students about principles of marketing and the knowledge of E-business.*

**Course outcome**
CO1: Understand the marketing concepts and its evolution
CO2: Analyze the market based on segmentation, targeting and positioning
CO3: Know the consumer behavior and their decision making process
CO4: Make decisions on product, price , promotion mix and distribution
CO5: Understand the rural markets and the contemporary issues in marketing
Unit 1
Marketing, Introduction, Definition of market and marketing, Objects of marketing, features, Classification of markets, marketing and selling, Importance of marketing, modern marketing, features, marketing management, characteristics of marketing management, marketing management and sales management, Green Marketing, Market Segmentation and Target Marketing, Marketing mix, definition, elements of marketing mix, Marketing process, marketing functions, functions of exchange, functions of physical supply, facilitating functions.

Unit 2
Marketing Research, market research and marketing research, marketing research and marketing information system, procedure of marketing research.

Unit 3
Product, classification, product policies, product line, product mix, product life cycle, different stages in product life cycle, Pricing, pricing objectives, factors affecting price decisions, price determination procedure, types of pricing.

Unit 4
Promotion, objectives, forms of promotion, sales promotion, tools of sales promotion, advertising, definition, kinds of advertising media, personal selling, features, personal selling process, channels of distribution.

Unit 5
Consumer behaviour: introduction, market analysis, marketing strategy, factors influencing consumer behaviour, individual determinants, external environmental factors affecting consumer behaviour.

TEXTBOOKS:

2. Brahm Canzer – E-Business and Commerce: Strategic Thinking and Practice, Biztantra

REFERENCE BOOKS:
1. Martin Khan – Consumer Behaviour, New Age International Publishers

2. Philip Kotler – Marketing Management, Prentice Hall of India


18OEL271 STATISTICAL ANALYSIS 3 0 0 3
Objective: To understand the concepts of statistical analysis and to apply the results in real-life business problems.

CO1: Basic understanding about Correlation in Statistics and to make them familiar with the steps and terms in Correlation and interpretation of its Statistics.

CO2: To know how to use the Regression technique for analysing statistics and to interpret the result thereof.

CO3: To make them learn Time Series and to estimate the trend in various ways.

CO4: To give an idea about the theory of Probability and various theorems based on probability.

CO5: To understand Theoretical Distributions like discrete and continuous distribution, Binomial and normal distribution.
Unit 1
Correlation Analysis: meaning and definition - positive correlation - negative correlation - no correlation - scatter diagram - Karl Pearson’s correlation co-efficient - interpretation.

Unit 2
Regression Analysis: introduction – uses of regression analysis – regression lines - the two regression equations.

Unit 3

Unit 4

Unit 5
Theoretical distributions: discrete and continuous distributions - Binomial distribution – Normal distribution.

REFERENCE BOOKS:

180EL274 UNDERSTANDING TRAVEL AND TOURISM 3 0 0 3
Objectives: To create a basic knowledge on the growth and development of tourism, to have an understanding of various national and international tourism organizations.

Course outcome
CO1: Understand the world of tourism, its growth and development.
CO2: Analyse different constituents of tourism industry and tourism organizations.
CO3: Impart the expertise of measuring tourism and its impacts.
CO4: Realize the need of marketing efforts in tourism industry.
CO5: Explore the scope of regional development through tourism activities.
CO6: Appreciate the role of travel agencies, tour operators, guides and escorts in promoting tourism destinations.

Unit 1 Growth and Development of Tourism
Tourism as an ancient phenomenon - pleasure travel - religion as a motivator Industrial revolution and development of tourism. Effects of Great World Wars on transport system - advent of jet and high speed trains. Causes of rapid growth - meaning, nature and components of tourism-basic travel motivations.

Unit 2 Need for Organization - factors influencing types of organization - the National tourist organization - tourist organization in India - International organization of Tourism International Union on Official Travel Organization (IUOTO) - World tourism Organization (WTO) – Pacific Area Travel Association (PATA) – International Air Transport Association(IATA) – American Society of Travel Agents (ASTA).
Unit 3 Measurement of Tourism
Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics. Definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism. Assessment of tourist demand and supply - basic infrastructure - financial planning - human resources planning - tourism marketing - environmental and regional planning.

Unit 4 Tourism and Economic Development
Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development – employment opportunities - cultural tourism - international understanding.

Unit 5 Role of travel agencies in tourism
Thomas Cook and organization of travel - introduction of railway and air travel - travel agency - tour operator, Need for legislation - travel agencies in India – TAA.

TEXTBOOKS:
1. Vara V V Prasad - Travel and Tourism Management, Excel books

REFERENCES:
1. Douglas Foster – Travel and Tourism Management, Palgrave MacMillan


16OEL290 COMPUTERISED ACCOUNTING 2023

Objectives: The course will provide an understanding of the Accounting practices including the final accounts, inventory keeping practices, financial reporting and printing. Tally is proposed to be used as the mail tool.

Course outcome
CO1: To understand the basic principles of Tally ERP 9.
CO2: Students possess required skill and can also be employed as Tally data operator.
CO3: To generates various types of reports.
CO4: To develop the awareness about the application of various Taxes.
CO5: To enable the students to prepare Bank Reconciliation Statement.

Unit 1

Unit 2

Unit 3
Final Accounts: Trading and Profit and Loss Accounts, Balance Sheet – simple adjustments like outstanding expenses, prepaid expenses, bad debts, accrued income, unearned income.

**Unit 4**
Getting started with Tally – Company information - Tally accounting - Chart of accounts – Ledgers and Groups - financial and trading vouchers – Voucher creation and entry.

**Unit 5**
Tally Inventory – inventory vouchers - Display and reporting – reporting and printing

**Reference Books:**
1. Goyal and Ruchi Goyal – Financial Accounting, Prentice Hall India
2. Jain and Narang – Advanced Accounts Volume 1, Kalyani Publishers
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