

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC101	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core- I : Financial Accounting	<b>Semester :</b>	I
<b>Hrs/Week:</b>	6			<b>Credits:</b>

### Course Objective

To enrich the students' knowledge in basic financial accounting

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect knowledge on the fundamentals of accounting
<b>K2</b>	<b>CO2</b>	To understand the preparation of final accounts and depreciation accounting
<b>K3</b>	<b>CO3</b>	To implement the knowledge in rectifying accounting errors
<b>K4</b>	<b>CO4</b>	To analyze the bank reconciliation statement and preparation of branch and departmental accounting

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Accounting: Basics - Principles - <i>Types of Accounts</i> – Accounting Rules - Journal - Ledger - Subsidiary Books - Trial Balance. Single Entry (Theory only)	18
Unit – 2	Final Accounts of a Sole Trader with Simple Adjustments. <i>Depreciation Accounting – Methods</i> (Theory only) - Straight Line and Diminishing Balance Methods including Changeover Method and Machine Hour Rate Method (Problems).	14
Unit – 3	Bank Reconciliation Statement – Pass Book – Cash Book – Preparation of Bank Reconciliation Statement – Rectification of Errors including Suspense Account (Simple Problems only).	14
Unit – 4	Branch Accounts: Meaning – Types of Branches - Preparation of Branch Accounts (Excluding Foreign Branch).	16
Unit – 5	Departmental Accounting – Meaning – Need for Departmental Accounting – Advantages - Methods and Techniques of Departmental Accounting. Hire Purchase and Installments. Repossession: Meaning – Partial and Complete.	16

\* *Italicized* texts are for self-study.

## Teaching Methods

Power point Presentations, Seminar and Assignment

### Books for Study

1. Reddy (2013), T.A. and A. Murthy, *Financial Accounting*, 7<sup>th</sup> Edition, Chennai: Margham Publications.

### Books for Reference

1. Gupta, R.L. and M. Radhaswamy (2012), *Advanced Accounting*, 13<sup>th</sup> Revised Edition, New Delhi: Sultan Chand Company Limited.
2. Shukla, M.C. and T.S. Grewal (2014), *Advanced Accounts-I*, 48<sup>th</sup> Edition, New Delhi: Sultan Chand Company Limited.
3. Vinayagam, N. and B. Charumathi (2008), *Financial Accounting*, 1<sup>st</sup> Edition, New Delhi : Sultan Chand Company Limited.

### Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	L	L	M	H
<b>CO2</b>	H	M	M	M	H
<b>CO3</b>	H	M	M	M	H
<b>CO4</b>	S	M	M	H	S

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Ms. T. Gowtham i	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE



	<p>7. Create a Student's Mark List in MS Excel by considering the following conditions:</p> <table border="1"> <thead> <tr> <th><u>Percentage</u></th> <th><u>Class</u></th> <th><u>Conditional Formatting (Font Color)</u></th> </tr> </thead> <tbody> <tr> <td>40 – 49</td> <td>III</td> <td>Blue</td> </tr> <tr> <td>50 – 59</td> <td>II</td> <td>Brown</td> </tr> <tr> <td>0 &amp; Above</td> <td>I</td> <td>Green</td> </tr> </tbody> </table> <p><b>Subject Score</b>  Score &lt;40                      Underline with Red Color  Score &gt;80                      Underline with Green Color</p> <p><b>Result</b>  Pass                                      Black  Fail                                      Red</p> <p>8. <i>Design a Chart in MS Excel to show the sales performance of the Company.</i></p> <p>9. Prepare the Student's details and view the records by using the AutoFilter Option.  Develop a Pivot Table expressing the sales performance of salesmen for 3 months.</p>	<u>Percentage</u>	<u>Class</u>	<u>Conditional Formatting (Font Color)</u>	40 – 49	III	Blue	50 – 59	II	Brown	0 & Above	I	Green	
<u>Percentage</u>	<u>Class</u>	<u>Conditional Formatting (Font Color)</u>												
40 – 49	III	Blue												
50 – 59	II	Brown												
0 & Above	I	Green												
MS PowerPoint	<p>12. Create a PowerPoint show about our College.</p> <p>13. Create an Advertisement in PowerPoint for a product.</p> <p>14. Design an Organization Chart for a Company and College</p>	12												
MS Access	<p>15. Create the following Tables:  a) Student's Personal Details  b) Student's Mark Details.</p> <p>Perform the following</p> <ol style="list-style-type: none"> <li>1. Relate the Tables</li> <li>2. Show the details of students who passed in all subjects.</li> <li>3. Show the details of students whose subject score in all subjects are above 60.</li> <li>4. Create a Form and Report for the Tables.</li> </ol>	12												

Note: \* It includes Theory – 2 Hours and Practicals – 4 Hours

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment, Experience Discussion, Brain storming and Activity
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### Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	M	S	S	H	S
<b>CO2</b>	M	S	H	H	S
<b>CO3</b>	M	S	S	H	S
<b>CO4</b>	M	S	S	H	S

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Dr. P. Anitha	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC1A1	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Allied-I : Business Economics	<b>Semester :</b>	I
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objective

To prepare the students to examine the importance and applications of economic analysis to make business decision

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect the basic concepts of business economics
<b>K2</b>	<b>CO2</b>	To understand the demand and supply analysis with relevant economic problems
<b>K3</b>	<b>CO3</b>	To apply the law of variable proportions and economies of scale to an existing economic condition
<b>K4</b>	<b>CO4</b>	To analysis the various markets structures and know the differences prevailing in each of them

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Business Economics- Meaning - Definition- Objectives- Nature and Scope - <i>Micro and Macro Economics</i> - Differences - Roles and Responsibilities of Business Economist.	12
Unit – 2	Demand Analysis - Demand Determinants - Law of Demand – Exceptions to Law of Demand - Demand Distinctions - Elasticity of Demand: Types and Measurement. Demand Forecasting: <i>Market and Company Demand Forecasting</i> - Purpose - Essentials of Good Forecasting - Method of Demand Forecasting.	12
Unit – 3	Consumption- Importance - Consumer Sovereignty - Factors Affecting Consumer Sovereignty in the Modern World. Indifference Curve Analysis: Properties - Price, Income and Substitution Effects - Consumer Surplus.	14
Unit – 4	The Law of Variable Proportions: Increasing, Diminishing and Constant Returns - Economics of Scale: Internal and External Economics. Cost Analysis: Meaning - Cost Concepts - Cost Output Relationship: Total Cost, Average Cost and Marginal Cost.	13

Unit – 5	Market Structure - Meaning of Market - Market Forms - Time Elements in Price Fixation - Equilibrium of Firm and Industry. Price and Output Determination under Perfect Competition, Monopoly, Monopolistic Competition, Discrimination Monopoly and Oligopoly.	14
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\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar ,Quiz, Assignment, Experience Discussion and Brain storming
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### Books for Study

1. Reddy, P.N. and H.R. Appanniah (2011), *Principles of Business Economics*, New Delhi: S. Chand & Company Limited.

### Books for Reference

1. Chopra, P.N. (2013), *Business Economics*, 1<sup>st</sup> Edition, New Delhi: Kalyani Publishers.
2. Leki R. K. Agarwal (2010), *Business Economics*, 3<sup>rd</sup> Edition, Bangalore, Kalyani Publishers.
3. Chaudry Rimu (2012), *Business Economics*, 1<sup>st</sup> Edition, Chennai: Kalyani Publishers

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	S
CO3	H	M	M	M	S
CO4	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. P. Archanaa	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC203	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core-III : Higher Financial Accounting	<b>Semester :</b>	II
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

To expose to the students the accounting procedure of partnership firms

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the essentials of partnership accounting
<b>K2</b>	<b>CO2</b>	To understand the accounting treatments for admission, retirement and death of a partner
<b>K3</b>	<b>CO3</b>	To apply the accounting treatments in settlement of partnership accounts
<b>K4</b>	<b>CO4</b>	To analyze the relevant cases and the accounting treatment for dissolution of a firm

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Introduction to Partnership – <i>Interest on Capital</i> – Profit and Loss Appropriation Account – Capital Ratio - Past Adjustments and Guarantees.	18
Unit – 2	Admission of a Partner - Treatment of Goodwill - Revaluation of Assets and Liabilities - Calculation of Ratios for Distribution of Profits - Capital Adjustments.	16
Unit – 3	Retirement of a Partner - <i>Calculation of Gaining Ratio</i> - Revaluation of Assets and Liabilities-Treatment of Goodwill – Adjustment of Goodwill through Capital A/c only.	14
Unit – 4	Settlement of Accounts - Retiring Partner's Loan Account – Admission cum Retirement - Death of a Partner.	15
Unit – 5	Dissolution of a Firm - Insolvency of Partners - Garner Vs Murray - Piecemeal Distribution (Proportionate Capital Method only).	15

### Note:

**Distribution of Marks** : Theory - 20%; Problems - 80%



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### Teaching Methods

Power point Presentations, Seminar and Assignment
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### Books for Study

1. Reddy, T.A. and A. Murthy (2013), *Financial Accounting*, 7<sup>th</sup> Edition, Chennai: Margham Publications.

### Books for Reference

1. Gupta, R.L. and M. Radhaswamy (2012), *Advanced Accounting*, 13<sup>th</sup> Revised Edition, New Delhi: Sultan Chand Company Limited.
2. Shukla, M.C. and T.S. Grewal (2014), *Advanced Accounts-I*, 48<sup>th</sup> Edition, New Delhi: Sultan Chand Company Limited.
3. Vinayagam, N. and B. Charumathi (2008), *Financial Accounting*, 1<sup>st</sup> Edition, New Delhi: Sultan Chand Company Limited.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	L	L	M	S
CO2	S	M	M	M	S
CO3	S	M	M	M	H
CO4	S	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. T. Gowthami	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC204	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core-IV : Programming Laboratory–II: HTML & XML	<b>Semester :</b>	II
<b>Hrs/Week:</b>	6*		<b>Credits:</b>	3

### Course Objective

To enrich the students' knowledge in website designing

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the fundamental knowledge of internet and web designing
<b>K2</b>	<b>CO2</b>	To understand the concept of designing web pages in web sites using various HTML tags
<b>K3</b>	<b>CO3</b>	To apply the practical knowledge in creating XML files and listing them in HTML
<b>K4</b>	<b>CO4</b>	To analyze and develop website designing skill in real business world

### Syllabus

<b>Practicals</b>	<b>Programs</b>	<b>Hours</b>
HTML	<ol style="list-style-type: none"> <li>1. Create a student mark list and list the class toppers using ordered list</li> <li>2. Create a web page for employee salary calculation</li> <li>3. Create a web page for calculating Electricity Bill</li> <li>4. Create a web site for various department in our College using Frame</li> <li>5. Create an application form using HTML</li> <li>6. <i>Create bio-data using HTML tags</i></li> <li>7. Create a website for E-Banking</li> <li>8. Create a website of your won using event handling concept</li> </ol>	30
XML	<ol style="list-style-type: none"> <li>9. List the details of product stored in XML file in HTML table</li> <li>10. Create a XML file for Railway Ticket Reservation details and list them in HTML</li> <li>11. Create XML file for list of books in Library and display in HTML.</li> <li>12. Create XML file for Sales details and list them in HTML</li> <li>13. <i>Create XML file for Employee details and list them in HTML</i></li> <li>14. Create XML file for Bank account details and list them in HTML</li> <li>15. Create XML file for Billing details of products and list them in HTML</li> </ol>	22

**Note:** \* It includes Theory – 2 Hours and Practicals – 4 Hours

\* *Italicized* texts are for self-study.

