

Curriculum Framework under Choice Based Credit System (CBCS) and  
Syllabus for Outcome Based Education (OBE) in  
**MASTER OF COMMERCE (M.Com) Degree Programme**  
for the students admitted from the academic year 2021 – 22 and onwards



**SREE SARASWATHI THYAGARAJA COLLEGE**

An Autonomous, NAACRe–Accredited with ‘A’ Grade, ISO 9001:2008 Certified Institution,  
Affiliated to Bharathiar University, Coimbatore, Approved by AICTE for MBA/MCA and by

UGC for 2(f) & 12(B) status

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**SREE SARASWATHI THYAGARAJA COLLEGE [AUTONOMOUS], POLLACHI**

**M.Com Degree Program PEO, PO and PSO**

**Programme Educational Objective**

**PEO1:** Analyze social and environmental aspects with professional values, ethics and equity to transform the knowledge, skills and expertise to the community.

**PEO2:** Involve in lifelong learning to adapt educational needs in a changing world to maintain their competency and to contribute to the advancement of knowledge in a multi-disciplinary environment

**PEO3:** Exercising Professional skills, values, team spirit and leadership traits along with domain knowledge to succeed the challenges in profession and Industry

**PEO4:** Integrate critical thinking, analytical decision making and to become a globally competent entrepreneur in the field of Commerce

**Programme Outcomes**

**PO1:** Demonstrate professionally with social, cultural and ethical responsibility as an individual as well as in multifaceted teams with positive attitude

**PO2:** Adapt to sustain in emerging era and constantly upgrade skills towards independent and lifelong learning.

**PO3:** Communicate complex concepts with professionalism by adapting appropriate resources and modern tools.

**PO4:** Ability to design systems in domain knowledge and specialization with interpersonal and entrepreneurial skills for national development

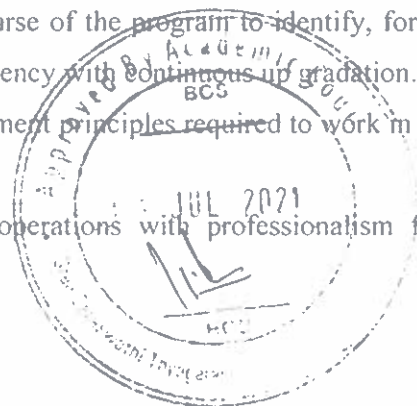
**PO5:** Apply critical and analytical research skill to evaluate the real time problems in specialized field of study

**Programme Specific Outcomes**

**PSO1:** Apply the knowledge gained during the course of the program to identify, formulate and solve real life problems to meet the core competency with continuous up gradation.

**PSO2:** Apply the knowledge of ethical and management principles required to work in a team with stewardship of the society.

**PSO3:** Communicate effectively in commercial operations with professionalism for the society at large by adopting modern tools



**PSO4:** Possess wide spectrum of analytical skills in the areas of Trade, Commerce and Industry.

**PSO5:** Application of accounting decision making skill, financial techniques and research knowledge in manufacturing, banking, financial and services industry.

**Mapping the Programme Outcomes**

POs/PEOs	PEO1	PEO2	PEO3	PEO4
PO1	S	S	S	M
PO2	S	S	S	S
PO3	M	S	M	S
PO4	S	S	S	S
PO5	M	S	M	S

S- Strong; L- Low; M-Medium

**Mapping the Programme Outcomes**

POs/PEOs	PEO1	PEO2	PEO3	PEO4
PSO1	S	S	S	M
PSO2	S	S	S	M
PSO3	M	M	S	S
PSO4	M	M	S	S
PSO5 – M.Com	S	S	S	S

S- Strong; L- Low; M-Medium



**Curriculum Framework with Choice Based Credit System (CBCS) and Syllabus for Outcome Based Education (OBE) in Master of Commerce (M.Com) degree program for the students admitted from the academic year 2021 – 22 onwards**

The CBCS provides a cafeteria type approach in which students can choose courses of their choice from a list of electives and Inter Departmental courses and acquire more than the required credits and adopt an interdisciplinary approach to learning. The Choice Based Credit System (CBCS) preserves the identity, autonomy and uniqueness of every programme and at the same time student centric in curriculum designing and skill imparting.

The Department of PG Commerce allows enhanced academic mobility and enriched employability for the students. The Curriculum with CBCS helps the students to experience their choice of course and credits for their horizontal mobility.

**Choice Based Credit System (CBCS):**

Choice based credit system (CBCS), provides a learning platform wherein the student has the flexibility to choose their course from a list of electives, Inter departmental courses. This is a student-centric approach to learning or acquiring higher education. The curriculum with CBCS to achieve and accomplish the students experience their choice of courses and credits for their horizontal and vertical mobility.

**Outcome Based Education:**

“Outcome-Based Education” (OBE) is considered as a student-centered instruction model that focuses on measuring student performance through outcomes. Outcomes include knowledge, skills and attitudes. In the OBE model, the required knowledge and skill sets for a particular degree is predetermined and the students are evaluated for all the required parameters (Outcomes) during the course of the program.

For M.Com programme, a student must earn 90 credits as mentioned in the below table.

**Summary of Courses Pattern and Credit Distribution in Choice Based Credit System**

Part	Curriculum Structure	No. of Courses	Credits to be earn
III	Core Courses	18	73
	Elective A. Finance B. Marketing	4	13
	Interdepartmental courses		4
<b>Total</b>		<b>24</b>	<b>90</b>
<b>Extra Credit Courses</b>			
	Massive open online courses	2	4
<b>Total</b>		<b>26</b>	<b>94</b>

**Part – III Courses:** A set of courses that includes Core courses (Theory & Practical), Electives, Inter Departmental Course, Project and Internship in the major field of study.

**Inter Departmental Courses (IDC):** A set of IDC Courses are offered by PG Departments such as Social work, English, Mathematics, Commerce and Commerce with International Business during II and III Semesters. The students can choose the IDC courses of their choice from the list of IDC Courses offered by various Departments.

**Massive Open Online Courses (MOOC):** As per UGC guidelines, the students are encouraged to enroll themselves in the MOOC provided by various portals such as SWAYAM, NPTEL Course era, etc. These courses are to be completed by the students of M.Com Programme admitted in 2021 -2022 in II, III and IV semesters. Every student has to complete 2 MOOC and earn 4 credits (2 credits per course) to become eligible for the award of degree. The institute will transfer 2 credit per 1 MOOC Course earned through any one of the online portal such as SWAYAM/ NPTEL/ Course Era/etc.on receipt of MOOCs completion certificate and it shall incorporate the Consolidated mark sheet of the student as extra credit courses.

Part	Course Code	Name of the course	Ins.Hrs	CIA	Ext	Tot	Cr	
<b>Semester – I</b>								
III	Core1	21MCM1C10	Strategic Management	6	50	50	100	4
	Core2	21MCM1C20	Modern Marketing Management	7	50	50	100	4
	Core3	21MCM1C30	Business Environment	6	50	50	100	4
	Core4	21MCM1C40	Computerized Accounting with GST- Practical I	6	50	50	100	3
	Elective1	21MCM1EXX	A1. Financial services B1. Services marketing	5	50	50	100	3
		<b>Total for semester – I</b>	<b>30</b>	<b>250</b>	<b>250</b>	<b>500</b>	<b>18</b>	
<b>Semester – II</b>								
III	Core5	21MCM2C10	Organization Behavior	5	50	50	100	4
	Core6	21MCM2C20	Business Research Methods	6	50	50	100	5
	Core7	21MCM2C30	Advanced Corporate Accounting	6	50	50	100	5
	Core8	21MCM2C40	Advanced Financial Management	6	50	50	100	5
	Elective2	21MCM2EX	A2. Project appraisal and Finance B2. Brand Management	5	50	50	100	3
	IDC	21XXX21XX	IDC – I Trading in Share Market	2	50	50	50	2
		<b>Total for semester – II</b>	<b>30</b>	<b>300</b>	<b>250</b>	<b>550</b>	<b>24</b>	

Semester – III				Hr	CIA	Ext	Tot	Cr
III	Core 9	21MCM3C10	Operation Research for Business Managers	5	50	50	100	4
	Core10	21MCM3C20	Accounting for Decision Making	6	50	50	100	5
	Core11	21MCM3C30	Security Analysis and Portfolio Management	6	50	50	100	4
	Core12	21MCM3C40	Applied Direct Taxation	6	50	50	100	5
	Core 13	21MCM3C50	Internship Training	-	-	100	100	2
	Elective3	21MCM3EX	A3. International Financial Management B3. Marketing Research	5	50	50	100	3
	IDC	21XXX31XX	IDC – 2 -Entrepreneurial Development	2	50	-	50	2
<b>Total for Semester – III</b>				<b>30</b>	<b>300</b>	<b>350</b>	<b>650</b>	<b>25</b>
Semester – IV								
III	Core14	21MCM4C10	Customs Duty & Goods and Service Tax	5	50	50	100	4
	Core15	21MCM4C20	Financial Derivatives	5	50	50	100	4
	Core16	21MCM4C30	Internet and E- Commerce	5	50	50	100	4
	Core17	21MCM4C40	Business Application and Spread sheet- Practical II	5	40	60	100	3
	Core18	21MCM4C50	Project and Viva Voce	5	40	60	100	4
	Elective4	21MCM4EXX/ 21MCM4EXX	A4. Insurance and Risk Management B4. International Marketing Management	5	50	50	100	4
<b>Total for Semester – IV</b>				<b>30</b>	<b>280</b>	<b>320</b>	<b>600</b>	<b>23</b>
<b>MOOC –**(2 Courses)</b>							Grade	6
<b>Grand Total</b>				<b>120</b>	<b>1130</b>	<b>1170</b>	<b>2300</b>	<b>90+4</b>

IDC-Interdisciplinary  
Ins Hrs – Instructional Hours

**Common course for M.Com/M.Com (IB)**

S.No.	Semester	Course Code	Course Name
<b>Common course</b>			
1	I	21MCM1C20	Modern Marketing Management
2	II	21MCM2C20	Business Research Methods
3	III	21MCM3C10	Operation Research for Business Managers
4	IV	21MCM4C10	Customs Duty & Goods and Service Tax

**List of Elective Courses (CBCS)**

S.No.	Semester	Course Code	Course Name
<b>Elective – I</b>			
1	I	21MCM1EA0	Financial service
2	I	21MCM1EB0	Services Marketing
<b>Elective – II</b>			
3	II	21MCM2EA0	Project appraisal and finance
4	II	21MCM2EB0	Brand Management
<b>Elective – III</b>			
5	III	21MCM3EA0	International Financial Management
6	III	21MCM3EB0	Marketing Research
<b>Elective – IV</b>			
7	IV	21MCM4EA0	Insurance and Risk Management
8	IV	21MCM4EB0	International Marketing Management

**LIST OF INTER DISCIPLINARY CORE COURSES (IDC)**

S.No.	Semester	Course Code	Course Name	Offering Department
1	II	19MSW2110	Foundations of Counselling	MSW
2	III	19MSW3120	NGO Management	
3	II	19MEN2110	Business English	English
4	III	19MEN3120	English for Competitive Examinations	
5	II	19MMA2110	Basics of MAT Lab	Mathematics
6	III	19MMA3120	Quantitative Aptitude and Verbal Reasoning	
	II	19MCM2110	Trading in Share Market	M.COM
7	III	19MCM3120	Entrepreneurial Development	
9	II	19MIB2110	Travel and Tourism Management	MIB
10	III	19MIB3120	Brand Management	
11	II	21MPY2110	Health Psychology	PSYCHOLOGY
12	III	21MPY3120	Positive Psychology	



**MOOC COURSES**


C: No. /STC/CDC/2020 – 21/005

2<sup>nd</sup> Jan, 2021

*This Regulation regarding SWAYAM-MOOC course was subsequently amended in Standing Committee meeting held on 9<sup>th</sup> Dec, 2020 as per UGC Guidelines Online Courses are made compulsory for the students of all Under Graduate & Post Graduate programmes admitted during 2019-20 and onwards. Every student has to compulsorily complete 2 MOOC courses and earn 4 credits (2 credits per course) during the course of study to become eligible for the award of degree. Credits will appear only in the consolidated mark sheet.*



**BOS Chairman**



**Principal**



## SEMESTER-WISE SYLLABUS

### SEMESTER: I

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM1C10	Strategic Management	Core I	Employability	65	10	-	4
<b>Preamble :</b> To equip the students with the knowledge of making and implementing corporate strategic decisions and also familiarize those with the issues and practices involved							
<b>Prerequisite:</b> Principles of Management & Organization							

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Business Policy and Strategic Management: Meaning and Nature – Vision, Mission and objectives of the Firm - Strategic Levels in the Firm - Strategic Planning Process.	15	e-PG Pathshala content
II	Strategic Analyses: Porters approach - BCG approach - Experience Curve Analysis-SWOT analysis - Value Chain Analysis - Core Competency.	15	You tube videos
III	Strategic Formulation: Approaches - Developing Alternative - Diversification-Integration – Retrenchment – Divestment– Merger - Takeover and Joint Strategy - Turnaround.	15	e-PG Pathshala content PPT
IV	Strategic Implementation and Control: Meaning-Steps - Approaches – Issues towards Implementation and Control.	15	e-PG Pathshala content
V	Strategy Evaluation and Control: nature-types-approaches-characteristics-importance- techniques	15	You tube videos
	<b>Case studies</b>		
	<b>Total</b>	<b>75</b>	

**Text Book(s):** Ghosh, P.K, Strategic planning and Management, Sultan Chand & Sons, 13<sup>th</sup> edition, 2012

**Reference Book(s):**

1. SubbaRao, Business policy and Strategic Management, Himalaya Publishing House, 2008.
2. AppaRao, ParvathiswaraRao, Sivaramakrishnan, K., Strategic Management and business policy text and cases, excel books, 2008.
3. John A Pearce II, Richard B. Robinson, AmitaMital, Strategic Management: Formulation, Implementation and Control, Tata McGraw Hill, 12<sup>th</sup> Edition, 2013.

