

Department of Commerce (E-Commerce)

Vision

- To Make the students well versed in the domain of Electronic Commerce
- To Enrich the communicative ability of the students
- To Increase the employability skills

Mission

The Curriculum is qualitatively outstanding and innovative. Theory and application-oriented E-Commerce Technology papers are offered which is directed at the present and – as far as it is foreseeable – future requirement of the business to pursue knowledge through Academic, Co-curricular and extra-curricular activities.

Programme Educational Objectives:

PEO1	Students will be able to understand the concepts of Commerce with E-Commerce
PEO2	Programme aims to develop professional knowledge which is required for Commerce graduates
PEO3	Students will acquire necessary skills to work in E-Commerce Industry
PEO4	Students will be able to get trained in various programming languages
PEO5	Students can do Commerce and E-Commerce operations simultaneously. They can become entrepreneurs in E-Commerce Sector or become highly valued industrial experts in this digital era

Programme Outcomes:

PO1	Disciplinary Knowledge: To Replicate the concepts, principles and theories in the field of Commerce, E-Commerce, Accounting, Finance, Law and Taxation with necessary technical skills which promote the growth of their professional career and entrepreneurship
PO2	Reflective Thinking: To Qualify the students to meet the requirements of the society and enlightening the education of global standards
PO3	Information and Communication Technology Digital Literacy: To Enable to students to acquaint knowledge by applying Information Technology in order to meet the future challenges of Business with Zeal and Confident.
PO4	Analytical Reasoning: To Nurture the students in intellectual, personal, interpersonal and social skills with a focus on relevant professional career particularly, to maximize professional growth.

PO5	Multicultural Competence: To Empower the students with necessary IT-based accounting skills for prospective employment across many industries.
PO6	Leadership Readiness/ Qualities: To Equip the students with the skills required to lead top managerial position
PO7	Moral and Ethical Awareness: To Create awareness among the students about the emerging trends in the digital era
PO8	Employability: To Infuse skills relating to electronic business and to enable students to become E-Entrepreneurs

Programme Specific Outcomes:

PSO - 01	Programme Skill Development: To Develop the conceptual knowledge and application skills in the domain of Commerce and E-Commerce
PSO - 02	Modern Technology Usage: To Expose the student's knowledge in various provisions of Law, computer practical's, e-filing and preparation of project reports

Mapping

PEOs POs \ PSOs	PEO1	PEO2	PEO3	PEO4	PEO5
PO1	H	H	H	M	H
PO2	H	H	M	H	H
PO3	M	H	H	H	H
PO4	H	M	H	H	M
PO5	H	H	H	M	H
PO6	H	H	M	M	H
PO7	H	H	H	M	H
PO8	H	H	H	H	H
PSO1	H	H	H	H	H
PSO2	H	H	H	M	H

N.G.M College - Curriculum Development Cell
B. Com (E-Commerce)
Scheme of Examination For 2022 - 2025
Choice Based Credit System & OBES

For Part I and Part II in First & Second Semesters Only

SEMESTER – I

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	22UTL101 /	Tamil Paper - I /	6	-	-	3	50	50	100	3
	22UHN101/	Hindi Paper - I /	6	-	-					
	22UFR101	French Paper – I	6	-	-					
II	22UEN101	Communication Skills- I (Level I)	5	-	-	3	50	50	100	3
	22UEN102	Communication Skills - I (Level II)	5	-	-					
III	22UEC101	Core - I : Principles of Accounting	5	-	-	3	50	50	100	4
	22UEC102	Core - II : Business Application Software	4	-	-	3	50	50	100	4
	22UEC1A1	Allied - I : Business Economics	4	-	-	3	50	50	100	4
	22UEC103	Core Lab - I : Programming Laboratory – I : MS – Office	-	4	-	3	50	50	100	2
IV	22UHR101	Human Rights	1	-	-	2	-	50	50	2
	22HEC101	Human Excellence - Personal Values & SKY Yoga Practice- I	1	-	-	2	25	25	50	1
V		Extension Activities – Annexure I	-	-	-	-	-	-	-	-
EC	22CFE101	Fluency in English – I	-	-	-	-	-	-	-	-
		Online Course (Optional) (MOOC / NPTEL /SWAYAM)	-	-	-	-	-	-	-	Gr
Total			26	4	-	-	325	375	700	23