### Teaching Methods

Powerpoint Presentations, Seminar, Quiz, Assignment, Experience Discussion, Brain storming and Activity

### Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	H	H	H	H
<b>CO2</b>	H	S	S	S	S
<b>CO3</b>	H	S	H	H	H
<b>CO4</b>	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Ms. S. Poongodi	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC2A2	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Allied-II : Business Mathematics & Statistics	<b>Semester :</b>	II
<b>Hrs/Week:</b>	4		<b>Credits:</b>	4

### Course Objective

To enable the students to apply basic mathematical knowledge to solve the real life business problems

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the application of mathematics and statistics in business analysis
<b>K2</b>	<b>CO2</b>	To understand the concepts of mathematics in finance
<b>K3</b>	<b>CO3</b>	To apply basic statistical calculations in business problems
<b>K4</b>	<b>CO4</b>	To evaluate the business conditions using correlation and regression analysis

### Syllabus

Unit	Content	Hours
Unit – 1	Matrix Algebra – <i>Addition, Subtraction and Multiplication of Matrix</i> – Rank of a Matrix – Inverse of Matrix; Determinants and Solution of Simultaneous Linear Equations.	10
Unit – 2	Mathematics of Finance: <i>Simple and Compound Interest</i> – Annuities – Sinking Fund – Discounting.	10
Unit – 3	Meaning and Scope of Statistics – Characteristics and Limitations - Measures of Central Tendency – Mean, Median, Mode, Geometric Mean and Harmonic Mean.	10
Unit – 4	Correlation: Meaning – Types of Correlation – Pearson's Co-efficient of Correlation – Interpretation of Co-efficient of Correlation – Spearman's Rank Correlation Co-efficient	11
Unit – 5	Regression: Meaning – Uses of Regression – Difference between Correlation and Regression – Methods of Forming the Regression Equation.	11

**Note:** Theory questions shall be restricted to Section A and B of the Question Paper.

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment and Brain storming

### Books for Study

1. Navaneetham, P.A. (2015), *Business Mathematics & Statistics*, Trichy, Jai Publishers.
2. Gupta, S.P. (2013), *Statistical Methods*, 42<sup>nd</sup> Revised Edition, New Delhi: Sultan Chand & Sons Company Limited.

### Books for Reference

1. Pillai, R.S.N and Bagavathi (2013), *Statistics Theory and Practice*, New Delhi: Sultan Chand & Sons Private Limited.
2. Ranganath, G.K., C.S. Sampamgiram and Y. Rajan (2006), *A Text book for Business Mathematics*, New Delhi: Himalaya Publishing House.
3. Srivastava, T.N. and Shailaja Rego (2008), *Statistics for Management*, 2<sup>nd</sup> Edition, New Delhi: Tata MC Graw Hill Publishing Company Limited.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	S
CO4	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. M. Shanmugapriya	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC305	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core V : Corporate Accounting	<b>Semester :</b>	III
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

To develop the students' knowledge on corporate accounting in conformity with the provision of the Companies Act 2013

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect the basic concepts of corporate accounting
<b>K2</b>	<b>CO2</b>	To understand the accounting treatment of shares and debentures
<b>K3</b>	<b>CO3</b>	To apply the rules in the preparation of various company accounts
<b>K4</b>	<b>CO4</b>	To analyze the accounting treatments for amalgamation and absorption

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Issue of Shares – Meaning – <i>Types of Shares</i> - Forfeiture and Reissue. Issue of Debentures – Redemption of Debentures.	15
Unit – 2	Preparation of Company Final Accounts (Revised New Format).	15
Unit – 3	Amalgamation and Absorption of Companies (excluding Inter-Company Owings and Holdings) - External Reconstruction of Companies.	16
Unit – 4	Holding Company Accounts: Meaning – Mutual Owings - Contingent Liability - Unrealized Profit - Revaluation of Assets - Bonus Issue and Payment of Dividend - Preparation of Consolidated Balance Sheet (Revised Format) (Inter Company and Multiple-holdings excluded).	16
Unit – 5	Banking Company Accounts – Rebate on Bills Discounted – Treatment - Preparation of Profit and Loss Account and Balance Sheet. Insurance Company Accounts: <i>Life Insurance</i> – Calculation of Life Assurance Fund - General Insurance (Fire and Marine Insurance only - New Format).	16

**Note:** Distribution of Marks: Theory - 20% Problems-80%

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment, Brain storming and Case study
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### Books for Study

1. Reddy, T.S. and A. Murthy (2013), *Corporate Accounting*, 7<sup>th</sup> Revised Edition, Chennai: Margham Publications.

### Books for Reference

1. Gupta, R.L. and M. Radhaswamy (2013), *Advanced Accountancy: Theory, Method and Application-Vol.-I*, 1<sup>st</sup> Edition, New Delhi: Sultan Chand & Sons.
2. Jain, S.P. and K.L. Narang (2014), *Advanced Accountancy (Corporate Accounting)*, 20<sup>th</sup> Edition, New Delhi: Kalyani Publications.
3. Arulanandam, M.A. and K.S. Raman (2014), *Advanced Accountancy*, 6<sup>th</sup> Revised Edition, New Delhi: Himalaya Publications.

### Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	L	L	M	H
<b>CO2</b>	S	M	M	M	H
<b>CO3</b>	S	M	M	M	S
<b>CO4</b>	H	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Dr. A. Karuppusamy	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC306	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core VI: Principles of Marketing	<b>Semester :</b>	III
<b>Hrs/Week:</b>	4		<b>Credits:</b>	4

### Course Objective

To endow students with the knowledge of principles of marketing

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To remember the basic principles of marketing
<b>K2</b>	<b>CO2</b>	To get the idea about new product designing, branding, packing and pricing
<b>K3</b>	<b>CO3</b>	To apply the distribution strategy in marketing and to expose the concepts of personal selling, recruitment, selection and training of sales force
<b>K4</b>	<b>CO4</b>	To analyze the standardization, trading and agricultural marketing in India

### Syllabus

Unit	Content	Hours
Unit – 1	Market – Meaning - Classification of Market - Marketing – Meaning – Difference between Marketing and Selling – Objectives of Marketing – Importance of Marketing – Evolution of Concepts of Marketing – Functions of Marketing.	11
Unit – 2	Product Policy - Product Planning and Development - Product Life Cycle – Product Mix. Pricing: Importance – Objectives – Factors affecting Pricing Decisions - Types of Pricing. <i>Branding: Features – Types – Functions.</i> <i>Packaging: Features – Types – Advantages – Brand Name and Trademark.</i>	10
Unit – 3	Distribution Channels- Types of Channels – Factors Affecting Choice of Distribution. Personal Selling – Objectives – Features – Process of Personal Selling – Recruitment and Selection of Sales Force. Training - Methods of Training – Advertisement – Functions – Advantages.	10
Unit – 4	Market Segmentation – Basis of Market Segmentation – Benefits of Market - Segmentation. Retail Marketing: Methods – Problems – Retail Marketing in India.	10



Unit – 5	Standardization - Types of standard- Trading - Types of Trading Agricultural Goods: Classification – Characteristics - Problems in Marketing of Agricultural Goods. Distinction between Manufacturing Goods and Agricultural Goods.	11
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\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion, Brain storming, Activity and Case study
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### Books for Study

1. Pillai, R.S.N. and V. Bagavathi (2013), *Modern Marketing Principles and Practices*, 4<sup>th</sup> Edition, New Delhi: S. Chand & Company Limited.

### Books for Reference

1. Rajan Nair, N. and C.B. Gupta (2014), *Marketing Management – Text and Cases*, 15<sup>th</sup> Edition, New Delhi: Sultan Chand & Sons.
2. Philip Kotler and Kevin Lane Keller (2012), *Marketing Management*, 14<sup>th</sup> Global Edition, New Delhi: Prentice Hall of India.
3. Ravilochanan, P. (2010), *Principles of Marketing*, 2<sup>nd</sup> Reprint, New Delhi: Vrinda Publications (P) Limited.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	S
CO3	H	M	M	M	S
CO4	H	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. P. Gomathidevi	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC307	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core-VII: Relational Database Management System and Oracle	<b>Semester :</b>	III
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objective

To enrich the knowledge on relational database management system

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect the fundamentals of database management system
<b>K2</b>	<b>CO2</b>	To understand the divisions of SQL commands
<b>K3</b>	<b>CO3</b>	To apply PL/SQL architecture and block and to construct a simple form
<b>K4</b>	<b>CO4</b>	To analyze various commands in SQL and PL/SQL to develop a database

### Syllabus

Unit	Content	Hours
Unit – 1	Introduction – Purpose of Database Systems – <i>View of Data</i> – <i>Data Abstraction</i> – Instances and Schemas – Data Independence. Data Models: Object based Logical Models, Physical Data Models and Record based Logical Models –Transaction Management – Storage Management – DBA – Database Users.	12
Unit – 2	Entity – Relational Model – Basic Concepts – Entity Relationship Diagram – Structure of Relational Database – Relational Algebra – Extended Relational Algebra Operations – Modification of the Database – Integrity Constraints.	12
Unit – 3	Introduction to Oracle – Tools of Oracle – Introduction to SQL – Oracle Internal Data Types – Divisions of SQL: Data Definition Language, Data Manipulation Language, Data Control Language and Transaction Control Language. Keys: Primary Key, Foreign Key and Referential Key. SQL * Plus Functions: Date, Character, Numeric, Conversion, Miscellaneous and Group Functions. Set Operators – Relating Data through Join Concept.	14

Unit – 4	Sub-Queries: Meaning - Usage of Sub-Queries. Database Objects: Table, View – Synonym – Sequences – Index. Concept of Locking – Types of Locks. SQL * Plus Formatting Commands: Compute Commands, Title Commands, Setting Page Dimensions and Storing and Printing Query Results.	14
Unit – 5	Introduction to PL/SQL: Advantages of PL/SQL – Architecture of PL/SQL Block – Introduction to PL/SQL Block – Attributes. Control Structures – Concept of Error Handling. Basic Concept of SQL* FORM – Components of an Oracle Form – Simple Form Construction.	13

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar, Assignment, Experience Discussion, Brain storming and Activity
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### Books for Study

Kevin Loney & George Koch (2002), *Oracle 8i – The Complete Reference*, 11<sup>th</sup> Reprint, New Delhi: Tata Mc Graw Hill Publishing Company Limited.