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,

**Focus of Course:** Employability

(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

**Vidya-MitraPortal:** <http://vidyamitra.inflibnet.ac.in/index.php/search>

**e-PG Pathshala:** <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer: Dr.K.Sathya Prasad  
Associate Professor, Dept. of M.Com, STC

BoS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept of strategic management	K1
CO2	Able to analyze the different types of approaches	K2
CO3	Able to formulate and develop the approaches	K3
CO4	Strategic implementation and control	K5
CO5	Strategic evaluation	K6


**Mapping with Program Outcomes**


COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	M	S	S	M	S	S	S	S	S
CO4	M	S	S	S	M	S	S	S	S	S
CO5	S	M	S	L	M	M	M	S	M	M

S – Strong; L – Low; M – Medium



**SEMESTER: I**  
Common for M.Com/M.Com (IB) students admitted in 2018 and onwards

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM1C20	Modern Marketing Management	Core 2	Employability	75	15	-	4
<b>Preamble:</b> The course aims to apply the marketing concepts and strategies in digital era.							
<b>Prerequisite:</b> Principles of marketing at UG level							
2Unit	Course contents			Ins.Hours	e-Resources/ e-Content		
I	<b>Marketing and Marketing Management-</b> Definition and Meaning – Scope – Nature and Importance – Problems – Functions - Difference between Sales Management and Marketing management - Concept of Marketing Management – Marketing organization structure. <b>Self-Study - Difference between Sales Management and Marketing management</b>			18	You tube Videos  e –PG pathshala		
II	Consumer behavior - Factors influencing buying behavior- Consumer buying decision process-Theories of Consumer behavior - Economic theories, Psychological theories, Psycho-analytic theories, Socio-cultural theories - Marketing of consumer products: Classification – Characteristic - Marketing mix of consumer products <b>Self-Study - Consumer buying decision process</b>			18	e –PG pathshala		
III	<b>Recent trends in marketing:</b> Online marketing – Ambush marketing – Guerilla marketing – Creative marketing – Referral marketing – Maxi marketing – rural marketing – Celebrity marketing – Green marketing – Telemarketing – Word of mouth marketing – SMS marketing <b>Self-Study SMS Marketing</b>			18	e- PG pathshala		
IV	<b>Introduction to Digital Marketing:</b> Digital Marketing Strategy – Role of Internet in the traditional Marketing mix – <b>5Ps of Digital Marketing</b> – Six steps in drafting a successful digital marketing strategy – Various tactics in digital marketing and their corresponding outcomes.			18			
V	<b>Social Media Marketing:</b> Consumer Generated Content - Social Networks & online communities. - Viral marketing - Virtual worlds - blogging- Online PR & Online Reputation Management. <b>Pay-per-Click Advertising:</b> PPC Model – History of PPC - Types of PPC Adverts - Planning and setting up a PPC Campaign - Pros & Cons of PPC Adverts			18			
	<b>Case studies</b>						
	<b>Total</b>			<b>90</b>			

<b>Text Book(s):</b> 1. Dr.C.B.Gupta&Dr.N.Rajan Nair -Marketing Management - Sultan Chand & Sons, New Delhi,2013 2. Rob Stokes, E – Marketing- The Essential Guide to Digital Marketing, Quick Education (Free e Book), 5th edition, 2018.
<b>Reference Book(s):</b> 1. Philip Kotler - Marketing Management, Prentice-Hall of India Pvt. Ltd.,14 <sup>th</sup> Edn New Delhi, 2016 2.C.B.Memoria&Suri - Marketing Management, KitabMahal, Allahabad, 7 <sup>th</sup> Edition, 2005 3.Richard Gay, Alen Charles worth, Rita Esent –Online Marketing, Oxford University Press, New Delhi, 2013, 1 Edition. 4. DebbrajDatta ,MahuaDatta – Marketing Management – Vrindha Publishing – Delhi (2011) 5. Damian Ryan and Calvin Jones – Understanding Digital – Kogan Publishing – E Book, 2009
<b>Learning Methods (*):</b> Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL:</b> <b>Vidya-Mitra Portal:</b> <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a> <b>e-PG Pathshala:</b> <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=7">http://epgp.inflibnet.ac.in/ahl.php?csrno=7</a>
Course Designer: <b>Dr.P.Gomathi</b> <i>P. G. Thi</i> Associate Professor, Dept. of M.COM, STC
 <b>BoS Chairman</b>

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the Modern Marketing concepts and its application in Organization.	K2
CO2	Appraise and apply the consumer behavior by using various theories.	K5
CO3	Develop the modern marketing strategies to promote the product.	K3
CO4	Drafting the strategies to be adopted to promote a product through digital and in social media marketing	K6

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	L	S	S	S	M	M	M
CO2	S	S	S	M	S	M	M	M	S
CO3	M	S	M	S	S	L	M	S	S
CO4	S	S	M	M	S	M	L	M	M

S – Strong; L – Low; M – Medium



**SEMESTER: I**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM1C30	Business Environment	Core 3	Employability	65	10	-	4

**Preamble:** The course aims to develop the students with the knowledge of the Business environment, its new trends in business and developments.

**Prerequisite:** Basic business organization in UG level.


Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Concept of Business Environment- Significance-Types of Environment-External and Internal – Inter - Relationship between economic and non-economic environment-Impact of environment on business and Strategic Decisions - Culture and business .	15	e-PGPathashala
II	Industrial Policies and Regulations - New Industrial Policy – Public Private Partnership - Technological Environment – Factors Governing Technological Environment –IPR Act- Political Environment – Functions of state – Classification – Constitutional Environment	15	e-PGPathashala
III	Legal Environment: Competition Act 2002 - Social Responsibility of business– Models – Factors – Different sectors – Corporate Governance: Reasons for growing demand – Importance – Prerequisites – Regulatory and voluntary actions.	15	You tube videos e-PGPathashala
IV	Privatization and Disinvestments -Ways of Privatization - Benefits and Arguments against Privatization - Privatization in India - Globalization - Meaning and Dimensions - Features of Current Globalization - Essential Conditions - Globalization of Indian business.	15	You tube videos
V	Foreign Direct Investment – Concept – Advantages - Disadvantages and Determinants- India’s policy towards FDI - Multinational Corporation – Meaning - Merits and Demerits - Control over MNC’s-MNC in India – GATT – objectives – Uruguay round – GATS – TRIPS – TRIMS – WTO – functions	15	<b>Text Book(s):</b> e-PGPathashala
	<b>Case studies</b>		
	<b>Total</b>	<b>75</b>	

**Text Book(s):**

1. Dr. C.B. Gupta “Business Environment”, Sultan Chand & Sons, New Delhi, 8<sup>th</sup> Edition 2014
2. Francis Cherunilam “Business Environment.”, Himalaya Publishing House, 2013

**Reference Book(s):**

1. Aswathappa. K, “Essentials of Business Environment”, Millennium edition, 2006, Himalaya Publishing House.
2. Chidambaram & Alagappan. V, “Business Environment”, Vikas Publishing

House PVT Ltd, New Delhi, 2011.
3. ShaikhSaleem, Business Environment, New Delhi, 2010
4. Justin Paul, B.E text and cases , Megraw Hill Education(India) Pvt Ltd, New Delhi. 3 <sup>rd</sup> Edition reprint 2013
<b>Learning Methods (*):</b> Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,
<b>Focus of Course:</b> Entrepreneurship and business management. (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL:</b> <b>Vidya-Mitra Portal:</b> <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a> <b>e-PG Pathshala:</b> <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=7">http://epgp.inflibnet.ac.in/ahl.php?csrno=7</a>
Course Designer: <b>Dr.K.Sathyaprasad</b> Associate Professor, Dept. of M.Com, STC
 BoS Chairman

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understanding various environment concepts, Industrial Policy and its impact on business decisions	K2
CO2	Develop the students to adapt themselves to the legal environment changes	K3
CO3	Ability to adapt to the changes due to privatization and globalization	K6
CO4	Measure and compare foreign Direct investment in Multinational corporations.	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	S	M	M	M	S	M	M
CO2	S	M	M	M	S	M	M	M	M
CO3	S	L	M	L	M	S	M	M	L
CO4	M	M	L	M	M	S	S	M	M

S – Strong; L – Low; M – Medium



**SEMESTER: I**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM1C40	Computerized Accounting with GST Practical - I	Core 4	Skill Development	20	5	50	3

**Preamble :** The course aims to make the students to Work in Tally

**Prerequisite:** Tally knowledgat Under Graduate level

Programme	Course contents	Ins.Hours	e-Resources/ e-Content
1	Company creation with GST configuration	7	
2	Creation of different Ledgers	7	
3	Creation of Inventory details	7	
4	Entry of Vouchers	8	
5	Maintain Bill wise Details	7	
6	Maintain Debit note and Credit note	7	You tube
7	Job work status report –Goods inter transfer invoice only	8	You tube
8	Input tax credit under GST	8	You tube
9	Output tax credit under GST	8	You tube
10.	GST consolidated Report	8	
	<b>Total</b>	<b>75</b>	

**Text Book(s):**

**Learning Methods (\*):**

□ Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,

**Focus of Course:** Skill Development  
(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

□ You tube

Course Designer: **Dr.R.Gayathri**  
Head and Associate Professor, Dept. of M.Com, STC

  
BoS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Prepare vouchers for a firm	K2
CO2	Develop the ability to prepare invoice bill using VAT.	K3
CO3	Develop knowledge on inventory creation and bill wise pending	K3
CO4	Develop the ability in the preparation of report.	K3

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	L	S	M	M	M	S	S	S
CO2	M	S	L	S	M	M	S	M	M	S
CO3	M	S	L	S	M	S	M	M	S	S
CO4	S	M	S	S	M	M	S	L	M	M

S – Strong; L – Low; M – Medium



**SEMESTER: I**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM1EA0	Financial Services	Elective – I - A1	Employability	50	10	-	3

**Preamble :** The Course aims to understand the role of financial services in the area of Banking, Non-Banking financial services and its recent developments



**Prerequisite:** Basic knowledge on banking, other financial services at Under Graduate level

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Financial services – Meaning – Types - Fund based and Fee based financial services - Non-Banking Financial Companies – Functions. Prudential Norms for NBFCs – Financial inclusion- Meaning – Objectives – Approaches – Financial inclusion in India.	12	e-PG Pathshala
II	Leasing - Types of Lease - Financial Evaluation of a Lease – Cross Border Leasing - Contents of a lease agreement – Micro finance and Consumer durables finance. <b>Self-study: Consumer durables finance.</b>	12	e-PG Pathshala
III	Factoring – Meaning and Types – Bills Discounting - Credit rating – Rating Agencies - functions – Rating Methodology - Merchant Banking – activities in new issue market - Managing issue of shares and bonds – Registrar and Transfer Agent(RTA) <b>Self-Study - Bills Discounting</b>	12	You tube Videos
IV	Mutual Funds – Mechanism – Types of schemes– Mutual funds industry in India – recent developments. Venture Capital – Features – Methods – Stages – Criteria – Buyouts-Private Equity-Crowd funding. <b>Self-Study - Mutual Funds, Types of schemes</b>	12	e-PG Pathshala
V	Modern financial services provided by banks: E-Payment systems - International standards & Codes for Payments – Payment and Settlement systems in India – Retail Payment System – Electronic Clearance System(ECS) -Electronic Fund Transfer (EFT) – Real Time Gross Settlement (RTGS) – National Electronic Fund Transfer(NEFT) – Immediate Payment Services (IMPS) -Cheque Truncation System(CTS) - Plastic money and E money. <b>Self-Study - Payment and Settlement systems in India</b>	12	You tube Videos
	<b>Total</b>		

**Text Book(s):**

1.S.Gurusamy, Financial Services, Tata McGraw Hill Education Private Ltd, New Delhi, 2<sup>nd</sup> Edition.2013



2. M.Y.Khan, Financial Services, 6 <sup>th</sup> Edition, Tata McGraw Hill -2012	
<b>Reference Book(s):</b>	
1. Padmalatha Suresh & Justin Paul, Pearson Publications, 3 <sup>rd</sup> Edition, 2015	
2. Gordon. Natarajan -Financial services, Himalaya Publishing House -2008	
3. S. Natarajan S. Parameshwaran – Indian Banking, Chand & Co. 2007	
4. H.R.Machiraju, Indian Financial System, Vikas Publishing House Pvt Ltd, 2006	
<b>Learning Methods (*):</b>	
Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,	
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)	
<b>e-Resource/e-Content URL:</b>	
Utube	
Course Designer: <b>Dr.M.Rajapriya</b> 	
Associate Professor, Dept. of M.Com, STC	BoS Chairman

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Apply knowledge in various fund based and Fee based services	K3
CO2	Develop knowledge in leasing, Micro finance and Consumer durable finance	K3
CO3	Analyse and infer credit rating and its methodology	K4
CO4	Apprise the investor funds and accounts as transfer agents	K5
CO5	Able to appraise and distinguish different payment services	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	L	S	S	M	M	S	S
CO2	M	M	L	S	S	L	L	L	S	S
CO3	M	S	S	M	S	M	L	L	S	S
CO4	L	L	S	S	S	S	L	M	M	S
CO5	L	S	M	M	S	S	M	S	S	S

S – Strong; L – Low; M – Medium

**SEMESTER: I**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM1EB0	Services Marketing	Elective – I- BI	Employability	40	10	10	3

**Preamble :** The course aims understand marketing techniques adopted in various services such as Entertainment, Education, Tourism, Hotels and principles measuring Service Quality.