SEMESTER – II

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
I	22UTL202/	Tamil Paper - II /	6	-	-	3	50	50	100	3
	22UHN202/	Hindi Paper - II /	6	-	-					
	22UFR202	French Paper – II	6	-	-					
II	22UEN202	Communication Skills - II (Level I)	5	-	-	3	50	50	100	3
	22UEN203	Communication Skills - II (Level II)	5	-	-					
III	22UEC204	Core - III : Business Communication	4	-	-	3	50	50	100	4
	22UEC205	Core - IV : Fundamentals of E-commerce	4	-	-	3	50	50	100	4
	22UEC2A2	Allied - II : Principles of Management	4	-	-	3	50	50	100	4
	22UEC206	Core Lab - II : Programming Laboratory – II : Accounting Package Tally	-	4	-	3	50	50	100	2
IV	22EVS201	Environmental Studies	2	-	-	2	-	50	50	2
	22HEC202	Human Excellence - Family Values & SKY Yoga Practice – II	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
EC	22CFE202	Fluency in English – II	-	-	-	-	-	-	-	-
	22CMM201	Manaiyiyal Mahathuvam - I	1*	-	-	2	-	50*	50*	Gr
	22CUB201	Uzhavu Bharatham – I	1*	-	-	2	-	50*	50*	Gr
		Online Course (Optional) (MOOC / NPTEL /SWAYAM)	-	-	-	-	-	-	-	-
Total			26	4	-	-	325	375	700	23

SEMESTER – III										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	22UEC307	Core - V : Modern Marketing	6	-	-	3	50	50	100	4
	22UEC308	Core - VI : Object Oriented Programming with C++	5	-	-	3	50	50	100	4
	22UEC309	Core - VII : Advanced Accounting	7	-	-	3	50	50	100	4
	22UEC3A3	Allied - III : Statistics for Business	6	-	-	3	50	50	100	4
	22UEC310	Core Lab - III : Programming Laboratory –III: Object Oriented Programming with C++	-	4	-	3	50	50	100	2
IV	22UEC3N1/ 22UEC3N2	Non Major Elective - I : Dynamics in E-Commerce / Non Major Elective - I : E-Banking	1	-	-	2	-	50	50	2
	22HEC303	Human Excellence - Professional Values & Ethics – III	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	-	-
EC	22CFE303	Fluency in English – III	-	-	-	-	-	-	-	-
	22CMM302	Manaiyiyal Mahathuvam - II	1*	-	-	2	-	50*	50*	Gr
	22CUB302	Uzhavu Bharatham – II	1*	-	-	2	-	50*	50*	Gr
Total			26	4	-	-	275	325	600	21

SEMESTER – IV

Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	22UEC411	Core - IX : Financial Markets and Institutions	6	-	-	3	50	50	100	5
	22UEC412	Core - X : Software Development with Visual Basics.Net	5	-	-	3	50	50	100	4
	22UEC413	Core - XI : Cost Accounting	7	-	-	3	50	50	100	4
	22UEC4A4	Allied - IV : Business Mathematics	6	-	-	3	50	50	100	4
	22UEC414	Core Lab - IV : Programming Laboratory – IV : Software Development with Visual Basics.Net	-	4	-	3	50	50	100	2
IV	22UEC4N3/ 22UEC4N4	Non-Major Elective – II Applications of E-Commerce/ Non-Major Elective – II E-Commerce	1	-	-	2	-	50	50	2
	22HEC404	Human Excellence - Social Values & SKY Yoga Practice – IV	1	-	-	2	25	25	50	1
V		Extension Activities - Annexure I	-	-	-	-	-	-	50	1
EC	22CFE404	Fluency in English – IV	-	-	-	-	-	-	-	-
	22CMM403	Manaiyiyal Mahathuvam – III	1*	-	-	2	-	50*	50*	Gr
	22CUB403	Uzhavu Bharatham – III	1*	-	-	2	-	50*	50*	Gr
Total			26	4	-	-	275	375	650	23