Date, C.J. (2001), *An Introduction to Database Systems*, 8<sup>th</sup> Edition, New Delhi: Addison Wesley Longman Private Limited.

### Books for Reference

1. Jose A. Ramalho (2007), *Learn Oracle 8i*, 1<sup>st</sup> Edition, New Delhi: BPB Publications.
2. William G. Paye Jr, *Oracle 8/8i*, Prentice Hall of India Private Ltd, New Dehi, 1999.
3. Naphtali Rische (2007), *Database Design Fundamentals*, 1<sup>st</sup> Edition, New Delhi: Prentice Hall of India Private Ltd..

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	S	S	S	S
CO3	H	H	H	H	H
CO4	H	S	H	H	H

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Ms. T. Vijaya Chithra	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC308	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core-VIII: Programming Laboratory – III : Oracle	<b>Semester :</b>	III
<b>Hrs/Week:</b>	4		<b>Credits:</b>	3

### Course Objective

To develop and manage the relational database design

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect the various SQL commands in table creation
<b>K2</b>	<b>CO2</b>	To understand the usage of different data constraints
<b>K3</b>	<b>CO3</b>	To apply the PL/SQL blocks in creating an oracle application
<b>K4</b>	<b>CO4</b>	To figure out a database design using SQL and PL/SQL commands

<b>Programs</b>	<b>Hours</b>
<p style="text-align: center;"><b><u>SQL</u></b></p> <ol style="list-style-type: none"> <li>1. Create a table for employee details using DDL Commands.</li> <li>2. Create a table for sales details using DML Commands.</li> <li>3. <i>Create a table for item details using DCL &amp; TCL Commands.</i></li> <li>4. Create a table for student details and verify the following data constraints.               <ol style="list-style-type: none"> <li>(a) Primary Key</li> <li>(b) Reference Key</li> <li>(c) Default Key</li> </ol> </li> <li>5. <i>Create a table for employee details and verify the following data constraints.</i> <ol style="list-style-type: none"> <li>(a) Not Null</li> <li>(b) Unique Key</li> <li>(c) Check</li> </ol> </li> <li>6. Create a table for student attendance and mark details and combine the results of two queries using the set operators.</li> <li>7. Create a table and perform SQL * Plus functions – Group and single row functions</li> <li>8. Create a table and display the database objects in partition view</li> </ol>	28

<b><u>PL / SQL</u></b>	
9. Create a PL/SQL block and retrieve the records stored in the employee table. 10. Create a PL/SQL program to reverse the given number. 10. Create a program to execute the simple and while loop structure in PL/SQL 11. Create a PL/SQL program to display the multiplication table 12. Create a table for student mark details by using percentage type under PL/SQL attribute concept. 13. Create a PL/SQL block to check whether the given string is Palindrome or not. 15. Write a program to calculate the discount on sales in PL/SQL.	24

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Experience Discussion, Brain storming and Activity
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### Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	S	S	H	H
<b>CO2</b>	H	S	S	S	S
<b>CO3</b>	H	H	H	H	H
<b>CO4</b>	H	H	H	H	H

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Ms. P. Gomathidevi	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC3A3	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Allied-III: Executive Communication – Practicals	<b>Semester :</b>	III
<b>Hrs/Week:</b>	4		<b>Credits:</b>	4

### Course Objective

To develop the oral and written communication skills of the students

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect the structure of trade letters
<b>K2</b>	<b>CO2</b>	To understand the format of preparing resume, agenda and minutes
<b>K3</b>	<b>CO3</b>	To deploy assignments for developing oral communication skills
<b>K4</b>	<b>CO4</b>	To analyze the students' communication skills in real world situation

<b>Content</b>	<b>Hours</b>
<p><b>Part – A (Written Communication)</b></p> <ol style="list-style-type: none"> <li>1. Trade Letters : Enquiries - Orders and Execution</li> <li>2. Credit and Status Enquiries</li> <li>3. Claims and Adjustments</li> <li>4. Collection Letters</li> <li>5. Bank Correspondence</li> <li>6. Insurance Correspondence</li> <li>7. Agency Correspondence</li> <li>8. Sales Letters</li> <li>9. Complaint Letters</li> <li>10. Circular Letters</li> <li>11. Application Letters</li> <li>12. <i>Preparation of Resume</i></li> <li>13. Drafting Agenda and Minutes</li> </ol>	30

<p><b>Part – B (Oral Communication)</b></p> <ol style="list-style-type: none"> <li>1. Self- Introduction</li> <li>2. Listening</li> <li>3. Reading</li> <li>4. Group Discussion</li> <li>5. Public Speaking.</li> <li>6. <i>Telephonic Conversation</i></li> <li>7. Mock Interview</li> <li>8. Business Presentation</li> <li>9. Welcome Address and Vote of Thanks</li> <li>10. Role Play</li> </ol>	22
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\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Quiz, Assignment, Experience Discussion, Brain storming and Activity
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### Books for Study

1. Rajendra Pal Korahill (2012), *Essentials of Business Communication*, 9<sup>th</sup> Edition, New Delhi: Sultan Chand & Sons.
2. Ramesh, M.S., C.C. Pattanshetti and Madhumati M. Kulkarani (2011), *Business Communication*, 28<sup>th</sup> Edition, New Delhi: R Chand & Company.
3. Rodriquez, M.V. (2003), *Effective Business Communication Concept*, 13<sup>th</sup> Edition, Mumbai: Vikas Publishing Company.

### Note:

1. Practical Examination will be conducted at the end of semester.

2. Students Evaluation

Part A	-	Internal and External Examiner
Part B	-	Internal Examiner only

3. Distribution of Marks

End of Semester:

Part A	-	40 Marks (Record - 5 & Practicals - 35)
Part B	-	20 Marks

Continuous Assessment

Part A	-	10 Marks
Part B	-	30 Marks



### Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	L	L	M	H
<b>CO2</b>	H	M	M	M	H
<b>CO3</b>	H	M	M	M	S
<b>CO4</b>	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Dr. P. Anitha & Ms. R. Ramya	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC309	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core IX: Business Law	<b>Semester :</b>	III
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objective

To provide basic knowledge on the provisions of the Indian Contract Act

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the fundamentals of Contract Act
<b>K2</b>	<b>CO2</b>	To understand the rights and duties of various persons involved in contract
<b>K3</b>	<b>CO3</b>	To apply the provision of Contract Act in real business
<b>K4</b>	<b>CO4</b>	To analyze the various provisions of Contract Act

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Law – Meaning - Indian Contract Act, 1872 – Contract – Definition – <i>Classification of Contracts</i> – Essential Elements of Valid Contract. Offer – Types – Legal Rules relating to Offer – Acceptance – Essentials of Valid Acceptance – Communication of Offer and Acceptance – Revocation of Offer and Acceptance.	12
Unit – 2	Consideration – Essentials of a Valid Consideration – Stranger to Consideration – No Consideration No Contract – Exceptions. Capacity to Contract – Law relating to Minor, Unsound Mind Person – Persons Disqualified by Law – Free Consent – Coercion – Undue Influence – Fraud – Mistake and Misrepresentation.	14
Unit – 3	Contingent Contract – Rules regarding Contingent Contract – Performance of Contract – Modes of Performance – Quasi-Contract – Discharge of Contract – Modes of Discharge - Remedies for Breach of Contract.	14
Unit – 4	Contract of Indemnity and Guarantee – Rights of Indemnity Holder – Rights and Liabilities of Surety - Bailment and Pledge – Essentials of Bailment – Rights and Duties of Bailor and Bailee – Pledge – Essentials – Rights and Duties of Pawnor and Pawnee.	13

Unit – 5	Contract of Agency – Classification – Creation of Agencies – Rights and Duties of an Agent – Liabilities of the Principal to the Third Parties – Personal Liability of an Agent – Contract of Sale of Goods Act 1930 – Rules regarding Delivery of Goods – <i>Rights and Duties of a Buyer and Seller.</i>	12
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\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar, Assignment and Case study
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### Books for Study

1. Kapoor, N.D. (2014), *Elements of Mercantile Law*, 5<sup>th</sup> Edition, New Delhi: Sultan Chand & Sons Company Limited.

### Books for Reference

1. Pillai, R.S.N. and Bagavathi (2011), *Business Law*, 3<sup>rd</sup> Edition, New Delhi: Sultan Chand & Company Limited.
2. Tulsian, P.C. (2011), *Business Law*, 2<sup>nd</sup> Edition, New Delhi: Sri Vishnu Publication.
3. Jane Mallor, A. James Barnes, L. Thomas Bowers (2014), *Business Law*, 7<sup>th</sup> Edition, New Delhi: McGraw Hill / Irwin Publication.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	S
CO4	H	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. M. Yamunadevi	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC3N1	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Non-Major Elective: Commerce Practicals	<b>Semester :</b>	III
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objective

To enrich the students' knowledge in basic form filling

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect the filling of various forms in business
<b>K2</b>	<b>CO2</b>	To understand the new concepts used in Commerce
<b>K3</b>	<b>CO3</b>	To apply the knowledge in preparing business letters and fixing prices for products
<b>K4</b>	<b>CO4</b>	To evaluate the students' creativity in preparing office layout and fixing brand name

<p><b><u>Commerce Practicals</u></b></p> <ol style="list-style-type: none"> <li>1. Preparation of sales report</li> <li>2. Letter to editor on current issues</li> <li>3. Preparation of application form for PAN Card</li> <li>4. Pay roll</li> <li>5. Pay slip</li> <li>6. <i>Fixing brand name</i></li> <li>7. Unique Selling Price (USP)</li> <li>8. Office layout</li> <li>9. Pay-in-slip</li> <li>10. Withdrawal slip</li> <li>11. Cheque</li> <li>12. <i>DD chalan</i></li> <li>13. Filling of post office RD form</li> <li>14. Filling of share application form</li> <li>15. Opening of Demat Account</li> </ol>	13
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## Teaching Methods