**Prerequisite:** Principles of Marketing at UG level

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Services:- Meaning and definition of services – Importance of services in Indian Environment – Classification of services – Characteristic features of services – Growth of the service sector – Economic policy on services – Differences between goods and services. <b>Self Study - Growth of the service sector</b>	12	You tube Videos
II	Service Marketing: - Concept – Significance – Customer’s expectation in Service Marketing – Managing demand and supply in service business. <b>Self Study - Customer’s expectation in Service Marketing</b>	12	e-PG Pathshala
III	Strategies of Services Marketing – 7ps of Marketing- Designing Suitable Product and Price Mix – Designing Service Promotion and Distribution Mix.	12	
IV	Marketing of Services –Entertainment Marketing – Education Marketing – Communication Marketing – Banking services – Insurance services – Transport services – Tourism services – Hotel services- Consultancy services – Hospital services. <b>Self Study -Hotel services</b>	12	e-PG Pathshala
V	Service Quality: - Introduction – Measurement of Service Quality – Scope of Service Quality – Tools for achieving Service Quality – Causes of Service Quality – Problems – Principles for guiding and improving service quality.	12	
USP	Knowledge in various strategies relating to Services marketing		
	<b>Total</b>	<b>60</b>	<b>600</b>

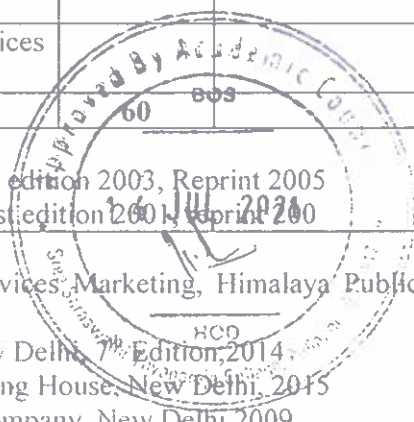
**Text Book(s):**


- S.M.Jha, Services Marketing. Himalaya Publications, 6<sup>th</sup> revised edition 2003, Reprint 2005
- Dr.S. Shajahan, Services Marketing. - Himalaya Publications, 1<sup>st</sup> edition 2001, Reprint 2000

**Reference Book(s):**

- P.N. Reddy, H.R. Appannaiah, S. Anil Kumar, Nirmala, Services Marketing, Himalaya Publications, Reprint 2008
- GovindApte, Services Marketing, Oxford University Press, New Delhi, Edition, 2014
- Venugopal, Raghu V.N. Services Marketing, Himalaya Publishing House, New Delhi, 2015
- B.Balaji, Services marketing and Management, S. Chand and company, New Delhi. 2009

**Learning Methods (\*):**

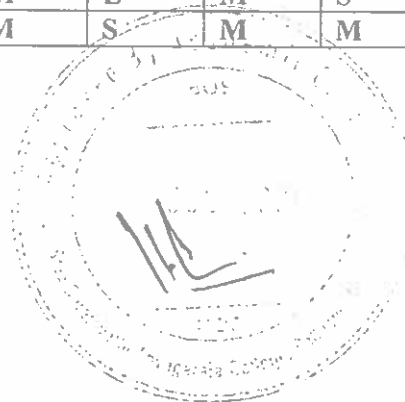


Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,		
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)		
<b>e-Resource/e-Content URL:</b> Vidya-Mitra Portal : <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a> e-PG Pathshala: <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=7">http://epgp.inflibnet.ac.in/ahl.php?csrno=7</a>		
Course Designer: Dr.M.Rajapriya <i>Rajapriya</i> Associate Professor, Dept. of M.Com, STC		 BoS Chairman
<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Interpret the role of services and compare customer's expectation in service marketing	K2
CO2	Developing strategies adopted in services marketing to make suitable product mix and price mix.	K3
CO3	Appraise knowledge on Entertainment, Marketing, Education, Banking and Insurance services.	K5
CO4	Build knowledge on service quality measurement and tools for service quality.	K6

**Mapping with Program Outcomes:**

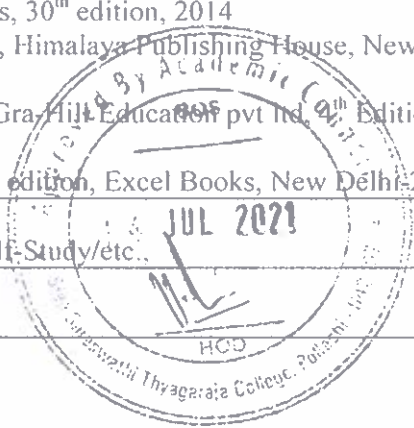
COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	L	L	M	M	L	S	M
CO2	S	M	M	L	S	S	M	S	S	S
CO3	S	S	M	S	S	M	L	M	S	S
CO4	S	S	M	S	M	M	S	M	M	S

S – Strong; L – Low; M – Medium




**SEMESTER: II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM2C10	Organization Behavior	Core 5	Employability	40	10	10	4
<b>Preamble :</b> The course aim is to equip the students with knowledge on organization behavior to develop their skill, attitude, personality							
<b>Prerequisite:</b> Human resource management at UG level							
Unit	Course contents	Ins.Hours	e-Resources/ e-Content				
I	Organization Behavior: Meaning and Concept-challenges and opportunities for organization behavior- Applying OB knowledge in management practices – Role of Organization behaviors – Limitations of Organization behavior- Organization BehaviorModel. Transactional Analysis	12	e-PG Pathshala				
II	Personality –Concept – Theories –Personality development – Determinants – personality traits of Indian Mangers. Perception: Concept-Importance-Process-Interpersonal perception-Developing perceptual skills.	12	Case Study				
III	Attitude and Behaviors – Factors – attitude measurement – Characteristics of attitude – Developing positive attitude by individuals – emotional intelligence – concept – Importance – Developing emotional intelligence – managing emotions.	12	Case Study				
IV	Group dynamics – concept – Types of group – Characteristics of Formal group and informal group – Group decision making.	12	e-PG Pathshala				
V	Conflict Management- Concept – individual and group level conflict – organizational conflict – managing conflict.	12	e-PG Pathshala				
	<b>Case studies</b>						
	<b>Total</b>	<b>60</b>					
<b>Text Book(s):</b>							
1. L.M.Prasad: OrganisationBehaviour – Sultan and Sons – 2015							
<b>Reference Book(s):</b>							
1. K. Aswathappa: Human Resource Management – McGraw Hill Education Pvt Ltd - 2012							
2. C.B.Memoria: Personal Management –Himalaya Publications, 30 <sup>th</sup> edition, 2014							
3. SubbaRao. P : Personnel and Human Resource Management, Himalaya Publishing House, New Delhi- 2014							
4. H. JhonBernarding, Human Resource Management Tata McGraw-Hill Education pvt ltd. 4 <sup>th</sup> Edition Reprint 2011							
5. Rao VSP, Human Resource Management: Text and cases, 1 <sup>st</sup> edition, Excel Books, New Delhi-2010.							
<b>Learning Methods (*):</b>							
Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.							
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)							



**e-Resource/e-Content URL:**Vidya-Mitra Portal: <http://vidymitra.inflibnet.ac.in/index.php/search>e-PG Pathshala: <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>Course Designer: **Dr. P.Gomathi**

Associate Professor, Dept. of M.Com, STC



BoS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Application of OB knowledge in management practices	K3
CO2	Develop the personality traits and interpersonal skills	K3
CO3	Develop Positive attitude and adapt themselves to the environment	K6
CO4	Judge the conflicting situation and adapt to the environment	K5

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	M	M	S	S	S	M	M
CO2	M	S	S	M	S	S	S	S	M	M
CO3	S	M	M	M	M	M	L	M	M	M
CO4	S	M	M	M	M	L	S	S	L	M

S – Strong; L – Low; M – Medium



**SEMESTER: II**  
Common for M.Com/M.Com (IB) students admitted in 2018 and onwards

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM2C20	Business Research Methods	Core 6	Employability	20	50	5	5
<b>Preamble :</b> The Course aims to understand the research-concepts, methodology, identify the research problem and analyzing the data with the help of statistical tools							
<b>Prerequisite:</b> Basic Statistics							

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Research: Meaning- Objectives- Types of Research –Criteria of good research. Research problems: Definition - Sources, Selection and formulation. Review of Literature: Need- Sources-Planning <b>Self Study:</b> Criteria of good research	15	e-PG Pathshala
II	Research Process – Steps in research - Hypothesis – Formulation – Testing of hypothesis - Research Design - Meaning, Features and Types of sampling – Methods – Sample design – Population – Sample size – Sampling & Non Sampling errors <b>Self Study:</b> Types of sampling.	15	e-PG Pathshala
III	Methods of Data collection – Tools of data collection – Pilot study – Measurement and Scaling Techniques. Processing of data – Analysis and Interpretation of data – Types of analysis – Measures of Central Tendency – Mean, Median and Mode. Measure of Dispersion: .Standard Deviation and Co-efficient of variation <b>Self Study:</b> Pilot study	15	e-PG Pathshala
IV	Correlation – Meaning – Features – Types - method of measurement of correlation - Karl Pearson Co-efficient of correlation and Spearman's Rank Correlation. Regression – Meaning – Features -Distinguish between Correlation and Regression (x on y and y on x). Parametric test: t test – F test – Chi-square test, ANOVA (one way) .	15	e-PG Pathshala
V	Report writing – Types – Planning – Principles – Significance – Steps in report writing – layout of a report – Documentation – Footnotes and Bibliography – Computerization in Business Research <b>Self Study:</b> Types of reports		Vidya-mithra
USP	Preparation of Questionnaire		
	<b>Total</b>		

**Text Book(s):**

- C.R.Kothari, Research Methodology Methods and Techniques, New Age International 3<sup>rd</sup> edition Publications. Reprint 2014.



2. S.P. Gupta, Statistical Methods, Sultan Chand & Sons Publications, 44<sup>th</sup> Edition 2014
3. O.R. Krishnasamy & Ranganathan, Research Methodology, Himalaya Publishers, New Delhi, 2014

**Reference Book(s):**

1. Saravanavel - Research Methodology, Kitab Mahal Publications, 16<sup>th</sup> edition, 2013
2. Bill Taylor, Gautham Singha, Tapozghoshal – Research Methodology, PHI Learning Pvt Ltd, -2014
3. Joseph Gibalde, MLA Handbook for writers of research paper ED 7th edition, Affiliated East West press, New Delhi-2009.
4. J.K. Sahdeva, Business Research Methodology, Himalaya Publishing House, Mumbai, Second Revised Edition, 2011
5. Donald R Cooper, Pamela S Schindler, JK Sharma, Business Research Methods, MC Graw Hill Education (India) Pvt Ltd., 11<sup>th</sup> Edition, 2016.

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,

**Focus of Course:** Skill Development  
(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

- ☐ e-PG Pathshala: <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>
- ☐ Vidya-Mitra Portal: <http://vidyamitra.inflibnet.ac.in/index.php/search>

Course Designer: **Dr.M.Rajapriya** *Rajapriya*  
Associate Professor, Dept. of M.Com, STC

*[Signature]*  
BoS Chairman

**60% Theory and 40% Problem**

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understanding the concept of research, identification of research problem and Review of literature, research design, sampling and hypothesis	K2
CO2	Choosing the suitable methods of data collection and acquire knowledge on measurements and scaling techniques	K3
CO3	Analyzing the collected data by applying statistical tools in research like parametric and non-parametric test	K4
CO4	Develop the report writing skills and its documentation by using computers in research	K6

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	S	M	L	M	S
CO2	M	M	S	M	M	M	L	S	M	S
CO3	L	S	S	L	L	S	L	M	L	S
CO4	S	S	S	L	S	M	L	S	M	S

S – Strong; L – Low; M – Medium



**SEMESTER II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM2C30	Advanced Corporate Accounting	Core 7	Employability	20	50	5	5

**Preamble :** The course aims to develop the students with the knowledge of Indian Accounting Standards and its application in the company

**Prerequisite:** Basic Financial Accounting and Corporate Accounting at UG level

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Accounting Standards: Concept- meaning and scope – IND-AS 1: Preparations and presentation of financial statement in accordance with Indian Accounting standards - IND AS 101 First time adoption of Indian Accounting standards- IND AS2 – inventories - INDAS 8 Accounting Policies, Changes in Accounting Estimates and Errors. <b>(Theory Only)</b>	15	e-PGPathashala
II	Events after reporting period (INDAS 10) - provisions, Contingent liabilities and Contingent assets (INDAS37) - Property plant and equipment (INDAS16), Intangible Assets (INDAS 38) - borrowing cost (INDAS 23) - Impairment of assets (INDAS36). <b>(Theory Only)</b>	15	e-PGPathshala
III	Companies Accounts Schedule III – Form of statement of Profit and Loss – Divisible Profits – Dividend – Provisions for taxation – Managerial Remuneration – Balance Sheet - statement of Cash flows (INDAS 7) - Earning Per Share (INDAS 33). <b>(Theory Only)</b>	15	-
IV	Amalgamation – Absorption – External reconstruction	15	-
V	Accounts of holding companies – intercompany transactions – Issue of Bonus shares – Debentures & preference shares of subsidiary company, Dividend-Consolidated (INDAS110) and Separate Financial statement (INDAS27).	15	-
	<b>Total</b>	<b>75</b>	

**Text Book(s):**

- R.L.Gupta, M. Radhaswamy: Advanced Accountancy Vol-II-S.Chand& Sons Pvt Ltd, New Delhi – 17<sup>th</sup> Edition 2014.
- S.P.Jain&K.L.Narang: Advanced Accountancy Vol - II – Kalyani Publishers – 20<sup>th</sup> revised edition, 2014

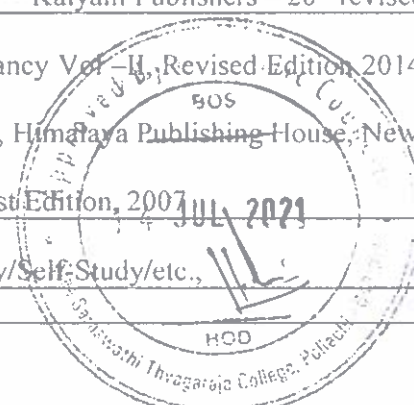
**Reference Book(s):**

- Sukla.M.C, Grewal.T.S, Gupta.S.C. Advanced Accountancy Vol –II, Revised Edition, 2014, S.Chand& Sons Pvt Ltd, New Delhi..
- Arulanandham M.A, Raman K.S, Advanced Accounting, Himalaya Publishing House, New Delhi-2015.
- Handbook on Accounting standards, published by ICAI
- Dr. V.K.Goyal, Corporate Accounting, Excel Books, First Edition, 2007

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,

**Focus of Course:**



(Employability/Entrepreneurship/Skill Development)

e-Resource/e-Content URL:

Vidya-Mitra Portal: <http://vidyamidra.inflibnet.ac.in/index.php/search>

e-PG Pathshala: <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer: **Dr.K.Sathyaprasad**  
Associate Professor, Dept. of M.Com, STC

  
BoS Chairman

**40% Theory and 60% Problem**

**Course Outcomes (COs)**

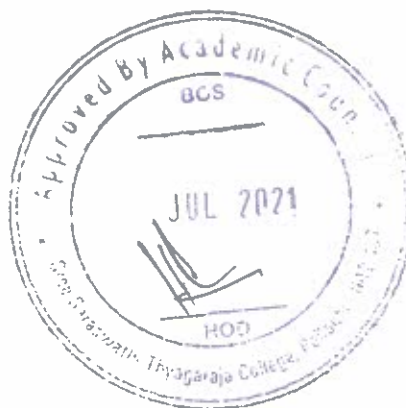
On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Develop understanding on IND-AS and its application in financial statements	K2
CO2	Able to report on events after reporting period, provisions on contingent liability, Intangible assets and Impairment of assets	K2
CO3	Application of knowledge of company accounts in Schedule III	K3
CO4	Able to prepare and analyse consolidated financial statements	K4
CO5	Developing accounting skills to appraise amalgamation, Absorption and external reconstruction	K5