SEMESTER – V										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P			T	Internal		
III	22UEC515	Core - XII : Income Tax Law and Practice	5	-	-	3	50	50	100	5
	22UEC516	Core - XIII : Skill Enhanced Course: Information Security & E-Commerce Technology	5	-	-	3	50	50	100	4
	22UEC517	Core - XIV : Internet & Web Designing	5	-	-	3	50	50	100	4
	22UEC5E1	Core Elective - I : Advertising and Sales Promotion/	5	-	-	3	50	50	100	5
	22UEC5E2	Core Elective - I : Retail Business Management/								
	22UEC5E3	Core Elective - I : Services Marketing								
	22UEC518	Core Lab - V : Programming Laboratory – V: Internet & Web Designing	-	4	-	3	50	50	100	2
	22UEC519	Project Work and Viva – Voce	2	-	-	3	25	25	50	2
	22UEC5AL	Advanced Learner Course - I : Organizational Behavior	-	-	-	3	50*	50*	100*	2*
	22UEC5VA	Web Advertising	2*	-	30	2	-	50*	50*	2*
IV	22UEC5S1	Skill Based Elective I: Commercial Law/	3 Hours		-	2	25	25	50	3
	22UEC5S2	Skill Based Elective I: Fundamentals of Entrepreneurship								
	22HEC505	Human Excellence - National Values & SKY Yoga Practice – V	1	-	-	2	25	25	50	1
CC	22CFE505	Fluency in English – V	-	-	-	-	-	-	-	-
	22CSD501	Soft Skills Development – I	-	-	-	-	-	-	-	Gr
	22GKL501	General Awareness - Self Study	SS			2	-	50*	50*	Gr
Total			26	4	-	-	325	325	650	26

**Credits - Based on course content, maximum of 4; *Extra Credits

SEMESTER – VI										
Part	Subject Code	Title of the Paper	Hrs / Week		Hrs / Sem.	Exam Hrs.	Maximum Marks		Total Marks	Credits
			L	P	T		Internal	External		
III	22UEC620	Core - XV : Skill Enhanced Course : Management Accounting	6	-	-	3	50	50	100	5
	22UEC621	Core - XX : Java Programming	5	-	-	3	50	50	100	4
	22UEC6E4	Core Elective - II : Investment Management /	6	-	-	3	50	50	100	4
	22UEC6E5	Core Elective - II : Human Resource Management/								
	22UEC6E6	Core Elective - II : Customer Relationship Management								
	22UEC6E7	Core Elective - III : Cyber Security	6	-	-	3	50	50	100	5
	22UEC6E8	Core Elective - III : Social Networking Services /								
	22UEC6E9	Core Elective – III : Open Source Technologies								
	22UEC622	Core Lab - VI: Programming Laboratory – VI: Java	-	4	-	3	50	50	100	2
	22UEC6AL	Advanced Learner Course – II: Digital Marketing	-	-	-	3	50*	50*	100	2**
22UEC6VA	Fundamentals of Research Methodology	2	-	30	2	-	50*	50*	2*	
IV	22UEC6S3	Skill Based Elective - II : Company Law	2		-	2	25	25	50	3
	22UEC6S4	Skill Based Elective - II : Project Management								
	22HEC606	Human Excellence - Global Values & SKY Yoga Practice – VI	1	-	-	2	25	25	50	1
EC	22CFE606	Fluency in English – VI	-	-	-	-	-	-	-	-
	22CSD602	Soft Skills Development – II	-	-	-	-	-	-	-	Gr
Total			26	4	-	-	300	350	600	24
Grand Total									3900	140

AL-Advanced Learner Course (Optional); VA-Department Specific Value Added Course *Extra Credits

**Credits – Based on course content maximum of 4 credits

EC – Extra Credit Course /Certificate Course / Co-scholastic Course / Job Oriented Course

Grand Total = 3900; Total Credits = 140

Question Paper Pattern (Based on Bloom's Taxonomy)

K1-Remember; **K2**- Understanding; **K3**- Apply; **K4**-Analyze; **K5**- Evaluate

1. Theory Examinations: 50 Marks (Part I, II, & III)

(i) Test- I & II, ESE:

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define/Short Answer)	10 x 1 = 10	MCQ Define	50
K3 (Q 11-15)	B (Either or pattern)	5 x 3 = 15	Short Answers	
K4 & K5 (Q 16 – 20)	C (Either or pattern)	5 x 5 = 25	Descriptive/ Detailed	

2. Theory Examinations: 50 Marks (Part IV)

Knowledge Level	Section	Marks	Description	Total
K1 & K2 (Q 1 -10)	A (Q 1 – 5 MCQ) (Q 6–10 Define / Short Answer)	10 x 1 = 10	MCQ Define	50
K3, K4 & K5 (Q 11-18)	B (Answer 5 out of 8)	5 x 8 = 40	Short Answers	

3. Practical Examinations: 100/50 Marks

Knowledge Level	Criterion	External/Internal Marks	Total
K3	Record work & Practical	25/25	50
K4			
K5			