Power point Presentations, Assignment, Experience Discussion and Activity

### Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	L	L	M	H
<b>CO2</b>	H	M	M	M	H
<b>CO3</b>	H	M	M	M	S
<b>CO4</b>	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Dr. M. Chithirai Selvan	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC3N2	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Non-Major Elective: Supply Chain Management	<b>Semester :</b>	III
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objective

To improve the knowledge of students in the areas of product delivery system

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the significance of supply chain
<b>K2</b>	<b>CO2</b>	To understand the various distribution networks
<b>K3</b>	<b>CO3</b>	To apply the forecasting methods in supply chain
<b>K4</b>	<b>CO4</b>	To evaluate the planning and sourcing decision in supply chain

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Supply Chain – Introduction – Meaning – Definition - Decision Phases in a Supply Chain - Process View of Supply Chain – Importance - Supply Chain Performance - Supply Chain Drivers and Obstacles.	3
Unit – 2	Designing the Distribution Network in Supply Chain - Network Design in the Supply Chain - Network Design in an Uncertain Environment.	2
Unit – 3	<i>Demand Forecasting in a Supply Chain</i> - Aggregate Planning in the Supply Chain.	2
Unit – 4	Planning and Managing Inventories in a Supply Chain - Managing Economies of Scale in the Supply Chain - Managing Uncertainty in the Supply Chain: Safety Inventory.	3
Unit – 5	Sourcing Decisions in a Supply Chain - Transportation in a Supply Chain - <i>Information Technology and Supply Chain</i> - E-business and Supply Chain.	3

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar and Assignment
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### Books for Study

1. Sunil Chopra and Peter Meindl (2012), *Supply Chain Management*, 5<sup>th</sup> Edition, New Delhi: Prentice Hall.

### Books for References

1. Raghuram, G. and N. Rangaraj (2011), *Logistics and Supply Chain Management Cases and Concepts*, 1<sup>st</sup> Edition, New Delhi: Macmillan India Limited.
2. Sunil Chopra (2013), *Supply Chain Management: Strategy, Planning and Operation*, 5<sup>th</sup> Edition, New Delhi: Pearson Education Limited.
3. Sahay, B.S. (2006), *Emerging Issues in Supply Chain Management*, 5<sup>th</sup> Edition, New Delhi, Macmillan India Limited.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	M
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. P. Anitha	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC410	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core X : Cost Accounting	<b>Semester :</b>	IV
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objective

To expose the students the basic concepts and tools used in cost accounting

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the basics of cost accounting
<b>K2</b>	<b>CO2</b>	To understand the various types of inventory and costing
<b>K3</b>	<b>CO3</b>	To apply the various methods in calculation of labour and overheads
<b>K4</b>	<b>CO4</b>	To analyse the principles used in process, contract and job costing

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Cost Accounting: Definition - Meaning and Scope - <i>Relationship of Cost Accounting with Financial Accounting and Management Accounting - Costing as an Aid to Management</i> – Limitations and Objections against Cost Accounting - Elements of Cost - Cost Sheet.	13
Unit – 2	Inventory Control Techniques – Materials - Levels of Inventory – EOQ - Methods of Valuing Material Issues – FIFO – LIFO - Simple Average - Weighted Average.	12
Unit – 3	Labour – Methods of Payment Systems: Time Rate and Piece Rate System. Incentive Systems: Halsey and Rowan. Overheads: Meaning - Classification – Allocation, Apportionment & Absorption of Overheads – Computation of Labour Cost.	14
Unit – 4	Process Costing – Meaning - Features - General Principles - Process Losses - Normal Loss-Abnormal Loss - Abnormal Gain. (Excluding Equivalent Production)	14
Unit – 5	Contract and Job Costing – Reconciliation of Cost and Financial Accounts	12

Note: Theory – 20% Problems – 80%



\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar and Assignment
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### Books for Study

1. Jain, S.P. and K.L. Narang (2013), *Cost Accounting – Principles and Practice*, 23<sup>rd</sup> Edition, New Delhi, Kalyani Publishers.

### Books for Reference

Pillai, R.S.N. and V. Bagavathi (2010), *Management Accounting*, 5<sup>th</sup> Revised Edition, New Delhi: S. Chand & Company Limited.

Jain, S.P. and K.L. Narang (2012), *Cost and Management Accounting*, 13<sup>th</sup> Revised Edition, New Delhi, Kalyani Publishers.

Saxena, V.K. and C.D. Vashist (2014), *Essentials of Cost Accounting*, 2<sup>nd</sup> Edition, New Delhi: Sultan Chand & Sons.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	S	M	M	M	S
CO3	S	M	M	M	S
CO4	S	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. P. Gomathidevi	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC411	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core-X1: Visual Basic	<b>Semester :</b>	IV
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objective

To enable the students to develop an application oriented software

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the fundamentals of client / server architecture
<b>K2</b>	<b>CO2</b>	To understand the concepts of Integrated Development Environment
<b>K3</b>	<b>CO3</b>	To apply the procedures and functions to create application software
<b>K4</b>	<b>CO4</b>	To analyse the Data Access Objects and generate data reports

### Syllabus

Unit	Content	Hours
Unit – 1	Client/Server – Benefits of Client/Server – Downsizing – Upsizing – Right sizing – Client/Server Models – Client/Server Architecture: Technical Architecture – Application Architecture – Two Tier Architecture – Three Tier Architecture OLTP & n Tier Architecture.	14
Unit – 2	Introduction to Visual Basic – Steps in VB Application – Integrated Development Environment (IDE) - Properties, Methods and Events – Event Driven Programming - Variables – Scope of Variables – Constants – Data Types.	12
Unit – 3	Functions – Procedures – Control Structure: If - Select – For – While – Do While - Arrays – User Defined Data Types – Data Type Conversions - Operators – String Functions – Date and Time Functions.	14
Unit – 4	Creating and Using Standard Controls: Form, <i>Label</i> , <i>Text box</i> , Command Button, Check Box, Option Button, List Box, Combo Box, Picture Box, Image Controls, Scroll Bars – File List Box - Drive List Box – Directory List Box - Timer Control, Frame, Shape and Line Controls – Control Arrays – Dialog Boxes - Single Document Interface (SDI) – Multiple Document Interface (MDI) – Menus – Menu Editor – Menu Creation.	12

Unit – 5	Data Controls – Data Access Objects (DAO) – Accessing and Manipulating Databases – Record set – Methods of Record set – Creating a Record set – Modifying, Deleting Records – Finding Records - Data Report – Data Environment – Report - Designer – Connection Object – Command Object – Section of the Data Report Designer – Data Report Controls.	13
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\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar and Experience Discussion
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### Books for Study

1. Krishnan, N. and N. Saravanan (2001), *Visual Basic 6.0 in 30 Days*, 2<sup>nd</sup> Edition, Chennai: SciTech Publications (India) Private Limited.

### Books for Reference

1. Steven Holzner (2007), *VB 6 Programming Black Book*, 3<sup>rd</sup> Edition, New Delhi: Dream Tech Press.
2. Gary Cornell (2007), *Visual Basic-6*, 2<sup>nd</sup> Edition, New Delhi: Tata McGraw Hill.
3. Michael Halvorson (2010), *Microsoft Visual Basic 6.0 Professional*, 2<sup>nd</sup> Edition, New Delhi: PHI Learning Private Limited.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	H	H
CO2	M	H	H	H	H
CO3	M	S	S	S	S
CO4	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. P. Jayanthi	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC412	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core-XII: Programming Laboratory-IV: Visual Basic	<b>Semester :</b>	IV
<b>Hrs/Week:</b>	4		<b>Credits:</b>	3

### Course Objective

To develop the business application software using Visual Basic

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect the fundamental concepts of visual basic programming
<b>K2</b>	<b>CO2</b>	To understand the significance of visual basic programming for software development
<b>K3</b>	<b>CO3</b>	To implement the integration of back end with front end tool using DAO control
<b>K4</b>	<b>CO4</b>	To execute the various control structures to create application software

<b>Programs</b>	<b>Hours</b>
<ol style="list-style-type: none"> <li>1. Develop an application to perform simple arithmetic operations.</li> <li>2. Create a VB application to calculate simple and compound interest.</li> <li>3. Develop a quiz application in Visual Basic.</li> <li>4. Create a VB application with File, Edit and Format Menus and perform its operations.</li> <li>5. Develop a VB program to count number of words in a text.</li> <li>6. Create a Program to select, add and delete a place in the List Box.</li> <li>7. <i>Design a form to show the employee pay slip using if statement.</i></li> <li>8. Design a simple calculator.</li> <li>9. Prepare an advertisement banner using VB application.</li> <li>10. Create a VB application to list the product life cycle</li> <li>11. Design a super market bill using VB application</li> <li>12. Create a VB application to prepare inventory control.</li> <li>13. Create a student database in Ms-Access. Display the information in the VB form using data control. Perform various manipulations.</li> <li>14. <i>Create an employee database in Ms-Access and display the information in the VB form using data control. Perform various manipulations.</i></li> </ol>	52

15. Design a Electricity Bill using DAO / ADO Control by considering the following conditions:

Units Consumed	Rate (Rs.)
Up to 100 units	1.00
101 units – 200 units	1.50
Above 200 units	2.00
<b>Minimum Charge : Rs. 40</b>	

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment, Experience Discussion and Activity

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	H	H	H
CO2	M	H	H	S	S
CO3	M	S	S	S	S
CO4	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. M. Deepa	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC413	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core-XIII: Programming Laboratory-V: Tally	<b>Semester :</b>	IV
<b>Hrs/Week:</b>	4		<b>Credits:</b>	3

### Course Objective

To enrich students' practical knowledge in accounting and to prepare them for job market

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the main features of Tally ERP.9 software
<b>K2</b>	<b>CO2</b>	To understand the steps in preparation of various accounting vouchers
<b>K3</b>	<b>CO3</b>	To apply the knowledge in preparing stock summary, ratio analysis and bank statements
<b>K4</b>	<b>CO4</b>	To evaluate the knowledge in preparing final accounts

<ol style="list-style-type: none"> <li>1. <i>Create a Company and display ledgers</i></li> <li>2. Prepare the following Accounting Vouchers: <ol style="list-style-type: none"> <li>a) Payment Voucher      b) Receipt Voucher      c) Purchase Voucher</li> <li>d) Sales Voucher          e) Contra Voucher          f) Journal Voucher</li> </ol> </li> <li>3. Make voucher alteration and deletion</li> <li>4. Record the transactions of sample data for Trial Balance</li> <li>5. Display a cash book</li> <li>6. Prepare stock summary</li> <li>7. Create godown summary</li> <li>8. Display Bank Reconciliation Statement</li> <li>9. Prepare cost centre and cost category</li> <li>10. Display bill-wise statements</li> <li>11. Show trading and profit &amp; loss account</li> <li>12. <i>Display final accounts of a Company</i></li> <li>13. Computation of ratio analysis</li> </ol>	52
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14. Display foreign gain or loss	
15. Print a cheque	