**Mapping with Program Outcomes**

Os/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	M	M	M	S	M
CO2	S	M	M	S	S	M	S	S	M	M
CO3	M	S	M	M	M	S	S	M	S	M
CO4	S	M	S	M	M	S	M	M	M	S
CO5	S	S	S	M	S	M	M	S	M	S

S – Strong; L – Low; M – Medium



**SEMESTER: II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM2C40	Advanced Financial Management	Core 8	Employability	20	50	5	5

**Preamble :** The course aims to develop the students with the knowledge of the financial management techniques and its application in the business

**Prerequisite:** Basic Financial Accounting and Corporate Accounting at UG level

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Financial Management - Nature & Scope – Profit Maximization - Wealth Maximization-Functions of Finance - Relationship between Risk & Return - Time Value of Money - Sources of Finance – Long Term and Short Term Sources. <b>Self Study - Functions of finance</b>	15	e-PG Pathshala
II	Cost of capital - Meaning & Importance - Calculation of Cost of Debt, Preference, Equity and Retained earnings - Weighted Average Cost of Capital - Capital Budgeting – Traditional: Pay Back – ARR – Discounted Cash flow Techniques: NPV – IRR – PI - Capital Rationing. <b>Self Study – Importance of cost of capital</b>	15	e-PG Pathshala
III	Operating & Financial leverage - Measurement of leverage - Effect of Operating and Financial Leverage on Profits - Capital Structure theories - Net income approach - Net Operating Income Approach – Traditional Approach - MM theories - Determinants of Capital Structure <b>Self Study – Determinants of capital structure.</b>	15	e-PG Pathshala
IV	Dividend Theories and Policies - Issues in Dividend Decision, Walters’s models, MM Hypothesis, Dividend & Uncertainty, Relevance of dividend, Dividend Policy – Forms: Bonus Shares – Stock Dividend – Shares Buyback – Shares Split. <b>Self Study - Dividend policy</b>	15	
V	Working Capital Management – Meaning – Significance – Types –Estimation of working capital requirements – Source of working capital – Factoring-Management of cash, Inventory, Accounts receivable – Working capital Finance. <b>Self Study - Source of working capital</b>	15	e-PG Pathshala
	<b>Total</b>	<b>75</b>	

**Text Book(s):**

1. Sharma K. Sasi Gupta, Financial Management – Kalyani Publishers, 8<sup>th</sup> edition, 2015.
2. Khan & Jain-Financial Management - McGraw Hill Education (India) Pvt Ltd. 7<sup>th</sup> edition, 2015.

**Reference Book(s):**

1. I M Pandey – Financial Management – Vikas Publishing Pvt Ltd. 11<sup>th</sup> edition 2015.
2. Prasanna Chandra, Fundamentals of Financial Management–McGraw Hill Education:(India)Pvt Ltd, 7<sup>th</sup> ed 2014

3. Dr. S.N.Maheshwari, Financial Management, Principles and Practice, Sultan Chand & Sons, New Delhi, 14<sup>th</sup> Edition, 2014
5. Eugene F. Houston , Fundamentals of Financial Management, Cengage learning publication 10<sup>th</sup> Edition reprint 2010

**Practical Component 1 hour Tally Lab is required for the course Ratio analysis and Cash flow statement**

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,

**Focus of Course:** Employability

(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

**Vidya-Mitra Portal:** <http://vidyamitra.inflibnet.ac.in/index.php/search>

**e-PG Pathshala:** <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer: **Dr.R.Gayathri** *Gayathri*  
Associate Professor, Dept. of M.Com, STC

*[Signature]*  
BoS Chairman

**70% Problem 30% Theory**

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to select investment proposal based on risk, return relationship	K1
CO2	Apply the concept of time value of money in capital investment proposals	K3
CO3	Appraise the value of the firm through various approaches and impact of cost on profitability	K5
CO4	Analyze the effect of dividend on value of the firm	K4
CO5	Assess the working capital requirement of the firm	K5

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	S	M	S	L	M	S	M
CO2	M	S	L	S	S	S	M	L	S	S
CO3	L	M	L	S	M	S	M	M	S	M
CO4	L	M	M	S	M	S	M	M	M	S
CO5	M	S	M	M	S	S	S	M	L	S

S – Strong; L – Low; M – Medium



**SEMESTER: II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM2EA0	Project Appraisal and Finance	Elective-II A2	Employability	55	5	-	3

**Preamble :** The course aims to develop project preparation skill and its implementation

**Prerequisite:** Basic Entrepreneur Development Programme at UG level


Unit	Course contents	Ins.Hour s	e-Resources/ e-Content
I	Project – concept – Characteristics – Life cycle phases – Project Management - Concept – Tools and techniques – Project identification and preparation – Strategic Planning Techniques – Tax planning and tax incentives for project investment decisions. <b>Self Study: Tools and techniques of project management.</b>	12	You tube Videos
II	Project appraisal – various aspects of project appraisal – Project cost estimation – Project financing – Role of financial institutions in project financing – Evaluation of Project Profitability - Appointment of project manager – Delegation – Project manager’s authority. <b>Self Study: Evaluation of Project Profitability.</b>	12	You tube Videos
III	Project planning and scheduling – Resource allocation – Cash flows for a replacement of project – Biases in cash flow estimation – Inflation and Project Investment – Rehabilitation of sick units. <b>Self study: Project cash flows.</b>	12	You tube Videos
IV	Project cost control – Direct cost and indirect cost – Time-Cost trade off – Project direction – Project co-ordination and control – Pre requisites for successful implementation of Project – Project evaluation – Objectives – Evaluation methods – Post project evaluation(Post Audit) – Phases and types of post audit. <b>Self study: Project direction.</b>	12	
V	Project Closeout and Termination – Types of Termination – Closeout Process – Effective way of close outs – Early termination – Work break down for termination issues – Model project report preparation. <b>Self Study: Model project report preparation.</b>	12	
	<b>Total</b>	<b>60</b>	

**Text Book(s):**

1. K. Nagarajan, Project Management, New Age International (P) Ltd Publishers, 7<sup>th</sup> Edition 2015.
2. S.Choudhury, Project Management, McGraw Hill Education (India) Pvt Ltd, 2007.

**Reference Book(s):**

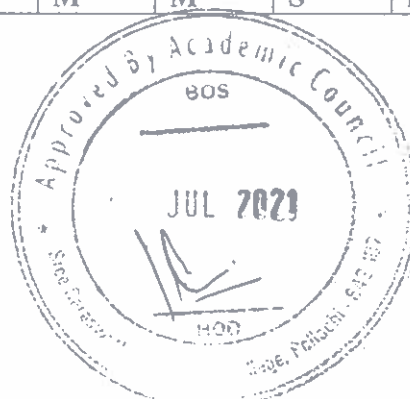
1. Prof. Abdul Matheen, Projects Management, Lakshmi Publications (P) Ltd, 2007.
2. P.C.K Rao, Project Management & Control, Sultan Chand & Sons, New Delhi, 2006.
3. Subba Rao.K.V. Project Management, Adhyayan Publishers & Distributors New Delhi, 2006.
4. Prasanna Chandra, Projects: Planning, Analysis, Selection, Implementation and Review, Tata Mc.Graw Hill Publishing company Ltd, New Delhi, 4<sup>th</sup> edition

5. Timothy J. Kloppen Borg, Contemporary Project Management, Cengage Learning, 1 <sup>st</sup> Edition, 2011		
<b>Learning Methods (*):</b> <input type="checkbox"/> Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,		
<b>Focus of Course:</b> Entrepreneurship (Employability/Entrepreneurship/Skill Development)		
<b>e-Resource/e-Content URL:</b>		
Course Designer: <b>Dr.R.Gayathri</b> <i>Gayathri</i> Associate Professor, Dept. of M.Com. STC		 BoS Chairman
<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to choose Project proposal for Investment Decisions	K1
CO2	Compare and relate various project proposal based on cost	K2
CO3	Able to plan a project proposal	K3
CO4	Estimate project cost and its evaluation	K5
CO5	Develop the knowledge on project termination and project report preparations	K6

#### Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	M	S	S	M	S	S	S	S	S
CO4	M	S	S	S	M	S	S	S	S	S
CO5	S	M	S	L	M	M	M	S	M	M

S – Strong; L – Low; M – Medium



**SEMESTER: II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM2EB0	Brand Management	Elective- II B2	Employability	55	5	-	3
<b>Preamble :</b> This course aims at facilitating the student to understand the Brand concept, Brand Strategies and its extension for improving brand performance							
<b>Prerequisite:</b> Basic Marketing knowledge at UG level							
Unit	Course contents	Ins.Hours	e-Resources/ e-Content				
I	<b>Introduction</b> -Basics Understanding of Brands – Definitions -Branding Concepts –Functions of Brand - Significance of Brands –Different Types of Brands –Co branding –Store brands.	12	e-PG Pathshala				
II	<b>Brand Strategies</b> -Strategic Brand Management process – Building a strong brand –Brand positioning –Establishing Brand values –Brand vision-Brand Elements –Branding for Global Markets –Competing with foreign brands.	12	e-PG Pathshala				
III	<b>Brand Communications</b> -Brand image Building –Brand Loyalty programmes –Brand Promotion Methods –Role of Brand ambassadors, celebrities –On line Brand Promotions.	12					
IV	<b>Brand Extension</b> -Brand Adoption Practices –Different type of brand extension –Factors influencing Decision for extension –Re-branding and re-launching.	12	You tube Video				
V	<b>Brand Performance</b> -Measuring Brand Performance – Brand Equity Management -Global Branding strategies - Brand Audit –Brand Equity Measurement –Brand Leverage -Role of Brand Managers–Branding challenges & opportunities.	12	You tube Video				
	<b>Case Studies</b>						
	<b>Total</b>	<b>60</b>					
<b>Text Book(s):</b>							
1. Kevin Lane Keller, Parameshwaran MG Jacob Isaac Strategic Brand Management, Pearson Publishers, 3rd Edition, 2012.							
2. Moorthi YLR, Brand Management –I edition, Vikas Publishing Pvt Ltd 2010							
<b>Reference Book(s):</b>							
1. Gupta. S.L, Brand Management, Himalaya Publishing House, 1 <sup>st</sup> edition, 2007							
2. Ramesh Kumar, Managing Indian Brands marketing concepts and strategies, Vikas Publishing House, 2 <sup>nd</sup> Edition, 2009							
3. Verma Harsh, Brand Management -Text and cases, Exel Books, 3 <sup>rd</sup> edition, 2013							
4. SenguptaPriyaranjan, Product and Brand Management, Pacific Publication, New Delhi, 1st Edition, 2011							
<b>Learning Methods (*):</b>							
Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,							
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)							
<b>e-Resource/e-Content URL:</b>							
Vidya-MitraPortal: <a href="http://vidymitra.inflibnet.ac.in/index.php/search">http://vidymitra.inflibnet.ac.in/index.php/search</a>							
e-PG Pathshala: <a href="http://epgp.inflibnet.ac.in/ahj.php?csrno=7">http://epgp.inflibnet.ac.in/ahj.php?csrno=7</a>							
Course Designer: <b>Dr. M.Rajapriya</b> <i>Rajapriya</i>							

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the Significance and functions of branding.	K2
CO2	Formulate the brand strategies and brand vision in the global market.	K6
CO3	Learn brand communications and design brand promotion methods	K5
CO4	Assess and sustain brands which lead to Brand extensions.	K4
CO5	Evaluate brand performance and measure brand equity.	K5

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	M	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L – Low; M – Medium





**SEMESTER: II**

Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MSW2I10	FOUNDATIONS OF COUNSELLING	IDC-I	Employability	22	3	--	2
<b>Preamble:</b> This course aims to enrich their knowledge about Counseling history and basis of counseling and therapeutic relations, assessment, testing and diagnostic processes Group counseling and counseling in various fields and settings							
<b>Pre-requisites:</b> Basic understanding about the counselling							

Unit	Course Contents	Hours
I	<b>Basics of counseling:</b> Principles and goals; Need and scope for counseling; Ethical issues	5
II	<b>Role of counselor:</b> Counselor and counselee characteristics facilitating counseling; Expectations from counselor; External conditions influencing counseling	5
III	<b>Positive psychology oriented counseling:</b> Enhancing happiness and pleasure; Engagement and meaning making; Identifying and developing character strength and virtues	5
IV	<b>Special areas of counseling:</b> Counseling for children with emotional disturbance and learning disability; Drug addiction; Marital counseling.	5
V	<b>Other areas of counseling:</b> Occupational counseling; Counseling for patients with Terminal disease /chronic illness-HIV/AIDS, cancer patients and for their caretakers.	5

**Text Book:**

- Narayanarao S,(2008), **Counseling Psychology**, Second Edition, New Delhi ,TATA McGrawhill Publishing Co Ltd

**Reference:**

- Gelso, Charles J. &Fretz, Bruce R.1995 **Counseling Psychology**, Bangalore, Prism Book Pvt. Ltd.
- Dave, Indu, 1991 **The Basic Essentials of Counseling**, New Delhi, Sterling Publishers
- Gururani, 2005 **Guidance & Counseling: Educational, Vocational & Career Planning**, New Delhi, Akansha Publishing House
- Leigh, A. 1998 **Referral and Termination Issues for Counselors**, New Delhi, Sage Publications
- Patterson, Lewis E. 1981 **The Counseling Process**, New York, Tata McGraw Hill Publishing Company Ltd.
- Prahanthem, B.J., 1988 **Therapeutic Counseling**, Vellore,Christian Counseling Centre.
- Sharma, Ram Nath, 2001 **Counseling and Guidance**, Surjeeth Publications, New Delhi.
- Woofe, R & Dryden, W. **Handbook of Counseling Psychology**, New Delhi.,