Components of Continuous Assessment

THEORY

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Test 1	$(50 / 3.33) = 15$	15+15+10+05+05	50
Test 2 / Model	$(50 / 3.33) = 15$		
Assignment / Digital Assignment	10		
Seminar / Socratic Seminar	05		
Group Task : GD, Role Play, APS	05		

Maximum Marks: 50; CIA Mark: 50

Components		Calculation	CIA Total
Test / Model	10	10+5+5+5	25
Assignment / Digital Assignment	5		
Seminar / Socratic Seminar	5		
Group Task : GD, Role Play, APS	5		

PRACTICAL

Maximum Marks: 50; CIA Mark: 25

Components		Calculation	CIA Total
Test / Model	15	15+5+5	25
Observation Note	5		
Record	5		

Maximum Marks: 100; CIA Mark: 50

Components		Calculation	CIA Total
Test / Model	30	30+5+15	50
Observation Note	5		
Record	15		

Maximum Marks: 200; CIA Mark: 100

Components		Calculation	CIA Total
Test / Model	60	60+10+30	100
Observation Note	10		
Record	30		

PROJECT**Maximum Marks: 100; CIA Mark: 50**

Components		Calculation	CIA Total
Review I	10	10+10+10+20	50
Review II	10		
Review III	10		
Report Submission	20		

Maximum Marks: 200; CIA Mark: 100

Components		Calculation	CIA Total
Review I	20	20+20+20+40	100
Review II	20		
Review III	20		
Report Submission	40		

****Components for 'Review' may include the following:***

Originality of Idea, Relevance to Current Trend, Candidate Involvement and Presentation of Report for Commerce, Management & Social work.

Synopsis, System Planning, Design, Coding, Input form, Output format, Preparation of Report & Submission for Computer Science cluster.

STUDENT SEMINAR EVALUATION RUBRIC

Grading Scale:

A	B	C	D
5	4	2 - 3	0 - 1

CRITERIA	A - Excellent	B - Good	C - Average	D - Inadequate	Score
Organization of presentation	Information presented as interesting story in logical, easy to follow sequence	Information presented in logical sequence; easy to follow	Most of information presented in sequence	Hard to follow; sequence of information jumpy	
Knowledge of subject & References	Demonstrated full knowledge; answered all questions with elaboration & Material sufficient for clear understanding AND exceptionally presented	At ease; answered all questions but failed to elaborate & Material sufficient for clear understanding AND effectively presented	At ease with information; answered most questions & Material sufficient for clear understanding but not clearly presented	Does not have grasp of information; answered only rudimentary Questions & Material not clearly related to topic OR background dominated seminar	
Presentation Skills using ICT Tools	Uses graphics that explain and reinforce text and presentation	Uses graphics that explain text and presentation	Uses graphics that relate to text and presentation	Uses graphics that rarely support text and presentation	
Eye Contact	Refers to slides to make points; engaged with audience	Refers to slides to make points; eye contact majority of time	Refers to slides to make points; occasional eye contact	Reads most slides; no or just occasional eye contact	
Elocution – (Ability to speak English language)	Correct, precise pronunciation of all terms Voice is clear and steady; audience can hear well at all times	Incorrectly pronounces few terms Voice is clear with few fluctuations; audience can hear well most of the time	Incorrectly pronounces some terms Voice fluctuates from low to clear; difficult to hear at times	Mumbles and/or Incorrectly pronounces some terms Voice is low; difficult to hear	

WRITTEN ASSIGNMENT RUBRIC

Grading Scale:

A	B	C	D	F
09 - 10	07- 08	05 - 06	03 - 04	01 - 02

CRITERION	A - Excellent	B - Good	C - Average	D - Below Average	F - Inadequate
Content & Focus	Hits on almost all content exceptionally clear	Hits on most key points and writing is interesting	Hits in basic content and writing is understandable	Hits on a portion of content and/or digressions and errors	Completely off track or did not submit
Sentence Structure & Style	<ul style="list-style-type: none"> * Word choice is rich and varies * Writing style is consistently strong * Students own formal language 	<ul style="list-style-type: none"> * Word choice is clear and reasonably precise * Writing language is appropriate to topic * Words convey intended message 	<ul style="list-style-type: none"> * Word choice is basic * Most writing language is appropriate to topic * Informal language 	<ul style="list-style-type: none"> * Word choice is vague * Writing language is not appropriate to topic * Message is unclear 	* Not adequate
Sources	Sources are cited and are used critically	Sources are cited and some are used critically	Some sources are missing	Sources are not cited	Sources are not at all cited
Neatness	Typed; Clean; Neatly bound in a report cover; illustrations provided	Legible writing, well-formed characters; Clean and neatly bound in a report cover	Legible writing, some ill-formed letters, print too small or too large; papers stapled together	Illegible writing; loose pages	Same as below standard
Timeliness	Report on time	Report one class period late	Report two class periods late	Report more than one week late	Report more than 10 days late