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment, Experience Discussion and Activity
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### Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	H	H	H	H
<b>CO2</b>	S	S	S	S	S
<b>CO3</b>	H	S	S	S	S
<b>CO4</b>	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Ms. A. Prakalathan	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC4A4	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Allied-IV: Operations Research	<b>Semester :</b>	IV
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objective

To develop the knowledge of students in the application of mathematical tools in decision making

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the fundamentals of Linear Programming Techniques
<b>K2</b>	<b>CO2</b>	To get the idea about the transportation and assignment problems in making business decisions
<b>K3</b>	<b>CO3</b>	To implement inventory controls in solving business problems
<b>K4</b>	<b>CO4</b>	To analyse networking techniques to improve decision-making and develop critical thinking

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Operations Research – Meaning – Definition – <i>Significance</i> . LPP: Framing Linear Equation - Graphical Solution Method – General Linear Programming Problem (Definition alone). Simplex Method (Initial Basic Feasible Solution only).	13
Unit – 2	Transportation Problem: Row Minimum – Column Minimum – NWC – LCM – VAM (Initial Basic Feasible Solution only).	12
Unit – 3	Assignment Problems: Definition – Assignment Algorithm – Hungarian Assignment – Unbalanced Assignment Method. Sequencing Problems: Introduction – Problem with n Jobs & 2 Machines – Problems with n Jobs & k Machines (Simple Problems Only).	14
Unit – 4	Inventory Control: Introduction – <i>Types of Inventory</i> – Economic Order Quantity (EOQ): Case 1: EOQ with No Shortage & Case 2: EOQ with Shortage.	12
Unit – 5	Network Scheduling: Introduction – Network & Basic Components - Rules of Network Constructions - Time Calculations in Networks - Critical Path Method (CPM) – Program Evaluation Review Technique (PERT) & PERT Calculations- Difference between CPM & PERT (Simple Problems only).	14



**Note:**

Problems – 80%      Theory – 20%

\* *Italicized* texts are for self-study.

**Teaching Methods**

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion and Brain storming

**Books for Study**

1. Vittal, P.R. and V. Malini (2012), *Operations Research*, 1<sup>st</sup> Edition, Chennai: Margham Publications.

**Books for Reference**

1. Kalavathy, S. (2013), *Operations Research*, 4<sup>th</sup> Edition, Noida: Vikas Publishing House Private Limited.
2. Mariappan (2013), *Operations Research: An Introduction*, 1<sup>st</sup> Edition, Chennai: Pearson Education Services Private Limited.
3. Kanti Swarup, Gupta, P.K. and Man Mohan (2010), *Operations Research*, 7<sup>th</sup> Edition, New Delhi: Sultan Chand & Sons.

**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	S
CO3	H	M	M	M	S
CO4	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. K.S. Kavitha	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC414	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core XIV: Company Law	<b>Semester :</b>	IV
<b>Hrs/Week:</b>	5		<b>Credits:</b>	4

### Course Objective

To provide basic knowledge on the provisions of the Companies Amendment Act, 2013

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To remember the basic characteristics of a company form of business
<b>K2</b>	<b>CO2</b>	To understand the legal structure and nature of a company
<b>K3</b>	<b>CO3</b>	To analyze the basic requirements of conducting company meetings
<b>K4</b>	<b>CO4</b>	To figure out the process followed in winding up of companies

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Company – Meaning and Definition – Characteristics – <i>Kinds</i> – Privileges of Private Company – Conversion of a Private Company into a Public Company – Formation of a Company.	12
Unit – 2	Memorandum of Association – Meaning and Importance – Alteration – Doctrine of Ultravires – Effects – Articles of Association – Alteration – Doctrine of Indoor Management – Differences between Memorandum and Articles. Prospects – Meaning – Contents – Misstatements in the Prospects – Remedies for Misstatement.	14
Unit – 3	Management of a Company – Appointment of Directors – Removal of Directors – Legal Position of Directors – Powers, Duties and Liabilities of Directors – Managing Director – Manager – Independent Director.	14
Unit – 4	Share Capital – <i>Kinds of Shares</i> – Transfer and Transmission of Shares – Company Meetings – Statutory Meeting – Annual General Meetings – Extra-ordinary General Meetings – Requisition of a Valid Meeting: Notice, Quorum, Chairman, Proxy, Voting, Resolutions and Minutes.	13
Unit – 5	Winding up of Companies – Compulsory Winding up – Voluntary Winding up – Winding up subject to the Supervision of Court – Powers and Duties of Liquidator.	12

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar, Assignment and Case study

### Books for Study

1. Ashok K. Bakerial (2010), *Company Law*, 12<sup>th</sup> Edition, New Delhi: Vikas Publication House Private Limited.

### Books for Reference

1. Kapoor, G.K. and Sanjay Dhamija (2014), *Company Law and Practice*, 19<sup>th</sup> Edition, Mumbai: Taxmann Publications Private Limited.
2. Gower and Davies (2012), *Principles of Modern Company Law*, 9<sup>th</sup> Revised Edition, Sarah Worthington: Sweet and Maxwell.
3. Ramaiya, A. (2015), *Guide to the Companies Act*, 18<sup>th</sup> Edition, Nagpur: Lexis Nexis India.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	S
CO4	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. T. Anish Fathima	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC4N3	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Non-Major Elective: Computer Application Practicals	<b>Semester :</b>	IV
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objective

To develop the students' skills in utilizing various business applications

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the applications of MS Office
<b>K2</b>	<b>CO2</b>	To understand the new concepts used in Computer arena
<b>K3</b>	<b>CO3</b>	To apply the knowledge of computer in various online business applications
<b>K4</b>	<b>CO4</b>	To evaluate the students' knowledge on real business operations

<b>Exercises</b>	<b>Hours</b>
<ol style="list-style-type: none"> <li>1. Preparation of resume with and without using resume wizard</li> <li>2. Invite board members for annual meeting using mail merge concept</li> <li>3. Design pay roll for a Company in MS Excel by considering the following conditions: Dearness Allowance – 40% on Basic Pay House Rent Allowance – Rs.1000; Medical Allowance – Rs.200 and Provident Fund – 12%</li> <li>4. Prepare students' mark details and show the records using Auto filter option</li> <li>5. <i>Create an advertisement in Power Point for a product</i></li> <li>6. Create a student database in Access</li> <li>7. Create the following tables in Access: a) Student Personal Details      b) Student Mark Details and Perform the following: (i) Relate the table (ii) Show the details of students: a) those who passed in all subjects b) those who score above 60 marks in all subjects.</li> </ol>	13

8. Creation a website for College using external link and frames 9. List out the names of educational website using ordered and unordered list 10. Create and send an official e-mail with document attachment 11. <i>Online Purchase and Settlement</i> 12. E-Ticket Reservation (Bus, Railways, Airways, etc.) 13. Online Electricity Bill Payment 14. Online Insurance Premium Payment 15. Online Employment Registration and Renewal	
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\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment, Experience Discussion and Activity
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### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	S	H	S	S	S
CO4	S	H	S	S	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. M. Chithirai Selvan	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC4N4	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Non-Major Elective: Retail Management	<b>Semester :</b>	IV
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objective

To expose the students in the area of retail marketing management

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the essentials of retailing
<b>K2</b>	<b>CO2</b>	To understand the retail strategy and retail marketing mix
<b>K3</b>	<b>CO3</b>	To apply the pricing policies in retail market
<b>K4</b>	<b>CO4</b>	To evaluate the need of HRM and IT in retail market

### Syllabus

Unit	Content	Hours
Unit – 1	Retailing: Meaning, Importance-Risk of Retailers- Challenges facing Global Retailers-Retail in India: Drivers of Retail changes-Challenges for Retail Development.	3
Unit – 2	Customer Decision Making Process- Retail Strategy: Meaning – Steps involved in Developing Strategy- <i>Choosing a Retail Location.</i>	2
Unit – 3	Retail Marketing Mix- STP Approach-Retail Communication Mix- Customers Service: GAP Model.	2
Unit – 4	Retail Merchandising: Meaning- Process of Merchandise Planning – Methods of Procuring Merchandise –Retail Pricing Policies/ Strategies.	3
Unit – 5	HRM in Retail – Measuring Retail Store, Spare Performance and Employee Productivity- <i>Importance and Applications of Information Technology in Retail.</i>	3

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar and Assignment
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### Books for Study

1. Swapna Pradhan (2009), *Retailing Management*, 2<sup>nd</sup> Reprint, New Delhi: Tata McGraw Hill Education.

### Books for Reference

1. Levy, I.M. and B.A. Weitz (2007), *Retail Management*, New Delhi: Tata Mc Graw Hill Publishing Company Limited.
2. Chetan Bajaj, Rajnish Tuli and Nidhi V. Srivastava (2005), *Retail Management*, 2<sup>nd</sup> Edition, New Delhi: Oxford University Press.
3. Barry Berman and Joel R. Evans (2012), *Retail Management: A Strategic Approach*, 12<sup>th</sup> Edition, Chennai: Prentice Hall.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. S. Poongodi	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC515	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core XV: Income Tax, Law and Practice	<b>Semester :</b>	V
<b>Hrs/Week:</b>	8		<b>Credits:</b>	4

### Course Objective

To enable the students to gain adequate knowledge on direct tax

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the basic terms and concepts used in direct tax
<b>K2</b>	<b>CO2</b>	To understand the elements relating to income from salary and house property
<b>K3</b>	<b>CO3</b>	To deploy skills in computation of income business or profession, capital gains and other sources
<b>K4</b>	<b>CO4</b>	To figure out expertise knowledge in assessment of individual income

### Syllabus

Unit	Content	Hours
Unit – 1	Tax System in India – <i>Definitions under Income Tax Act 1962</i> – Agricultural Income – Person – Assessee – Income – Gross Total Income – Total Income – Income that do not form part of Total Income - Assessment Year – Previous Year – Residential Status – <i>Scope of Total Income.</i>	20
Unit – 2	Income from Salaries:- Computation of Income from Salary	21
Unit – 3	Computation of Income from House Property – Computation of Profits and Gains of Business or Profession.	22
Unit – 4	Capital Gains – Mode of Computation – Exemption - Income from Other Sources.	21
Unit – 5	Set off and Carry Forward of Losses – Deduction from Gross Total Income – Aggregation of Income – Assessment of Individual.	20

### Note:

Problems - 80% Theory - 20%



\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment and Experience Discussion
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### Books for Study

1. Gaur, V.P., Narang, D.B., Puja Gaur, Rajeev Puri (2016), *Income Tax Law and Practice*, 43<sup>rd</sup> Edition, New Delhi: Kalyani Publishers.