**Focus of Course:** Skill Development

**e-Resource/e-Content URL:** <http://vidyamitra.inflibnet.ac.in/index.php/search>

**e-PG Pathshala:** <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

**Course Designer :** Dr.G.Anbuselvi

Assistant Professor, Dept. of MSW, STC

**Course Outcomes (COs)**

On successful completion of this course the students will be able to

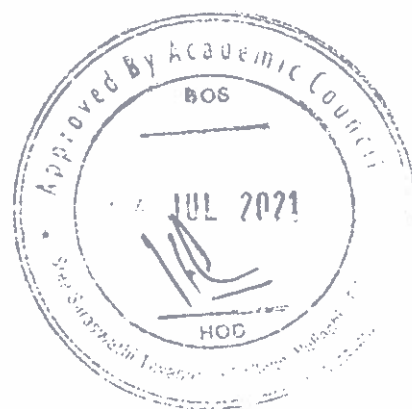
CO	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	The students can enrich their knowledge about Counseling history and basics of counseling.	K1
CO2	Enriching their knowledge about therapeutic relations and Assessment	K2
CO3	Enriching and applying Therapeutic Intervention in Social Work Fields	K3
CO4	Analyzing the need of counseling in various setting	K4

CO5	Explore the students to practice counseling for persons with various disorders	K4
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**Mapping the Programme Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	L	S	M	S	M	M	L	L
CO2	S	S	M	M	S	S	S	S	L	S
CO3	M	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	M	S	M	S
CO5	S	S	M	S	S	S	S	S	S	S

S- Strong; L- Low; M-Medium



**SEMESTER: II**

Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MEN2110	Business English	IDC-I	Employability	22	5		2
<b>Preamble:</b> To equip students to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication <b>Prerequisite:</b> A basic knowledge on LSRW skills							

Unit	Course Contents	Hours
I	Introduction: Nature of Communication, Process of Communication, Types of Communication (verbal & Non Verbal), Importance of Communication, Different forms of Communication Barriers to Communication Causes, Linguistic Barriers, Psychological Barriers, Interpersonal Barriers, Cultural Barriers, Physical Barriers, Organizational Barriers	6
II	Business Correspondence: Letter Writing, presentation, Inviting quotations, Sending quotations, Placing orders, Inviting tenders, Sales letters, claim & adjustment letters and social correspondence, Memorandum, Inter-office Memo, Notices, Agenda, Minutes, Job application letter, preparing the Resume.	6
III	Report Writing: Business reports, Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports.	6
IV	Vocabulary: Words often confused, Words often misspelt, Common errors in English.	6
V	Oral Presentation: Importance, Characteristics, Presentation Plan, Powerpoint presentation, Visual aids.	3

**Text Books:**

1. Bovee, and Thill, Business Communication Essentials, Pearson Education
2. Shirley Taylor, Communication for Business, Pearson Education
3. Locker and Kaczmarek, Business Communication: Building Critical Skills, McGraw Hill Education

**Reference Books:**

1. Herta A Murphy, Herbert W Hildebrandt, Jane P. Thomas, Effective Business Communication (SIE), McGraw Hill Education
2. Dona Young, Foundations of Business Communication: An Integrative Approach, McGraw Hill Education
3. Raymond V. Lesikar, Marie E. Flatley, Kathryn Rentz, Paula Lentz, and Neerja Pande, Business Communication: Connecting in a Digital World (SIE), McGraw Hill Education

Teaching Pedagogy (\*): Lecture, Group Discussion, Assignment and Seminar

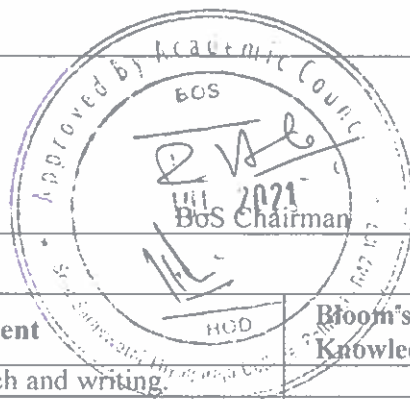
Focus of Course: Employability (Employability/Skill Development)

e-Resource/e-Content URL:

- <http://vidyamitra.inflibnet.ac.in/search>

**Course Designer:**

C. Senthilkumar  
Dr. Vennila Nancy Christina



**Course Outcome**

On successful completion of the course the students will be able to

CO	Course Outcome (CO) Statement	Bloom's Taxonomy Knowledge level
CO1	Use persuasive and professional language in speech and writing.	K1
CO2	Conduct effective business research and communicating the process and findings in a range of business documents and oral presentations	K2
CO3	Embed ethical considerations in all communication modes	K3
CO4	High level teamwork and analysis of team process	K4
CO5	Demonstrate advanced interpersonal communication, business etiquette and relationship building skills	K5

### Mapping the Programme Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	M	M	L	L	L	L	L
CO2	L	S	S	S	L	M	M	L	M	L
CO3	L	M	M	S	M	M	L	L	L	L
CO4	S	S	S	L	L	S	S	L	L	L
CO5	L	S	S	M	M	L	L	L	L	L

S- Strong; L- Low; M-Medium



**SEMESTER-II**

Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MMA2I10	Basics of MATLAB	IDC	Employability	20	-	10	2

**Preamble:** This course aims at facilitating the student to learn the basic concepts of MATLAB.

**Prerequisites:** Computer and Mathematics basics at PG Level

Unit	Course Contents	Hours	Practical
I	<b>Introduction - Basics of MATLAB:</b> MATLAB Windows-Online help- File types - General commands. Interactive Computation:	4	2
II	Matrices and Vectors - Matrix and Array operations – Command line Functions - Using Built-in Functions and On-line Help.	4	2
III	<b>Applications -</b> Linear Algebra - Curve fitting and Interpolation - Data analysis and Statistics	4	2
IV	<b>Programming in MATLAB:</b> simple graphs.	4	2
V	<b>Programming in MATLAB</b> Graphics: Basic 2D plots-3D plots	4	2
	<b>Total</b>	20	10

**Text Book(s):**

- RudraPratap, Getting Started with MATLAB – A Quick Introduction for Scientists and Engineers, Oxford University Press, 2003.

**Reference Book(s):**

- RudraPratap, Matlab-7, Oxford university press, New Delhi , 2006.

**Learning Methods (\*):**

- Assignment/ /Quiz etc.,

**Focus of Course :** Skill Development

**e-Resource/e-Content URL:**

- <https://www.youtube.com/watch?v=qGiKv3-02vw>

**Course Designer:** Ms. R. Chitradevi, Assistant Professor, Dept. of PG Mathematics, STC

*[Signature]*  
BoS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the basics of MATLAB	K2
CO2	Evaluate the concepts of Matrices and Vectors	K5
CO3	Simplify statistical problems using MATLAB.	K4
CO4	Construct Basic graphs	K5
CO5	Construct 2D and 3D plots	K5

**Mapping the Programme Outcomes**

Cos/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	S	S	S	M	L	S	S	S
CO2	L	M	S	S	S	M	L	S	S	S
CO3	L	M	S	S	S	M	L	S	S	S
CO4	L	M	S	S	S	M	L	S	S	S
CO5	L	M	S	S	S	M	L	S	S	S

S – Strong; L – Low; M – Medium

**SEMESTER: II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MCM2I10	Trading in Share market	IDC-1	Employability	20	-	10	2

**Preamble :** To equip the students with knowledge on share market and to learn the method of investment

**Prerequisite:** Basic knowledge in business

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	<b>Introduction-</b> Meaning -Nature and scope of investment – Importance of investment – Factors influencing investment – Investment media.	6	
II	<b>Stock exchange in India</b> – meaning – Functions – New issue market – Functions of BSE – Functions of NSE	6	
III	Equity market-Types of shares – Debentures – Bond	6	
IV	Introduction to share trading- Online Vs. Offline share trading- Opening of Demat A/c -Factors influencing the price of shares.	6	
V	Intraday trading – Basics and strategies – How to make profit in share market.	6	
	<b>Total</b>	<b>30</b>	
	<b>Case Studies</b>		

**Text Book(s):**

- Dr. V. Radha, Dr. R. Parameshwaran, Dr. V. R. Neduchezhiyan- Investment Management - Prasanna Publications, 2015

**Reference Book(s):**

- Preethi Singh -Investment Management - Himalaya Publications, 17<sup>th</sup> revised edition, 2010.
- PunithavathiPandiyam -Portfolio Management– Vikas Publications House(Pvt) Ltd, 2nd Edition 2013.

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,

**Focus of Course:** Entrepreneurship

(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

Course Designer: **Dr. P. Gomathi**  
Associate Professor, Dept. of M.Com, STC

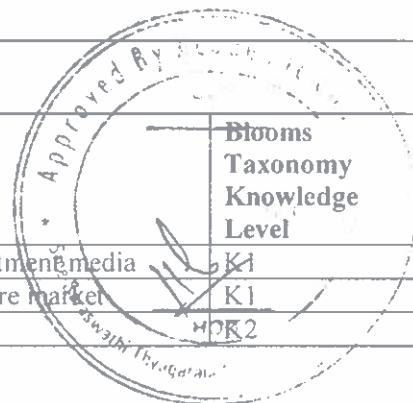



BoS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the basic concept of Investment and investment media	K1
CO2	Able to know the working of stock exchanges and share market	K1
CO3	Able to distinguish the capital market instruments	K2

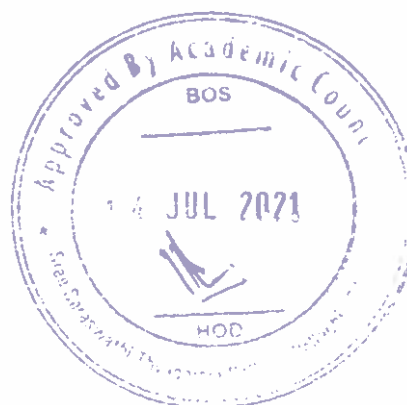


CO4	Ablity to plan an investment in shares	K3
CO5	Organise the intra trading to make profit	K3

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	M	S	S	M	S	S	S	S	S
CO4	M	S	S	S	M	S	S	S	S	S
CO5	S	M	S	L	M	M	M	S	M	M

S – Strong; L – Low; M – Medium



**SEMESTER-II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MIB2110	Travel and Tourism Management	IDC	Employability	25	5		2

**Preamble:** This course aims at facilitating the student to impart knowledge on basis of tourism studies and overview of tourism industry.

**Prerequisite:** Marketing related subjects

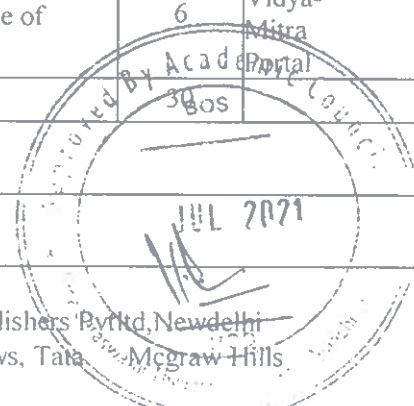
Unit	Course contents	Hours	e-Resources/ e-Content
I	<b>An Introduction to Travel and Tourism:</b> Concepts, Definitions & Historical development of Tourism. <b>Types of Tourist:</b> Tourist, traveler, excursionist. <b>Types of Travel Motivators:</b> Physical Motivators, Interpersonal Motivators, Cultural Motivators, Status and Prestige Motivators <b>Forms of tourism:</b> Inbound, Domestic, International. <b>Tourism System:</b> Nature, Characteristics, Scope and components of tourism industry.	6	Vidya-Mitra Portal
II	<b>Tourism Products and Services:</b> Type of tour packages, Types of Tourism Products. <b>Tourist Destinations:</b> Features, attraction, promotion, Amenities, accessibility. Impact of tourism	6	Vidya-Mitra Portal
III	<b>Marketing in Travel and Tourism:</b> Marketing by public / private sector, strategies, marketing mix	6	NPTEL Video
IV	Interdisciplinary approach in tourism: Tourism Perspectives, tourism area lifecycle (TALC). <b>Tourism Organizations:</b> World Tourism Organization, Indian Tourism Organizations	6	Vidya-Mitra Portal
V	<b>Emerging Areas of Tourism:</b> recent trends, types of alternate tourism, sustainable tourism: principle and code of conduct	6	Vidya-Mitra Portal
	<b>TOTAL</b>		

**Text Book:**

Service marketing. S.M.JHA, Himalaya publishers.

**Reference Books:**

1. International tourism management, by A.K.Bhata, Sterling publishers Pvtld, New Delhi
2. Introduction to tourism and hospitality Industry, Sudhir Andrews, Tata McGraw Hills Education private Ltd, New Delhi





**Learning Methods (\*):**

- Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-StudyComponent/etc.,

**Focus of Course: Skill Development**

(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

- NPTEL:<https://onlinecourses.nptel.ac.in>

Course Designer: **Dr. S. Shobana**,  
Associate Professor, Dept. of M.Com(IB),STC


  
BoS Chairman
**Course Outcomes (COs)**

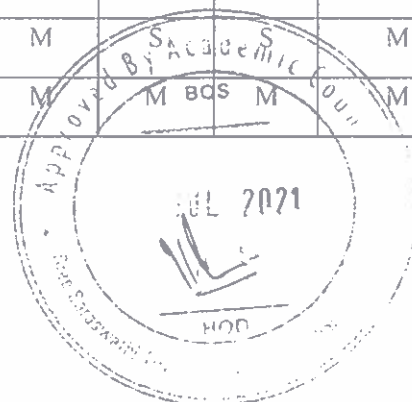
On successful completion of this course the students will be able to:

COs	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept of Travel and Tourism	K2
CO2	Apply the knowledge in Tourism package and promotion techniques	K3
CO3	Analyse the strategies in travel and tourism management	K4
CO4	Understand the operations of tourism organization	K2
CO5	Evaluate the recent trend in tourism	K5

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO1	S	S	M	S	S	M	M	S	M
CO2	L	M	S	L	M	M	S	S	S
CO3	L	L	L	L	S	M	M	M	M
CO4	M	L	M	S	S	M	M	M	M
CO5	L	S	L	M	S	M	M	M	M

S – Strong; L – Low; M – Medium



**SEMESTER – II**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MPY2110	Health Psychology	Part-IV IDC I	Employability	27	3	-	2
<b>Preamble:</b> To know the effects of stress and the way of effective coping and know upon various health related behaviors more over to inculcate psychological aspects into healthy life style model.							
<b>Prerequisite:</b> Basics of biology at School Level							

**Syllabus:**

Unit	Course contents	Hours
I	<b>Health – An Introduction:</b> Definition – Mind Body Relationship – Biopsychosocial Model. Vital Systems of the Body – Nervous System – Cardiovascular System – Immune System.	6
II	<b>Health Related Behaviours:</b> Exercise – Accident Prevention – Developing Healthy Diet – Weight Control and Obesity – Eating Disorders and Sleep	6
III	<b>Health Compromising Behaviours:</b> Alcoholism and Problem Drinking – Origins - Treatment– Drinking and Driving – Preventive Approaches – Smoking –History – Interventions to Reduce Smoking – Smoking Prevention Programmes.	6
IV	<b>Basics of Stress:</b> Stressor – Person Environment Fit; Stressful Events – Sources of Chronic Stress; Sources of Resilience – Coping Style –Specific Coping Strategies	6
V	<b>Basics of Pain:</b> Elusive Nature of Pain – Measuring Pain – Physiology of Pain – Neurochemical Basis of Pain – Acute Pain and Chronic Pain – Pain and Personality – Pain Control Techniques	6
<b>Total</b>		<b>30</b>

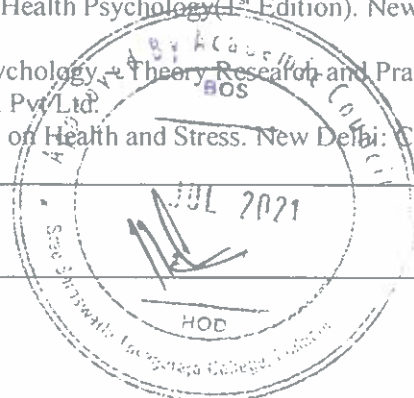
**Text Book(s):**

Taylor, S.E. (2012). Health Psychology (8<sup>th</sup> Edition). NY: The McGraw Hill Companies.