Continuous Internal Assessment for Project / Internship

For Commerce, Management & Social Work Programme

The Final year Commerce, Management & Social Work students should undergo a project work during (V/VI) semester

- The period of study is for 4 weeks.
- Project / Internship work has to be done in an industrial organization (or) work on any industrial Problem outside the organization is allowed.
- Students are divided into groups and each group is guided by a Mentor.
- The group should not exceed four students, also interested student can undergo individually.
- A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- Viva – Voce is conducted at the end of this semester, by an External Examiner and concerned Mentor (Internal Examiner).
- Project work constitutes 100 marks, out of which 50 is Internal and 50 is External Marks.

Mark Split UP

Internal	External	Total
50	50	100

S. No	Internal Components	Marks
1	Review – I	10
2	Review – II	10
3	Review – III	10
4	Rough Draft Submission	20
Total		50

S. No	External Components	Marks
1	Originality of Idea	05
2	Relevance to Current Trend	05
3	Candidate Involvement	05
4	Thesis Style / Language	05
5	Presentation of Report	10
6	Viva-Voce	20
Total		50

****This is applicable only B.Com E-Commerce**

Guidelines for Project / Internship – Commerce, Management & Social Work

The final year Commerce, Management & Social Work students should undergo a project work during V / VI semester

- The period of study is for 4 weeks.
- Project/Internship work has to be done in an industrial organization (or) work on any industrial
- Problem outside the organization is allowed.
- Students are divided into groups and each group is guided by a mentor.
- The group should not exceed four students, also interested student can undergo individually.
- A problem is chosen, objectives are framed, and data is collected, analyzed and documented in the form of a report / Project.
- Viva – Voce is conducted at the end of this semester, by an external examiner and concerned mentor (Internal Examiner).
- Project work constitutes 50 marks, out of which 25 are internal and 25 is external marks.

Mark Split UP

Internal	External	Total
25	25	50

S. No	Internal Components	Marks
1	Review – I	05
2	Review – II	05
3	Review – III	05
4	Rough Draft Submission	10
Total		25

S. No	External Components	Marks
1	Originality of Idea	03
2	Relevance to Current Trend	03
3	Candidate Involvement	03
4	Thesis Style / Language	03
5	Presentation of Report	03
6	Viva-Voce	10
Total		25

Annexure – I: List of Part – V Subjects

S.No	Subject Code	Subjects
1.	22 UNC 401	NCC
2.	22 UNS 402	NSS
3.	22 USG 403	Sports and Games
4.	22 URO 404	Rotract Club
5.	22 URR 405	Red Ribbon Club
6.	22 UYR 406	Youth Red Cross
7.	22 UCA 407	Consumer Awareness Club
8.	22 UED 408	Entrepreneurship Development Cell
9.	22 UCR 409	Center for Rural Development
10.	22 USS 410	Students Guild of Service
11.	22 UGS 411	Green Society
12.	22 UEO 412	Equal Opportunity Cell
13.	22 UFA 413	Fine Arts Club
14.	22 UAM 414	Arutchelvar Students Thinkers Forum
15.	22 USV 415	Swami Vivekanandar Students Thinkers Forum

List of Part III Subjects (Core Elective Papers)

S.No	Subject Code	Subjects
1	22 UEC 5E1	Core Elective - I : Advertising and Sales Promotion
	22 UEC5E2	Core Elective - I : Retail Business Management
	22 UEC5E3	Core Elective - I : Services Marketing
2	22 UEC 6E4	Core Elective - II : Investment Management
	22 UEC 6E5	Core Elective - II : Human Resource Management
	22 UEC 6E6	Core Elective - II : Customer Relationship Management
3	22 UEC 6E7	Core Elective - III : Cyber Security
	22 UEC 6E8	Core Elective - III : Social Networking Services
	22 UEC 6E9	Core Elective – III : Open Source Technologies

Course Designed by	HOD	CDC	COE
Name and Signature	Name and Signature	Name and Signature	Name and Signature
Dr.M.V.Sathiyabama	Dr.M.V.Sathiyabama	Thiru.K.Srinivasan	Dr.R.Manicka Chezian
Signature	Signature	Signature	Signature