### Books for Reference

1. Mehrotra, H.C. and S.P. Goyal (2016), *Income Tax, Law and Accounts*, 56<sup>th</sup> Edition, Agra: Sahitya Bhawan Publications.
2. Pagne Dinkar (2016), *Income Tax Law and Practice*, 27<sup>th</sup> Edition, New Delhi: Sultan Chand & Sons Company Limited.
3. Reddy, T.S. and Y. Hari Prasad Reddy (2016), *Income Tax Theory, Law and Practice*, 13<sup>th</sup> Edition, Chennai: Margham Publications.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	S
CO3	H	M	M	M	S
CO4	H	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. S. Poongodi & Ms. M. Nirmala	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC516	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core XVI: Programming in C	<b>Semester :</b>	V
<b>Hrs/Week:</b>	7		<b>Credits:</b>	4

### Course Objective

To promote the students' knowledge in 'C' programming language

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect the basic concepts of C language
<b>K2</b>	<b>CO2</b>	To apprehend the knowledge on loop structures and arrays
<b>K3</b>	<b>CO3</b>	To implement the concept of functional events and arguments in running a program
<b>K4</b>	<b>CO4</b>	To figure out the practical exposure in developing C programming using the various input / output operations

### Syllabus

Unit	Content	Hours
Unit – 1	Introduction to C – 'C' Character Set – Tokens – Keywords – Identifiers – Constants – Variables – Rules for Defining Variables - Data Types – Declaring and Initializing Variables – Type Conversion– Operators and Expressions – Input / Output Operations. Decision Making and Branching –Decision making and Looping: If, If...else Statements, Else...if Ladder – Switch Statement – Go to Statement – While Statement – Do Statement – For Statement – Jumps in Loops.	17
Unit – 2	Arrays: One Dimensional Arrays – Two Dimensional Arrays – Multi Dimensional Arrays – Structures – Arrays within Structures – Structures within Structures – Structures and Functions - Union – Size of Structures. Characteristics of Arrays & String Manipulation: Introduction - Declaring & Initializing Variables – Reading String from Terminal, Writing String to Screen – Arithmetic Operations and Characters – String Handling Functions.	20
Unit - 3	Functions: User-defined Functions- A-Multi-function Programme - Elements of User Defined Function, Definition of Function - Return Value &their Types, Function Calls & Declarations - Category of Functions: No Arguments & No Return Values - Arguments that No Return Values – Arguments with Return Values - No Arguments that Return a Value - Nesting of Functions - Recursion & Passing Arrays & Strings to Functions. The scope, Visibility and Lifetime of Variables in Functions.	17

Unit – 4	Pointers: Introduction - Accessing, Declaring & Initializing Pointer Variables - Chain of Pointers - Pointer Expression, Increments - Pointer Arrays - Pointers and Character Strings - Array of Pointers - Pointers as Function arguments.	17
Unit – 5	Files: Defining and Opening a File – Closing a File –I/O Operations of File – Error Handling during I/O Operations – Random Access Files – Command Line Argument.	20

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar, Assignment and Activity
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### Books for Study

1. Balagurusamy, .E (2017), *Programming in Ancı C*, Seventh Edition, New Delhi, Tata McGraw-Hill Publishing Company Ltd.

### Books for Reference

1. Herbert Schildt (2013), *C – The Complete Reference*, 4<sup>th</sup> Edition, New Delhi, Tata McGraw Hill Publishing Company Limited
2. Yashwant D. Kanetkar (2016), *Let us C*, 15<sup>th</sup> Edition, New Delhi, BPB Publication
3. Stephen G. Kochan (2010), *Programming in C*, Revised Edition, CBS Publisher and Distributors, New Delhi

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	M	H
CO2	H	H	H	H	H
CO3	H	S	H	S	H
CO4	H	S	H	S	S

S - Strong; H-High; M-Medium; L-Low

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Ms. P. Jayanthi	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC517	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core XVII: Programming Laboratory –VI : C	<b>Semester :</b>	V
<b>Hrs/Week:</b>	4		<b>Credits:</b>	3

### Course Objective

To equip the students to write programming language for developing a system based computer project for the business

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To remember the usage of basic concepts of C
<b>K2</b>	<b>CO2</b>	To understand the loop structures and arrays in application development
<b>K3</b>	<b>CO3</b>	To execute the functions and argument events in generating the applications
<b>K4</b>	<b>CO4</b>	To figure out the ability of developing applications in C using the theoretical exposure of the language

<b>Programs</b>	<b>Hours</b>
1. Write a program to find the area of circle. 2. Develop a program to check whether the given number is Armstrong or not. 3. Create a program to print the multiplication table. 4. <i>Generate a program to calculate the electricity bill.</i> 5. Write a program to find the greatest number among three numbers. 6. Create a program to find the given number is palindrome or not. 7. Write a program to demonstrate the bitwise operator. 8. Construct a program to find number of days in a month using switch case. 9. Build a program to sort the numbers in ascending and descending order. 10. Design a program to find the square root of a given number using function. 11. Write a program to calculate factorial of a number using recursive. 12. Generate a program to find students average using structure. 13. Write a program to calculate the size of memory using union.	52

14. <i>Create a program to find the length of a string using pointer.</i>	
15. Design a program to find the sum of all elements stored in an array using pointer.	

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Assignment and Activity
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### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	M	H
CO2	H	H	H	H	H
CO3	H	S	H	S	S
CO4	H	S	H	S	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. T. Vijaya Chithra	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC518	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core XVIII: Institutional Training	<b>Semester :</b>	V
<b>Hrs/Week:</b>	One Month Training		<b>Credits:</b>	3

### Course Objective

To train the students in real business situations

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect the practical knowledge in real business applications
<b>K2</b>	<b>CO2</b>	To understand the real applications in business
<b>K3</b>	<b>CO3</b>	To apply the theoretical knowledge in practical business
<b>K4</b>	<b>CO4</b>	To evaluate the outside business exposure

<b>Instructions</b>							
<ol style="list-style-type: none"> <li>1. The student has to undergo training in financial institutions / companies for a period of 30 days in the fourth semester vacation</li> <li>2. Work Diary should be maintained with Attendance Certificate</li> <li>3. Maximum of two students are permitted to undergo training in the same institution.</li> <li>4. Student Evaluation: Internal and External Examiner</li> <li>5. Distribution of Marks (ESE) <table style="margin-left: 40px; border: none;"> <tr> <td>Work Diary Maintenance</td> <td>–</td> <td>40 (Internal Examiner)</td> </tr> <tr> <td>Viva-voce Examination</td> <td>–</td> <td>60 (External Examiner)</td> </tr> </table> </li> </ol>		Work Diary Maintenance	–	40 (Internal Examiner)	Viva-voce Examination	–	60 (External Examiner)
Work Diary Maintenance	–	40 (Internal Examiner)					
Viva-voce Examination	–	60 (External Examiner)					

### Teaching Methods

Experience Discussion and Activity
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### Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	L	L	M	H
<b>CO2</b>	H	M	M	M	S
<b>CO3</b>	H	M	M	M	S
<b>CO4</b>	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
All Faculty Members	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE



<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC519	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Major Elective-I: Banking and Insurance Law	<b>Semester :</b>	V
<b>Hrs/Week:</b>	7		<b>Credits:</b>	5

### Course Objective

To enrich the students' knowledge on the various provisions of banking and insurance law

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the basic law relating to banking and insurance
<b>K2</b>	<b>CO2</b>	To understand the functions of a banker
<b>K3</b>	<b>CO3</b>	To deploy the statutory protection for paying and collecting banker
<b>K4</b>	<b>CO4</b>	To analyse the various principles of insurance and its classification

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Banking – Definition - Relationship between Banker and Customer - Functions of Commercial Banks. Types of Accounts.	16
Unit – 2	Banker's Duty: Special Types of Customers – Minor, Married Women, Lunatic and Partnership Firms and Companies. Cheque: Material Alteration – Crossing – Endorsement.	18
Unit – 3	Loans - Precautions while Lending Loans against Document of Title to Goods, Shares, Insurance Policies and Bank Receipts, Land and Buildings.	17
Unit – 4	Paying and Collecting Banker – Duties and Liabilities – Circumstances for refusing Payment of Cheques – Consequences of Wrong Dishonour – Statutory Protection for Paying and Collecting Banker.	20
Unit – 5	Insurance - Meaning – Functions – Nature - Principles - Classification - Impact of LPG on Insurance Industry – <i>Types of Insurance: LIC, GIC, Marine – Merits and Demerits of Insurance.</i>	20

\* *Italicized* texts are for self-study.

## Teaching Methods

Power point Presentations, Group discussions, Seminar, Quiz and Assignment
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## Books for Study

1. Gordon, E. and K. Natarajan (2014), *Banking Theory, Law and Practice*, 24<sup>th</sup> Revised Edition, Chennai: Himalaya Publishing House.

## Books for Reference

1. Jagroop Singh and Sarita (2012), *Banking and Insurance Law*, 8<sup>th</sup> Edition, New Delhi: Sultan Sons and Company Limited.
2. Sharma and Shashi K. Gupta (2013), *Banking Theory, Law and Practice*, 16<sup>th</sup> Edition, New Delhi: Deepa and Deepa Publications Private Limited.
3. Bodla, B.S., M.C. Garg and K.P. Singh (2011), *Insurance-Fundamentals*, 1<sup>st</sup> Edition, New Delhi: Deepa and Deepa Publications Private Limited

## Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	S
CO3	H	M	M	M	H
CO4	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Mr. A. Prakalathan	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC5S1	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Skill Based Major Elective: Principles of Management	<b>Semester :</b>	V
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objective

To familiarize the students with concepts and principles of management

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the fundamentals of management
<b>K2</b>	<b>CO2</b>	To comprehend about the various functions of management
<b>K3</b>	<b>CO3</b>	To apply the decision making principles in business
<b>K4</b>	<b>CO4</b>	To analyse and develop the various leadership qualities

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Management - Meaning and Definition – Nature and Scope - Importance – <i>Functions of Management</i> – Management as an Art, Science and Profession.	3
Unit – 2	Planning - Meaning and Definition – Nature – Objectives – Advantages and Disadvantages of Planning - Process of Planning.	2
Unit – 3	Organisation – Meaning and Definition - Importance – Principles of Sound Organisation – Key Elements of Organisation Process - Departmentation - Delegation and Decentralization, Line, Functional and Staff Organisation – Span of Control.	3
Unit – 4	Staffing – Sources of Recruitment - Merits and Demerits of Internal and External Sources - Motivation - Factors of Motivation. Communication – Types – Importance of Communication in an Organization.	3
Unit – 5	Leadership – Types of Leadership Styles – <i>Qualities of a Good Leader</i> - Controlling – Process of Control.	2

\* *Italicized* texts are for self-study.