**Reference Book(s)**

1. Khatoon, N. (2012). Health Psychology (1<sup>st</sup> Edition). New Delhi: Dorling Kindersley (India) Pvt. Ltd.
2. Brannon, L., & Feist, J. (2017). Introduction to Health Psychology (1<sup>st</sup> Edition). New Delhi: Akash Press.
3. Marks, D.F., & Murray, M. (2011). Health Psychology – Theory, Research, and Practice (3<sup>rd</sup> edition). New Delhi: SAGE Publications India Pvt Ltd.
4. Misra, G., (1999). Psychological Perspectives of Health and Stress. New Delhi: Concept Publishers.

**Focus of Course:** Employability



**e-Resource/e-Content URL:**

- Youtube Videos: <https://www.youtube.com/watch?v=MBvqkddgV7o>

Course Designer: *Ms N Selvarani*  
 Ms N Selvarani,  
 Assistant Professor, Dept. of Psychology, STC

*Mr Ashwath Kanna V*  
 Mr Ashwath Kanna V  
 BOS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Define the basics of mind body relation and physiological functioning	K1
CO2	Outline the various health promoting behaviours in an individual	K2
CO3	Identify various health compromising behaviours in an individual	K3
CO4	Identify the stressors in everyday life and effective coping strategies	K4
CO5	Examine the management of pain and components of chronic illness	K5

**Mapping with Programme Outcomes & Programme Specific Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	L	M	L	L	L	L	L	L
CO2	L	L	L	M	L	L	L	L	M	L
CO3	L	L	L	M	M	L	L	L	M	M
CO4	L	L	L	M	L	L	L	L	S	M
CO5	L	L	L	M	L	L	L	L	M	L

S- Strong; L- Low; M-Medium





**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM3C10	Operation Research for Business Managers	Core 9	Employability	50	10	-	4
<p><b>Preamble:</b> This course aims at facilitating the students about the Industrial applications of Operations Research.</p>							
<p><b>Prerequisite:</b> Mathematics basics at UG level</p>							
Unit	Course contents			Ins.Hours	e-Resources/ e-Content		
I	Definition of OR - Characteristics of OR - Scope of OR - Uses and limitations of OR - Linear Programming Problem: Introduction - Mathematical formulation of the problem -Graphical method of solving LPP.			12	Videos		
II	The Transportation problem: Introduction-Mathematical formulation-finding initial basic feasible solution by NWCR, VAM only- MODI'S method of finding optimal solution (Non-degenerate problems only). The Assignment problem: Introduction - Mathematical formulation - Hungarian Assignment method.			12			
III	<p><b>Game Theory:</b> Introduction - Two person zero sum game - The Maximin - Minimax principle - saddle point - problems - Pure and Mixed games - Solution of 2 x 2 rectangular games - Graphical solution of (2 x n) and (m x 2) games.</p> <p><b>Queuing Theory:</b> Introduction - Queuing system - Characteristics of queuing system -Kendal's Notation - Classifications of queues - Problems in (M/M/1) : (<math>\infty</math>/FIFO); (Derivations not included)</p>			12	Videos		
IV	<p><b>Inventory Control- I:</b> Introduction - Types of inventory - Reasons for carrying inventory - Costs associated with inventory - Factors affecting inventory controls - The concepts of EOQ- Deterministic inventory problem with no shortages- Problems of EOQ with price breaks.</p> <p><b>Decision Analysis -</b> Introduction - Decision making problem- Decision making process - Decision making environment - Decision under uncertainty - Decisions under risk - Decision tree analysis.</p>			12	Videos		
V	Network scheduling by PERT & CPM - Introduction -			12	-		

	Network and basic components -Rules of network construction - Time calculation in networks - CPM, PERT calculations.		
		<b>Total</b>	60
	<b>Text Book(s):</b> KantiSwarup, P. K. Gupta, Man Mohan, Operations Research, S. Chand & Sons Education Publications, New Delhi, 2015 Unit I : Chapter 1, 2, 3 [Page No : 25-29, 39-62,65-73] Unit II: Chapter 10, 11 [Page No: 247-248,253-266,295,296,298-307] Unit III: Chapter 17, 21 [Page No: 443-457, 589-592,596-607] Unit IV: Chapter 16,19 [Page No: 507,508, 510, 512- 519, 532-534, 415 – 428, 430 -432] Unit V: Chapter 25 [Page No: 763-764,765-767,771-793]		
	<b>Reference Books:</b> 1. Premkumar Gupta, D.S.Hira,Operations Research, S. Chand & Sons Education,2008. 2. Hamdy A. Taha, An Introduction to Operations Research-Pearson's Education, 2007. 3. J.K. Sharma, Operations Research-Theory of application, Macmillan India Ltd, 2004. 4. Billy E.Gillett, Introduction to Operations Research, A Computer Oriented Algorithm Approach, Tata McGraw Hill Publishing Company Ltd.,		
	<b>Learning Methods (*):</b> • Assignment/Seminar/Quiz etc.,		
	<b>Focus of Course: Research and Employability</b>		
	<b>e-Resource/e-Content URL:</b> • e-PG Pathshala: <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=25">http://epgp.inflibnet.ac.in/ahl.php?csrno=25</a> • <a href="https://www.youtube.com/watch?v=-dG6y2HqONQ">https://www.youtube.com/watch?v=-dG6y2HqONQ</a>		
	<b>Course Designer: Mrs.R.Uma</b> Associate Professor, Dept. of PG Mathematics , STC Chairman		


Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the objective of OR	K2
CO2	Determine the optimal solutions of TP and AP	K3
CO3	Solve practical problems using game theory and Queuing theory	K3
CO4	Apply inventory control.	K3
CO5	Compute the solutions for network problems	K3

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	M	M	M	L	M	M	M
CO2	M	S	L	M	S	M	M	L	M	S
CO3	L	M	L	M	M	M	M	M	M	M
CO4	L	M	M	L	M	M	M	M	M	L
CO5	M	S	M	M	S	M	S	M	L	L

**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM3C20	Accounting for Decision Making	Core 10	Employability	25	50		5
<b>Preamble :</b> To study the application of Accounting Decision making tools in the Business							
<b>Prerequisite:</b> Basic Financial Accounting and Cost accounting at UG level							
Unit	Course contents	Ins.Hours	e-Resources/ e-Content				
I	Management Accounting Meaning and Definition - Need and importance- Interpretation and criticism of financial statements-Trend percentages-Inter firm Comparison-Necessity and limitations-Ratio Analysis-Meaning, advantages, limitations – Liquidity ratio - Solvency ratios – Profitability ratios - Overall Performance ratios – Altman ‘Z’ Score Bankruptcy Model – Du Pont Analysis. <b>Self Study - Need and importance of management accounting</b>	15	e-PG Pathshala				
II	Cash flow statement (AS-3) - Sources – Utility of cash flow analysis – Limitations <b>Self Study – Limitations of cashflow statement</b>	15	e-PG Pathshala				
III	Marginal costing - Fixed and Variable cost – contribution - Break even analysis - Profit Volume Ratio - Limiting factor - Marginal costing and its applications. <b>Self Study – Marginal costing and its applications.</b>	15	e-PG Pathshala				
IV	Budget and budgetary control: Meaning, Definition and scope - Types of budgets -Financial budget –Cash Budget - Master budget- Flexible budget – Zero base Budgeting. <b>Self Study - Zero base Budgeting.</b>	15	Vidya-Mitra				
V	Standard Costing - Meaning – Determinants – Variance Analysis – Direct Material cost variance – Direct Labor cost variance – Overhead cost variance. <b>Self Study – Determinants of standard costing</b>	15	Vidya-Mitra				
	<b>Total</b>	<b>75</b>					
<b>Text Book(s):</b>							
1. R.K.Sharma&Sasi K. Gupta,Management Accounting Principles & Practices, Kalyani Publishers Ltd, Ludiana , 13 <sup>th</sup> Revised Edition, 2014.							
2. S.N. Maheswari, Volume I, Principles of Management Accounting, Sultan Chand & Sons, New Delhi – 2014.							
<b>Reference Book(s):</b>							
1. Pillai R.S.N. Bagavathi, Sultan Chand & Sons Pvt Ltd, New Delhi, 2015							
2. MY Khan and PK Jain, Management Accounting, Kalyani Publishers, Ludhiana,6 <sup>th</sup> Edition– 2014.							

3. Dr.S.N.Maheshwari, CASHarad K. Maheshwari, Sultan Chand & sons, New Delhi, 2014
4. Bamber, Braun and Harrison, Pearson Prentice Hall, 2009
<b>Practical Component 1 hour Tally Lab is required for the course Ratio analysis and Cash flow statement</b>
<b>Learning Methods (*):</b> Assignment/Seminar/Quiz/ /Self-Study/etc.,
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL:</b> <b>Vidya-MitraPortal:</b> <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a> <b>e-PG Pathshala:</b> <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=7">http://epgp.inflibnet.ac.in/ahl.php?csrno=7</a>
Course Designer: <b>Dr.K.Sathyaprasad</b> Associate Professor, Dept. of M.Com, STC
 BoS Chairman
<b>(Question paper: Covers 70% Problems and 30% Theory)</b>

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the importance of ratio analysis	K1
CO2	Analyze the reason for cash inflow and outflow	K4
CO3	Apply the knowledge of marginal costing and break even point	K3
CO4	Able to appraise different types of budgets	K5
CO5	Able to analyse the variances	K4

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	S	M	S	L	M	S	M
CO2	M	S	L	S	S	S	M	L	S	S
CO3	L	M	L	S	M	S	M	M	S	M
CO4	L	M	M	S	M	S	M	M	M	S
CO5	M	S	M	M	S	S	S	M	L	S

S – Strong; L – Low; M – Medium



**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM3C30	Security Analysis and Portfolio Management	Core II	Entrepreneurship	65	10	-	4

**Preamble :** This course aims at facilitating the student to understand Capital market instruments and to make analysis of Portfolio

**Prerequisite:** Basic Investment management knowledge at UG level



Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	<b>Introduction</b> -Nature, meaning and scope of investment – importance of investment – factors influencing investment–investment media–features of an investment programme–Investment process– Difference between Investment, Speculation and Gambling.	15	e-PG Pathshala
II	<b>Stock exchange in India</b> – meaning – functions – New issue market – BSE – NSE – SEBI and its role, guidelines-listing, steps, legal provision – Non-listing – De-listing – Insider trading <b>Self-Study: SEBI and its Role</b>	15	e-PG Pathshala
III	Capital market instruments – Equity market-debt market – Derivative markets – Exchange traded funds - Internet stock trading – Features – IPO on internet – e- IPO – Account Supported Blocked Amount (ASBA)	15	e-PG Pathshala
IV	<b>Fundamental and Technical analysis</b> – Fundamental analysis: Economic analysis - Industrial analysis – Company Analysis - Technical analysis –Portfolio analysis & Management:-Scope–Markowitz Theory–Single Sharpe index model – Efficient frontier <b>Self Study - Fundamental analysis</b>	15	You tube Video
V	Portfolio selection – portfolio performance evaluation: Sharpe measure – Treyners measure – Jenson's index Portfolio Revision: Needs and problems – Methods of revisions – Formula plan for revision – Constant rupee value – Constant ratio & Variable ratio plans.		You tube Video
	<b>Total</b>		

**Text Books:**

1. Preethi Singh -Investment Management - Himalaya Publications, 17<sup>th</sup> revised edition, 2010.
2. PunithavathiPandiyani -Portfolio Management– VikasPublicationsHouse (Pvt) Ltd, 2nd Edition 2013.