## Teaching Methods

Power point Presentations, Group discussions, Seminar and Assignment
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## Books for Study

1. Jayashankar, J. (2009), *Principles of Management*, 1<sup>st</sup> Edition, Chennai: Margham Publications.

## Books for Reference

1. Dinkar Pagare (2015), *Business Management*, 5<sup>th</sup> Edition, New Delhi: Sultan Chand & Sons.
2. Tripathi, P.C. and P.N. Reddy (2012), *Principles of Management*, 5<sup>th</sup> Edition, New Delhi: Tata McGraw Hill Publishing Company Ltd.
3. Prasad, L.M. (2012), *Principles and Practice of Management*, 8<sup>th</sup> Edition, New Delhi: Sultan Chand & Sons.

## Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	H
CO4	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. P. Archanaa	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC5S2	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Skill Based Major Elective: Organizational Behaviour	<b>Semester :</b>	V
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objective

To expose the students to understand the organization structure and maintain relationships

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the structure of organization
<b>K2</b>	<b>CO2</b>	To understand the various stages in personality development and theories of group dynamics
<b>K3</b>	<b>CO3</b>	To deploy leadership styles and motivational theories in real business
<b>K4</b>	<b>CO4</b>	To analyse the factors leading to change in organization

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Organisational Behaviour – Meaning and Definition - Importance- Organisation as a Social System –Socio -Technical System- Constraints over Organisation and Managerial Performance.	3
Unit – 2	Stages of Personality Development - Determinants of Personality-Learning – Perception – Factors - Influencing Perception - Perceptual Distortion-Values – Attitudes –Attitude Formation-Role of Behaviour Status.	2
Unit – 3	Group and Group Dynamics- Reasons for the Formations of Groups- Characteristics of Groups-Theories of Group Dynamics-Types of Groups in Organisations - Group Cohesiveness-Factors Influencing Group Cohesiveness-Group Decision Making.	3
Unit – 4	<i>Leadership – Characteristics - Leaderships Styles –</i> . Motivation – Concepts and Importance Theories of Motivation.	2

Unit – 5	Management of Change: Meaning - Importance - Resistance to Change – Causes – Dealing with Resistance to Change – Concepts of Social Change & Organisational Change- Factors Contributing to Organisational Change.	3
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\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar and Assignment
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### Books for Study

1. Aswathappa, K. (2012), *Organisational Behaviour*, 10<sup>th</sup> Edition, Mumbai: Himalaya Publishing House Private Limited.

### Books for Reference

1. Udai Pareek and Sushama Khanna (2011), *Understanding Organisational Behaviour*, 3<sup>rd</sup> Edition, New Delhi: Oxford University Press.
2. Stephen P. Robbins (2011), *Organisational Behaviour*, 11<sup>th</sup> Edition, New Delhi: Prentice Hall of India.
3. Khanna, S.S, *Organisational Behaviour*, 11<sup>th</sup> Edition, New Delhi: S Chand & Co. Ltd., New Delhi

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	S
CO4	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. M. Nirmala	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC620	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core XIX: Management Accounting	<b>Semester :</b>	VI
<b>Hrs/Week:</b>	6		<b>Credits:</b>	4

### Course Objective

To make understand the application of accounting techniques for management decision making

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the difference in financial, cost and management accounting
<b>K2</b>	<b>CO2</b>	To get an idea about the analysis of various ratios and to understand the flow of fund and cash operations
<b>K3</b>	<b>CO3</b>	To apply the marginal costing techniques in real business
<b>K4</b>	<b>CO4</b>	To figure out the various types of budgets and variance analysis in planning and decision making

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Management Accounting – Meaning – Definition – <i>Objectives</i> - Scope – <i>Relationship between Management Accounting and Financial Accounting</i> - Management Accounting and Cost Accounting.  Common Size Statement and Comparative Statement and Trend Analysis.	12
Unit – 2	Ratio Analysis – Meaning – Uses – Limitations – Classification of Ratios – Computation of Ratios from Financial Statements – Preparation of Balance Sheet.	13
Unit – 3	Funds Flow Analysis: Meaning – Uses – Preparation of Fund Flow Statement. Cash Flow Analysis: Meaning – Uses – Difference between Fund Flow and Cash Flow Statement – Preparation of Cash Flow Statement (Revised Format).	13
Unit – 4	Marginal Costing – Break Even Analysis – Applications of Marginal Costing Techniques – Determination of Sales Mix – Key Factor – Make or Buy Decision (Simple Problems Only).	14

Unit – 5	Budget – Meaning - Budgetary Control – Flexible Budget – Cash Budget – Production Budget – Sales Budget. Standard Costing and Variance Analysis: Material and Labour variance only.	13
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### **NOTE**

<b>Distribution of Marks</b>	:	Theory	-	20%
		Problems	-	80%

\* *Italicized* texts are for self-study.

### **Teaching Methods**

Power point Presentations, Group discussions, Seminar and Assignment
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### **Books for Study**

1. Sharma, R.K. and Shashi K. Gupta (2014), *Management Accounting*, 13<sup>th</sup> Revised Edition, New Delhi: Kalayani Publishers.

### **Books for Reference**

1. Pillai, R.S.N. and V. Bagavathy (2015), *Management Accounting*, 4<sup>th</sup> Edition, S. Chand and Company Private Limited.
2. Maheshwari, S.N. (2014), *Management Accounting and Financial Control*, 15<sup>th</sup> Revised Edition New Delhi: Sultan Chand and Sons.
3. Reddy, T.S. and Y. Hari Prasad Reddy (2011), *Management Accounting*, 5<sup>th</sup> Revised Edition, New Delhi: Margham Publications.

### **Mapping**

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	L	L	M	H
<b>CO2</b>	S	M	M	M	S
<b>CO3</b>	S	M	M	M	S
<b>CO4</b>	S	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.



<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Ms. S. Poongodi	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC621	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core XX: Multimedia	<b>Semester :</b>	VI
<b>Hrs/Week:</b>	6			<b>Credits:</b>

### Course Objective

To inculcate the basic knowledge and skills of multimedia designing

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the basics of multimedia devices
<b>K2</b>	<b>CO2</b>	To understand the designing techniques and concepts of graphics
<b>K3</b>	<b>CO3</b>	To execute the digital audio and video formats
<b>K4</b>	<b>CO4</b>	To analyse the graphical effects to develop multimedia applications

### Syllabus

Unit	Content	Hours
Unit – 1	Introduction: Different types of Media- Multimedia Devices - <i>Input Devices: Key Board – Mice - Track Ball - Touch Screen - Magnetic Card Encoders and Readers - Flat Bed Scanner - OCR Device - Infra Red Remotes- Voice Reorganization System - Digital Camera. Output Devices: Audio - Amplifiers and Speakers – Monitors - Video Device –Projectors - Printers.</i>	15
Unit – 2	Design Techniques: Design Elements & Principle – Illustration & Sketching – Color Theory – Print & Publish Media – Animation - Different Types of Animation – Animation Software.	16
Unit – 3	Concepts Of Graphics: Creating Graphics, Applying Special Effects, Effects and Color Correction, Editing & Optimizing Graphics for Web / Print / Broadcasting / Bitmap & Vector Graphics - Graphical Tools, Design Techniques: Page Layout, Print Media – Brochure / E-Mail / News Letter Design.	16
Unit - 4	Digital Audio: Audio Formats - Editing, Mixing, Import – Audio Capturing – Audio Mixing – Audio Effect Generation. Digital Video: Video Formats – Video Capturing – Video Mixing –Preparing and Video For Delivery- Composing & Special Functions.	15

Unit – 5	Adding Video Effects: About effects, Find, apply, and preview effects - Add Titles: create a new title, edit a title- Work With Audio: Adding an audio soundtrack- Share Video: Create DVD files for web, Sharing to a DVD, the web, computer, mobile phone or player.	16
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\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar, Assignment and Experience Discussion
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### Books for Study

1. Ze-NianLi, Drew Marks, Jiangchuan Liu (2014), *Fundamentals of Multimedia, Second Edition*, Springer Publication.

### Books for Reference

1. Adobe Creative Team (2013), *Adobe Premiere Pro CC class room in a book*, First Edition, Adobe Publisher
2. Paul Ekert (2013), *Mastering Adobe Premiere Pro CS6 HOTSHOT*, Packt Publishing Limited.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	S
CO3	H	S	S	H	H
CO4	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Dr. P. Anitha	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC622	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Core XXI: Programming Laboratory – VII: Multimedia	<b>Semester :</b>	VI
<b>Hrs/Week:</b>	4		<b>Credits:</b>	3

### Course Objective

To promote the students' designing skills in multimedia application

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the application of multimedia
<b>K2</b>	<b>CO2</b>	To point out the effects of picturization on Photoshop and flash applications
<b>K3</b>	<b>CO3</b>	To implement the multimedia effects in developing applications
<b>K4</b>	<b>CO4</b>	To review the application of audio, video and graphical representation practically

<b>Programs</b>	<b>Hours</b>
<p><b>Photoshop</b></p> <ol style="list-style-type: none"> <li>1. Reduce Picture Size</li> <li>2. Replace colour in an Image</li> <li>3. Merging of two Images</li> <li>4. <i>Add a pattern as background</i></li> <li>5. Make a simple book cover by using basic functionalities</li> </ol> <p><b>Flash</b></p> <ol style="list-style-type: none"> <li>6. Raining Effect</li> <li>7. <i>Logo</i></li> <li>8. Bouncing ball</li> <li>9. Drawing and creating text with effects</li> <li>10. Transforming a shape into another Shape (Circle, Square and Triangle)</li> </ol>	52

### Teaching Methods

Power point Presentations, Assignment, Experience Discussion and Activity

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	H	H	H	H
<b>CO2</b>	H	S	S	S	S
<b>CO3</b>	H	S	S	S	S
<b>CO4</b>	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Ms. T. Vijaya Chithra	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC623	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Major Elective II: Commerce with Computer Application Practicals	<b>Semester :</b>	VI
<b>Hrs/Week:</b>	6*		<b>Credits:</b>	5

### Course Objective

To develop the students' knowledge in basic form filling and to develop their skills in utilizing various online applications

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To recollect the filling of various forms in business
<b>K2</b>	<b>CO2</b>	To understand the new concepts used in Commerce and Computer arena
<b>K3</b>	<b>CO3</b>	To execute the knowledge of computer in various online business applications
<b>K4</b>	<b>CO4</b>	To review the students' knowledge on real business operations

<p><b><u>Commerce Practicals</u></b></p> <ol style="list-style-type: none"> <li>1. Preparation of application form for PAN Card</li> <li>2. Pay roll</li> <li>3. Pay slip</li> <li>4. Fixing brand name</li> <li>5. Unique Selling Price (USP)</li> <li>6. Office Layout</li> <li>7. Pay-in- Slip</li> <li>8. Withdrawal Slip</li> <li>9. Cheque</li> <li>10. DD Chalan</li> <li>11. Filling of Post Office RD Form</li> <li>12. Share Application Form</li> </ol>	26
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<b><u>Computer Applications - Practicals</u></b>	
<ol style="list-style-type: none"> <li>1. Preparation of resume with and without using resume wizard</li> <li>2. Invite board members for annual meeting using mail merge concept</li> <li>3. Creation of Website using external link and frames</li> <li>4. Create and send an official e-mail with document attachment</li> <li>5. E-Ticket Reservation (Bus, Railways, Airways, etc.)</li> <li>6. Online Insurance Premium Payment</li> <li>7. <i>Online Purchase and Settlement</i></li> <li>8. Online Employment Registration and Renewal</li> </ol>	26

**Note 1:** \* It includes Theory – 2 Hours and Practicals – 4 Hours

**Note 2:**

1. Practical Examination will be conducted at the end of semester and students will be evaluated by both Internal and External Examiners

2. Distribution of Marks

End of Semester : 60

Continuous Assessment : 40

\* *Italicized* texts are for self-study.

**Teaching Methods**

Power point Presentations, Group discussions, Seminar, Assignment, Experience Discussion and Activity
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**Mapping**

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
<b>CO1</b>	H	H	H	H	H
<b>CO2</b>	H	H	H	H	S
<b>CO3</b>	H	S	S	S	S
<b>CO4</b>	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Dr. M. Chithirai Selvan	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE



<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC624	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Major Elective III: E-Commerce and Information Security	<b>Semester :</b>	VI
<b>Hrs/Week:</b>	6		<b>Credits:</b>	5

### Course Objective

To expose the students' on fundamentals of e-commerce and need for information security

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the basics of E-Commerce
<b>K2</b>	<b>CO2</b>	To understand the electronic data interchange and electronic payment systems
<b>K3</b>	<b>CO3</b>	To implement the various models of e-commerce in real business
<b>K4</b>	<b>CO4</b>	To analyze the need for information security and existence of various network securities

### Syllabus

<b>Unit</b>	<b>Content</b>	<b>Hours</b>
Unit – 1	Introduction to E-Commerce – Meaning – Definition – Perspectives of E-Commerce – <i>History of E-Commerce</i> – Framework of E-Commerce – E-Commerce Drivers – Adoption of E-Commerce – Traditional Vs Electronic Commerce – <i>Advantages and Disadvantages of E-Commerce</i> .	16
Unit – 2	Models of E-Commerce: B2B - B2C – C2B – C2C – B2G. EDI – Meaning – Definition – Components – Future of EDI. EDI Standards: Data Standard in EDI. Mobile Commerce – Meaning – Definition – Architecture – Application – Advantages and Disadvantages.	15
Unit – 3	Electronic Payment System (EPS) – Meaning – Problems with Traditional Payment Systems – Features – Types of Electronic Payment Systems – Advantages and Disadvantages. Online Banking: Core Banking Solution (CBS) – Advantages and Disadvantages.	16
Unit – 4	Components of Communications System – Transmission Media. Protocol – Definition – Introduction to TCP / IP – Wireless Network – Basics of Internet. Types of Attack: Phishing, Spoofing, Impersonation, Dumpster diving – Information Security Goals. Information Security Threats and Vulnerability:	15

	Spoofing Identity, Tampering with data, Repudiation, Information Disclosure, Denial of Service, Elevation of Privilege.	
Unit – 5	Authentication – Password Management – E-Commerce Security – Windows Security. Network Security: Network Intrusion and Prevention Systems – Firewalls – Software Security. Web Security: User authentication, Authentication – Secret and Session Management, Cross Site Scripting, Cross Site Forgery, SQL Injection. Computer Forensics – Steganography.	16

**Note:** For Cyber Security, the Study Material will be available in our College Journal Website: [www.ngmc.org.in](http://www.ngmc.org.in) in the form a e-book)

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar ,Quiz, Assignment, Experience Discussion and Case study
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### Books for Study

1. Kamallesh N. Agarwala, Amitlal Beeksha Agarwala (2005), *Business on the Net - An Introduction to the 'What's' and 'Hows' of E-Commerce*, 2<sup>nd</sup> Edition, New Delhi: Macmillan India Limited.

### Books for Reference

1. Bharat Bhaskar (2008), *E-Commerce*, 3<sup>rd</sup> Edition, New Delhi: McGraw Hill / Irwin Publication.
2. Kamlesh K. Bajaj (2008), *E-Commerce*, 3<sup>rd</sup> Edition, New Delhi: Tata McGraw Hill Publishing Company Limited.
3. Kenneth C.Laudon and Carol Guercio Traver (2011), *E-Commerce – Business Technology*, 4<sup>th</sup> Edition, Dorling Kindersley (India) Private Limited.
4. Michael E. Whitman, Herbert J. Mattord, *Principles of Information Security*, Cengage Learning, 4<sup>th</sup> Edition.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	H	H	H
CO2	H	H	H	H	H
CO3	H	S	S	S	S
CO4	H	S	S	S	S

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Ms. R. Ramya	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC6S3	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Skill Based Major Elective: Financial Markets and Institutions	<b>Semester :</b>	VI
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objective

To enable the students to develop awareness on the various financial markets and institutions

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the different market structures
<b>K2</b>	<b>CO2</b>	To understand the various functions of New Issue Market and stock exchange
<b>K3</b>	<b>CO3</b>	To apply the knowledge on the regulatory authority and process of trading
<b>K4</b>	<b>CO4</b>	To evaluate the performance of various financial institutions

### Syllabus

Unit	Content	Hours
Unit – 1	Structure of Financial Markets: – Money Markets – Meaning – Advantages. Brief Description of Call Money Market – Defects of Indian Money Market. Capital Market – Meaning – Importance – <i>Difference between Money Market and Capital Market.</i>	3
Unit – 2	New Issues Market – Functions – Methods of Floating New Issues. Stock Exchange: Meaning – <i>Functions of Stock Exchange.</i>	3
Unit – 3	Securities and Exchange Board of India (SEBI) - Meaning – Objectives – Functions – Investors Protection of SEBI in India.	3
Unit – 4	Process of Trading – Types of Trade – Types of Account – Dematerialization – Rematerialization – Advantages - Depository System – Depository Participant, Account Holder.	2
Unit – 5	Financial Institutions: Types – Objectives - Functions – Performance of IDBI – SIDBI, LIC, GIC, UTI.	2

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Group discussions, Seminar, Quiz and Assignment
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### Books for Study

1. Gordon and Natarajan (2011), *Financial Markets and Institutions*, 8<sup>th</sup> Edition, Mumbai: Himalaya Publishing House Private Limited.

### Books for References

1. Frederic S. Mishkin and Stanley G. Eakins (2014), *Financial Markets and Institutions*, 8<sup>th</sup> Edition, Chennai: Pearson Education.
2. Bhole (2009), *Financial Institutions and Markets: Structure, Growth and Innovations*, 5<sup>th</sup> Edition, New Delhi: McGraw Hill Education (India) Private Limited.
3. Frank J. Fabozzi (2009), *Foundations of Financial Markets and Institutions*, 4<sup>th</sup> Edition, Mumbai: Prentice Hall.

### Mapping

CO \ PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	L	M	H
CO2	H	M	M	M	H
CO3	H	M	M	M	S
CO4	H	M	M	M	S

S - Strong; H-High; M-Medium; L-Low.

Course Designed by	Verified by HOD	Checked by	Approved by
Ms. P. Jayanthi	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE

<b>Programme Code:</b>	BCCA	<b>Programme Title :</b>	Bachelor of Commerce with Computer Applications	
<b>Course Code:</b>	17UCC6S4	<b>Course Title</b>	<b>Batch :</b>	2017-'20
		Skill Based Major Elective: Investment Management	<b>Semester :</b>	VI
<b>Hrs/Week:</b>	1		<b>Credits:</b>	2

### Course Objective

To make the students to understand the fundamentals of investment management

### Course Outcomes (CO)

<b>K1</b>	<b>CO1</b>	To keep in mind the basics of investment
<b>K2</b>	<b>CO2</b>	To understand the alternative forms of investment
<b>K3</b>	<b>CO3</b>	To implement the knowledge on risk and return analysis and role of Credit Rating Agencies
<b>K4</b>	<b>CO4</b>	To review the fundamental and technical analysis

### Syllabus

Unit	Content	Hours
Unit - 1	Investment – Meaning – Investment and Speculation – <i>Investment and Gambling</i> – <i>Source of Investment</i> – Investment Media.	3
Unit - 2	Alternative Forms of Investment.	3
Unit - 3	Return and Risk – Credit Rating.	3
Unit - 4	Fundamental Analysis.	2
Unit - 5	Technical Analysis.	2

\* *Italicized* texts are for self-study.

### Teaching Methods

Power point Presentations, Seminar and Assignment
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### Books for Study

1. Preeti Singh (2011), *Investment Management*, 5<sup>th</sup> Revised Edition, Mumbai: Himalaya Publishing House.

### Books for Reference

1. Avadhani, V.A. (2011), *Investment Management*, 5<sup>th</sup> Revised Edition, New Delhi: Himalaya Publishing House.
2. Prasanna Chandra (2008), *Investment Analysis and Portfolio Management*, 3<sup>rd</sup> Edition, New Delhi, Tata McGraw Hill Education Private Limited.
3. Frank J. Fabozzi (2011), *Investment Management*, 5<sup>th</sup> Edition, Chennai: Prentice Hall.

### Mapping

<b>CO \ PSO</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>
<b>CO1</b>	H	L	L	M	H
<b>CO2</b>	H	M	M	M	H
<b>CO3</b>	H	M	M	M	S
<b>CO4</b>	H	M	M	M	H

S - Strong; H-High; M-Medium; L-Low.

<b>Course Designed by</b>	<b>Verified by HOD</b>	<b>Checked by</b>	<b>Approved by</b>
Dr. A. Karuppusamy	Dr. M. Chithirai Selvan	Dr. M. Durairaju (Coordinator)	COE