**Books for reference:**

1. Kevin, Portfolio Management – Prentice Hall Publications, 12<sup>th</sup> edition, 2014
2. Bhalla,V.K. Investment management – Sultan.Chand & Sons Publications, 19<sup>th</sup> edition, 2014
3. M.Renganathan,R.Madhumathi, Security Analysis & Portfolio Management, Pearson, Noida. New Delhi, 2<sup>nd</sup> Edition, 2012

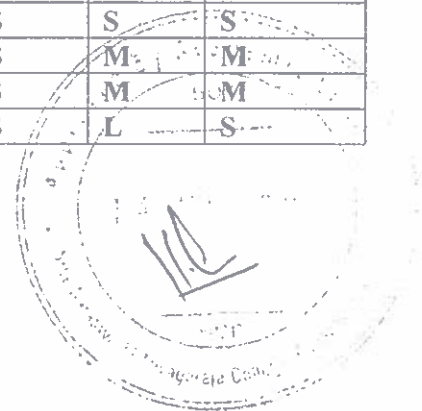
4. SudhindraBhat, Security analysis and Portfolio Management, Excel Books, New Delhi, 2008
<b>Learning Methods (*):</b> Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,
<b>Focus of Course:</b> Entrepreneurship (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL:</b> <b>Vidya-MitraPortal:</b> <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a> <b>e-PG Pathshala:</b> <a href="http://epgp.inflibnet.ac.in/ah1.php?csrno=7">http://epgp.inflibnet.ac.in/ah1.php?csrno=7</a>
Course Designer: <b>Dr. R.Gayathri</b>  Associate Professor, Dept. of M.Com, STC
 BoS Chairman
<b>(Question paper: Covers 90% Theory and 10% problems (Problems from Unit: 4 only))</b>

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the availability of various investment avenues	K2
CO2	Able to Infer the working of stock tradings	K2
	Identify the various capital market instruments and can choose the right investments	K3
CO4	Analyse and compare the performance of companies by using fundamental and technical analysis	K4
CO5	Appraise and evaluate various portfolios	K5

#### Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	L	M	S	S	S
CO2	M	M	M	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L – Low; M – Medium



**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM3C40	Applied Direct Taxation	Core 12	Employability	60	15	-	5

**Preamble :** This course aims at facilitating the student to apply Direct Tax laws

**Prerequisite:** Basic Direct tax knowledge at UG level

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Salaries – Provident Fund - Allowances – Perquisites – Profit in Lieu of Salary	15	You tube videos
II	Income from House Property – Computation of Annual Rental Value – Exemptions. Profits & Gains of Business or profession- Expenses Allowed and Disallowed – Computation of Professional Income	15	-
III	Capital gains –Methods of Computations – Exemptions. Income from other Sources -Set off & carry forward of losses	15	-
IV	Deduction U/S 80 - Computation of taxable income- Assessment of Individuals –Computation of tax liability	15	You tube Video
V	Assessment of Companies – Calculation of Book Profits- Transfer pricing law in India – Meaning - Arms length pricing: Definitions – computation of Income from International transactions – report under 92E – Advance pricing agreement. <b>(Theory only)</b> e- filing of return.	15	You tube Video
	<b>Total</b>	<b>75</b>	

**Text Books:**

- 1.Gaur&Narang -Income tax – Kalyani Publications, New Delhi edition 2019.
- 2.Dr.Vinod.K.Singhania, Dr. Monica Singhania, Students Guide to Income Tax, Taxman Publications Pvt 56<sup>th</sup> Edition, New Delhi, 2019.

**Books for reference:**

1. Dr.VinodSinghania -Direct tax, law & practice – Taxman Publications, 39<sup>th</sup> edition, 2019
2. N. Hariharan, Tata Mc, Graw Hill Publications, New Delhi, 2019

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,

**Focus of Course:** Entrepreneurship  
(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

- Vidya-MitraPortal:** <http://vidyamitra.inflibnet.ac.in/index.php/search>
- e-PG Pathshala:** <http://epgp.inflibnet.ac.in/ahl.php?csrno=7>

Course Designer: **Dr. R.Gayathri**  
Associate Professor, Dept. of M.Com, STC

BoS Chairman

**(Question paper: Covers 80% Problem and 20% Theory**

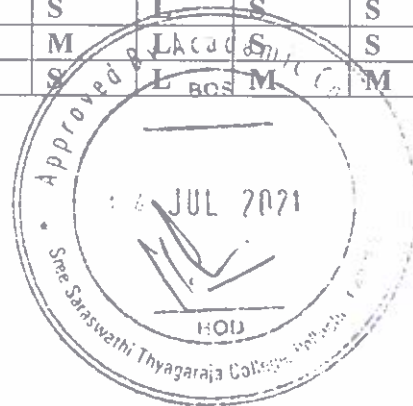


Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to apply and assess the Individual's Salary Income	K3
CO2	Analyse and apply Direct tax relating to income from house property , business and profession	K3
CO3	Assess the capital gains, income from other sources and setoff and carry forward of losses.	K3
CO4	Assess and determine the taxable Income and compute tax liability.	K5
CO5	Assess the income from company , applying the knowledge on transfer pricing and developing the knowledge on E filing of returns	K5

#### Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	S	L	M	S	S	S
CO2	M	M	M	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L – Low; M – Medium



**SEMESTER: III**

**INTERNSHIP TRAINING**

**Credits: 2**  
**Category: Core 13**

**Course Code: 18MCM3C50**

**GUIDELINES FOR THE INTERNSHIP TRAINING PROGRAMME**  
**For M.Com**

**Objective:** To give optimum exposure on the practical aspects of Commerce in Industries.

1. Duration of the internship training is **30 days** during the Summer Vacation which falls at the **end of the 2<sup>nd</sup> Semester.**
2. The departments concerned will prepare on exhaustive panel of Institutions, Industries and practitioners.
3. The individual student has to identify the institution / industry / practitioners of their choice and inform the same to the HOD / Staff-in-charge.
4. The students hereafter will be called as Trainees should maintain a work diary in which the daily work done should be entered and the same should be attested by the section in-charge.
5. The departments should prepare an outline of the job to be done, sections in which they have to be attached both in the office as well as in the field.
6. The trainees should strictly adhere to the rules and regulations and office timings of the institutions to which they are attached.
7. The trainees have to obtain a certificate on successful completion of the internship from the chief executive of the organization.
8. Monitoring and inspection by staff on a regular basis.
9. Schedule of visit to be made by the staff is to be prepared by the HOD / Staff-in-charge.
10. Report writing manual and format should be prepared by the respective departments.
11. All model forms are to be attached wherever it is necessary.
12. Report evaluation: External Viva-Voce examination ~~will be conducted~~ and the maximum mark awarded is 100.
13. Report should be submitted in the 3<sup>rd</sup> Semester **on or before 15<sup>th</sup> September.**

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
<b>CO's</b>	<b>Course Outcome (CO) Statement</b>	<b>Blooms Taxonomy Knowledge Level</b>

CO1	Able to gain practical knowledge of working in Industry	K1
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### SEMESTER: III

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM3EA0	International Financial Management	Elective-III	Employability	55	5	-	3

**Preamble :** The course aims to provide students with a deep understanding of financial management issues in a global setting and to provide knowledge on Foreign exchange market and its implications

**Prerequisite:** Financial management

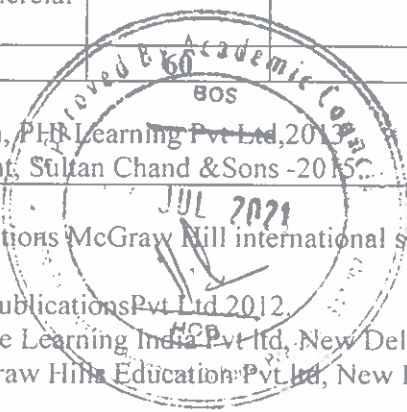
Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	International Financial Management - Nature and Scope - IFM and Domestic financial management- Balance of payments – significance- preparation of BOP statement – Link between BOP and the economy.	12	e-PG Pathshala
II	International Monetary System – Gold standard – IMF and World Bank-BRICS Bank- Exchange Rate mechanism – Purchasing power parity and Interest Rate parity theorems.	12	e-PG Pathshala
III	Foreign Exchange Market – Exchange rate-Factors influencing exchange rate- Exchange Rate Quotations- Transactions – Currencies: Spot, Forward, Futures, Options and Swaps – Interbank deals- Exchange arithmetic- Calculation of TT buying rate & TT selling rate- Spread, premium and Discount.	12	e-PG Pathshala
IV	Foreign Exchange Exposure – managing transaction, translation and operating Exposure - Techniques for covering the foreign exchange risk - Internal and external techniques of risk.	12	e-PG Pathshala
V	International financial market instruments – International Equities – IDR, ADR and GDR – Foreign Bond and Euro-bond - Short-term and medium term instruments – External Commercial Borrowings.	12	e-PG Pathshala
	<b>Total</b>		

**Text Book(s):**

1. V.Sharan, International Financial Management, 6<sup>th</sup> edition, PHI Learning Pvt Ltd, 2013
2. G.Jeevanantham, Foreign Exchange and Risk Management, Sultan Chand & Sons -2015

**Reference Book(s):**

1. Levi D Maurice, International Finance, Routledge Publications McGraw Hill international series 4<sup>th</sup> edition- 2009.
2. Bhalla V.K., International Financial Management, Anmol Publications Pvt Ltd 2012.
3. Jeff Madura, International Financial Management, Centage Learning India Pvt Ltd, New Delhi-2010
4. PG Ante, International Financial Management, Tata McGraw Hill Education Pvt Ltd, New Delhi, 2010



<b>Learning Methods (*):</b> Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,		
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)		
<b>e-Resource/e-Content URL:</b>		
Course Designer: <b>Dr.P.Gomathi</b> <i>P.G.H.</i> Associate Professor, Dept. of M.Com, STC		<i>[Signature]</i> BoS Chairman
<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to understand international financial management and preparation of BOP	K1
CO2	International Monetary System	K2
CO3	Identify risk relating to exchange rate fluctuations and develop strategies to deal with them	K3
CO4	Develop strategies to deal with different types of risks associated with foreign operations.	K5
CO5	Evaluate International financial market instruments and international acquisition opportunities	K6

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	M	S	S	M	S	S	S	S	S
CO4	M	S	S	S	M	S	S	S	S	S
CO5	S	M	S	L	M	M	M	S	M	M

S – Strong; L – Low; M – Medium



**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM3EB0	Marketing Research	Elective-III	Employability	55	5	-	3
<b>Preamble :</b> To become familiar with the application of Marketing research in Product, Price, Sales, Advertising and Media research							
<b>Prerequisite:</b> Principles of Marketing							
Unit	Course contents			Ins.Hours	e-Resources/ e-Content		
I	<b>Marketing Research Dynamics-</b> Introduction, Meaning of Research, Research Characteristics, Various Types of Research , Marketing Research and its Management, Nature and Scope of Marketing Research , Marketing Research in the 21st Century (Indian Scenario), Marketing Research: Value and Cost of Information			12	e-PG Pathshala		
II	<b>Planning the Research Process-</b> Introduction, Research Process: An Overview, Formulation of a Problem, Research Methods, Research Design, Data Collection Methods, Sample Design, Data Collection, Analysis and Interpretation, Report Writing. Components of Research Proposal, Components of Research Paper			12			
III	<b>Designing a Questionnaire-</b> Introduction, Questionnaire Design, Questionnaire Building, Process of Questionnaire Design, Information Required , Interview Method, Questionnaire Format and Question Composition, Individual Question Content, Questions Order, Form and Layout, Pilot Testing the Questionnaire			12	e-PG Pathshala		
IV	<b>Applications of Marketing Research I:</b> Introduction, Consumer Market Research, Business-to-Business Market Research, Product Research, Pricing Research, Motivational Research, Distribution Research. <b>Applications of Marketing ResearchII:</b> Introduction, Advertising Research, Media research, Sales Analysis and Forecasting, Data Mining, Data Analytics				e-PG Pathshala		
V	Case studies.						
	<b>Total</b>				60		
<b>Text Book(s):</b> 1. S.L. Gupta -Marketing research- Excel books, New Delhi,2012 2. C.R. Kothari, Research Methodology Methods and technique. New Age International 3 <sup>rd</sup> edition Publications., Reprint 2014.							
<b>Reference Book(s):</b> 1.NargundkarRajendra, Pearson, New Delhi, Edition, 2013							



2. Zikmund William G.Babin Barry. Cengage Learning, New Delhi, 2010
3. Naresh K. Malhotra&Satyabhusan Dash, Marketing Research an applied orientation, Pearson Prentice Hall New Delhi 2010
4. G.C.Beri, Marketing Research, Mc. Graw Hill Education Pvt Ltd, New Delhi, 2013.

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc..

**Focus of Course:** Employability

(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

Course Designer: **Dr.P.Gomathi** *P. Gth*

Associate Professor, Dept. of M.Com. STC

*[Signature]*  
BoS Chairman

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the nature of marketing research	K2
CO2	Formulate the research problem and research design	K6
CO3	Learn to construct questionnaire and carryout pilot study	K5
CO4	To carryout Research in various marketing areas.	K4
CO5	To gain practical knowledge through case studies.	K5

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	M	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L – Low; M – Medium





**SEMESTER: III**

Course Code	Course Name	Type	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MSW3I20	NGO MANAGEMENT	IDC-II	Employability	22	3	--	2

**Preamble:**

- To acquire specific knowledge on project and NGO management.
- To understand the Project management Dimensions, Planning and its implementation of projects.
- To enhance skills and techniques of project evaluation / Resource Mobilization.
- To understand the basic concepts and principles involved in managing NGOs.
- To understand the Human resource management in NGO's.
- To enhance knowledge on project proposal writing and maintenance of the accounts in NGO's.

**Pre-requisites:** Basic understanding about the NGO

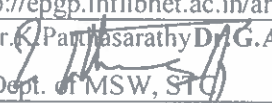

Unit	Course Contents	Hours
I	<b>FOUNDATIONS OF NGOS:</b> NGO's: Meaning, Definition, Concepts, Types, Functions, Vision, Mission and Goals in NGOs - Role of NGO's in Community Development.	5
II	<b>LEGAL FRAME WORK FOR ESTABLISHING NGOS:</b> Legal - rational structure of Non-profits: Trusts and Societies with Special reference to Trust and Society Registration Acts.	5
III	<b>HUMAN RESOURCE MANAGEMENT IN NGOS AND CSR ACTIVITIES:</b> Leadership in the NGOs Context – Practice of Human resources Management in NGO's - Staffing, recruiting, induction and training- CSR Activities: Definition, concepts and need - Concentration areas of CSR - Role of social workers in CSR.	5
IV	<b>PROJECT MANAGEMENT:</b> Concept, Meaning, Definition and Types of projects – Project Cycle Management - Project Proposal Writing- Participatory Rural Appraisal (PRA).	5
V	<b>RESOURCE MOBILIZATION:</b> Resource Mobilization: Methods and Techniques of Fund Raising - International, National and Local Levels.	5
	<b>TOTAL</b>	<b>25</b>

**Text Books:**

1. Clark John. (1991). Voluntary Organizations: Their Contribution to Development. London: Earth Scan.
2. Jain R.B. (1995). NGO's in Development Perspective. New Delhi: Vivek Prakashan
3. Sakararan and Rodrigues. (1983). *Handbook for the Management of Voluntary Organization*. Madras: Alfa

**Reference:**

1. Behera M. C. (2006). *Globalizing Rural Development*. New Delhi: Sage.
2. Chowdhry Paul. (1973). *Administration of Social Welfare Programmes in India*. Bombay: Somaiy.
3. Emmanuvel. S. Fernando. (1999). *Prospect from Problems*. Mumbai: St. Francis Xavier's Church.

4. Ginsbery Leon. H. (2001). <i>Social Work Evaluation – Principles and Methods</i> . Singapore: Allyn and Bacon.
5. Jack Rothman, John John E. Tropman. (2001). <i>Strategies of Community Intervention</i> . Illinois: P.E. Peacock.
6. Joel S.G.R Bhoose. (2003). <i>NGO's and Rural Development Theory and Practice</i> . New Delhi: Concept.
7. Julie Fisher. (2003). <i>Non-Governments – NGO's and the Political Development of the Third World</i> . New Delhi: Rawat
<b>Focus of Course: NGO Visits, Skill Development</b>
<b>e-Resource/e-Content URL:</b> <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a>
<b>e-PG Pathshala:</b> <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=7">http://epgp.inflibnet.ac.in/ahl.php?csrno=7</a>
<b>Course Designer :</b> Dr. K. Parthasarathy Dr. G. Anbuselvi
Assistant Professor, Dept. of MSW, STC  BOS Chairman 

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Become familiar with the history of development cooperation and humanitarian aid, learn about current international trends and challenges	K1
CO2	Understand the role and challenges of NGOs vis-à-vis the development concerns of the community	K2
CO3	Gain insight into key criteria for successful human resource management.	K3
CO4	Learn the basics of project management: How to make a needs assessment, how to design and plan a project, and how to integrate monitoring into the project plan	K4
CO5	Enable you to develop your management, analytical and leadership skills so that you develop a rounded set of competencies that will enable students to flourish at the highest levels in global NGOs.	K5

#### Mapping the Programme Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	M	S	M
CO2	S	S	S	M	S	S	S	S	S	S
CO3	M	S	M	S	S	S	S	S	S	M
CO4	S	S	M	M	S	S	S	M	M	S
CO5	S	S	M	M	M	S	S	M	M	S

S- Strong; L- Low; M-Medium



**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MEN3I20	English For Competitive Examinations	IDC		25	5		2

**Preamble:** To enable the students in getting through the competitive examinations.

**Prerequisite:** Basic knowledge on grammar.

Unit	Course Contents	Hours
I	Parts of speech Voices Narration Degrees of comparison	6
II	Concord(subject verb agreement)Articles Synonyms Antonyms	6
III	Tenses Common errors Idioms and phrases	6
IV	Kinds of sentence(transformation) Classification of sentences ( <b>simple, complex, compound</b> ) Rearrange the sentences Improvement of sentences	6
V	Cloze test, comprehension Précis writing, report writing ,letter writing Hints development	6
	<b>TOTAL</b>	<b>30</b>

**TextBook:**

1. Basic English for Competitive Examinations.  
Department of English, Sree Saraswathi Thyagaraja College, Pollachi, 2017.

**Reference Books:**

2. Facets of English Grammar, R.N. Shukla & N.M. Nigam, Macmillan, 2009  
3. English For Competitive Examinations, R.P. Bhatnagar & Rajul Bhargava, Macmillan, 2007.

**Teaching Pedagogy (\*):** Lecture, Group Discussion, Assignment and Seminar

**Focus of Course:** Employability (Employability/Skill Development)

**e-Resource/e-Content URL:**

**Vidya-Mitra Portal:** <http://vidyamidra.inflibnet.ac.in/index.php/search>

Course Designer: C. Senthilkumar Assistant Professor, Dept. of English, STG  
Dr. Vennila Nancy Christina BoS Chairman

**Course Outcome**

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

CO	Course Outcome (CO) Statement	Blom's Taxonomy Knowledge Level
CO1	Read and comprehend English in the context of acquisition of soft (life) skills.	K1
CO2	The skill of making grammatically correct sentences.	K2
CO3	Students will be able to communicate clearly, effectively and handle their day to day affairs well with their knowledge of language skills	K3
CO4	Reflect originally on the application of soft skills and express in writing their views.	K4
CO5	to think and write creatively and critically and will be able to interpret a piece of writing	K5

**Mapping the Programme Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	S	S	M	M	L	L	L	L	L
CO2	L	S	S	S	L	M	M	L	M	L
CO3	L	M	M	S	M	M	L	L	L	L
CO4	S	S	S	L	L	S	S	L	L	L
CO5	L	S	S	M	M	L	L	L	L	L

S- Strong; L- Low; M-Medium



**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MMA3I20	Quantitative Aptitude And Verbal Reasoning	IDC	Employability	20	10	-	2
<b>Preamble:</b> This course aims at facilitating the student to learn inculcate the managerial and problem solving skills among the students.							
<b>Prerequisites:</b> Mathematics basics at Secondary level							

Unit	Course Contents	Hours	e-Resources/ e-Content
I	Analogy Coding and Decoding Direction sense Test Series Completion	6	Videos
II	Logical Reasoning Logical Venn diagram Data sufficiency	6	Videos
III	Problems on Numbers Ratio & Proportion Problems on Ages Problems on Averages	6	Videos
IV	Percentages Time & Work Time & Distance Train problems	6	Videos
V	Simple Interest Compound Interest Allegation and Mixtures	6	Videos
	<b>Total</b>	<b>30</b>	

**Text Book(s):**

“Quantitative Aptitude for Competitive Examinations by Department of Mathematics”, SreeSaraswathiThyagaraja College, Pollachi, 2016.

**Reference Book(s):**

1. A Modern Approach to Verbal and Non-Verbal Reasoning – Dr.R.S. Aggarwal, S.Chand and company, 2011 edition, New Delhi (For units I & II only).
2. Quantitative Aptitude for Competitive Exams- R.S.Aggarwal, S.Chand and Company,2012 Edition, New Delhi (For units III, IV, V).
3. Quantitative Aptitude for Competitive Exams – AbijitGuha, Tata McGrawHill 11<sup>th</sup> Edition
4. Reasoning Verbal and Non Verbal – B.S.Sijwali – Arihant Publications 2005

**Learning Methods (\*):**

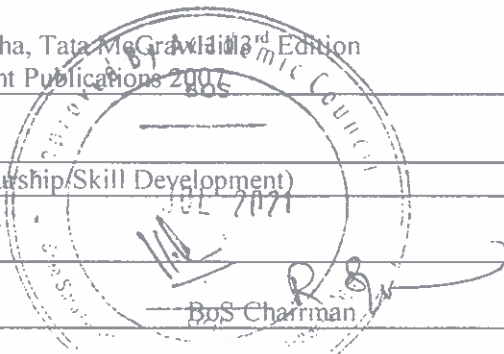
- Assignment/Seminar/Quiz/Group Discussion etc.,

**Focus of Course:** Employability (Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:** <https://youtu.be/OpCZt2e0Gic>

<https://www.examrace.com/Study-Material/Aptitude/>

**Course Designer:** Ms.R.Chitra Devi, *Reluvelin*  
Assistant Professor, Dept. of PG Mathematics ,STC



**Course Outcomes (COs)**

On successful completion of this course the students will be able to:		
CO	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Evaluate problems on verbal reasoning and logical reasoning .	K5
CO2	Appraise aptitude problems on ages, averages, numbers and ratio & proportion.	K5
CO3	Solve problems on interest and alligation and mixtures.	K5

#### Mapping the Programme Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5		PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	S	S	S		M	M	S	S	S
CO2	M	M	S	S	S		M	M	S	S	S
CO3	M	M	S	S	S		M	M	S	S	S

S- Strong; L- Low; M-Medium





**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MCM3I20	Entrepreneurial Development	IDC	Employability	30	-	-	2
<b>Preamble :</b> To equip the students with the knowledge on entrepreneurship and to develop the students into entrepreneurs							
<b>Prerequisite:</b> Basic knowledge in business							

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Entrepreneurship Development-Stages in the entrepreneurial process- Phases of entrepreneurs – Different types of entrepreneurs- Barriers to entrepreneurship	6	e-PG Pathshala content
II	Business plan – Preparation of Business plan - contents of business plan-Significance – Common errors in business plan formulation.	6	PPT
III	Institutions supporting Entrepreneurs: Commercial Banks – District Industries Centre – National Small Industries Corporation – Small Industries Development Organization – Small Industries Service Institute. Business Incubation, Business Clusters	6	e-PG Pathshala content  PPT
IV	Family business in India - Advantages and disadvantages - Making family business more effective.	6	e-PG Pathshala content
V	E- Business: Domain Name, Website, E-Commerce, Hosting, Building Traffic Networking: Starting & Managing a Network	6	PPT
	<b>Total</b>	<b>30</b>	

**Text Book(s):**

Dr.S.S.Khanka “Entrepreneurial Development” fourth Edition, S.Chand & company PVT.LTD, New Delhi

**Reference Book(s):**

1, .C.B.Gupta and N.P. Srinivasan “ Entrepreneurial Development” Sixth Edition, Sultan Chand & Sons, New Delhi

**Learning Methods (\*):**

□ Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,

**Focus of Course:** Entrepreneurship

(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

Course Designer: Dr.M.Rajapriya  
Associate Professor, Dept. of M.Com, STC

BoS Chairman

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept of Entrepreneurship	K1
CO2	Able to Analyze and prepare Business plans.	K2
CO3	Able to Identify the Institutions supporting entrepreneurs	K3
CO4	Knowledge enhancement to develop their own family business	K5
CO5	Knowledge in E Business	K6

#### Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	M	S	S	M	S	S	S	S	S
CO4	M	S	S	S	M	S	S	S	S	S
CO5	S	M	S	L	M	M	M	S	M	M

S – Strong; L – Low; M – Medium

Prepared By Dr.M.Rajapriya 	Verified By Dr. R. Gayathri 
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**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
19MIB3120	<b>BRAND MANAGEMENT</b>	IDC	Employability	30	-	-	2

**Preamble :** To equip the students with the knowledge on Brand Management

**Prerequisite:** Basic knowledge in Brand

Unit	Course contents	Hours	e-Resources/ e-Content
I	Concepts: Brand, brand equity, brand value, brand awareness and Brand loyalty, Brand identity system – Managing multiple brand identities – Brand identity planning model	6	e-PG Pathshala content
II	Creating brand personality – drivers of brand personality – measuring brand personality using brand personality scale (BPS), Creating equity through personality	6	PPT
III	Measuring brand equity Measures – The Brand Equity Ten (loyalty measures, perceived quality and leadership measures, associations/differentiation measures, awareness measures and market behaviour measures	6	e-PG Pathshala content PPT
IV	Brand building on the web, brand-building web sites (e-branding), Branding through social media.	6	e-PG Pathshala content
V	Global branding strategies – global brand planning process, creating cross-country synergy – Fortune companies	6	PPT
	<b>Total</b>	<b>30</b>	

**Text Book:**

1. Aaker, Building strong brands, The Free Press

**Reference Book:**

1. Keller, Strategic brand management, Prentice-Hall

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,

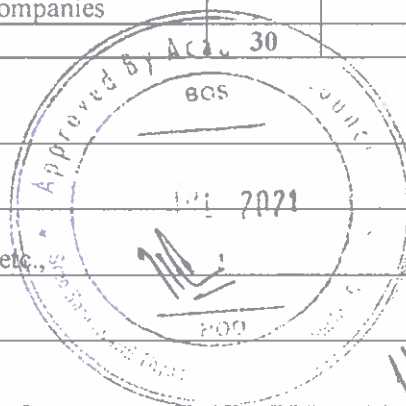
**Focus of Course:** Employment

(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:** NPTEL

Course Designer: Dr.S.NAGARAJAN

Programme coordinator, Dept. of M.Com IB STC  
Chairman



*(Signature)*  
BoS

**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept of brand and brand management	K1
CO2	Able to Analyze branding process.	K2
CO3	Able to Identify appropriate branding methods	K3
CO4	Knowledge enhancement to develop their own branding	K5
CO5	Knowledge in branding through web	K6

**Mapping with Program Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	S	S	M	S	S	S	S	S
CO2	S	S	S	S	M	S	S	S	M	S
CO3	S	M	S	S	M	S	S	S	S	S
CO4	M	S	S	S	M	S	S	S	S	S
CO5	S	M	S	L	M	M	M	S	M	M

S – Strong; L – Low; M – Medium





**SEMESTER: III**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MPY3I20	Positive Psychology	Part-IV IDC- II	Employability		27	3	2
<p><b>Preamble:</b> To help students realize the importance of positive emotions in life and to help them understand how positive approach could help them psychologically; also, to help them realize the power of forgiveness and gratitude in life.</p>							
<p><b>Prerequisite:</b> Basics of psychology at UG I year level</p>							

**Syllabus:**

Unit	Course Contents	Hours	e-Resources/ e-Content
I	<b>Positive Psychology – An Introduction:</b> Positive Psychology – Assumptions, Goals and Definitions; Life above zero; culture and meaning of good life;	6	PPT
II	<b>Measure of Happiness:</b> Happiness – Traditions: Hedonic and Eudemonic; Subjective Wellbeing: measurement -Life Satisfaction – Positive Affect, negative affect and happiness; global measures; comparing two traditions of happiness	6	PPT
III	<b>Positive Emotions:</b> Focus on Theory: Broaden and Build Theory; Positive Emotions and Health Resources: Physical, Psychological and Social resources; <b>Resilience:</b> Resilience – Definition – Developmental perspectives, clinical perspectives. Sources of Resilience – children – adult – successful ageing	6	PPT
IV	<b>Happiness and facets of Life:</b> happiness across life span; gender and happiness: gender differences – paradox of gender; marriage and happiness: benefits of marriage – selection effects – gender differences in benefits of marriage; Other facets of Life: Physical and mental Health – work – intelligence;	6	PPT
V	<b>Close Relationships and Wellbeing:</b> Close relationships – characteristics – friendship and romantic love; varieties of love: passionate and companionate love; triangular theory of love.	6	PPT
<b>Total</b>			
<b>Text Book:</b>			
<ul style="list-style-type: none"> <li>Baumgardner, S.R., &amp; Crothers, M.K. (2009). Positive Psychology (1<sup>st</sup> Edition). New Delhi: Dorling Kindersley (India) Pvt. Ltd.</li> </ul>			
<b>Reference Book(s):</b>			
<ul style="list-style-type: none"> <li>Hefferon, K., &amp; Boniwell, I. (2011). Positive Psychology - Theory, Research and Application (1<sup>st</sup> Edition). London: OUP – McGraw Hill Education.</li> <li>Compton, W.C., &amp; Hoffman, E. (2013). Positive Psychology – The Science of Happiness and Flourishing (2<sup>nd</sup> Edition). USA: Wadsworth Cengage Learning.</li> <li>Cleave, B.G. (2012). Positive Psychology – A Practical Guide. London: Faber and Faber Publishers.</li> <li>Snyder, R.S. (2007). Positive Psychology: The Scientific and Practical Exploration of Human Strength. New Delhi: SAGE Publications :Ltd.</li> </ul>			

<b>Focus of Course: Skill Development</b>	
<b>e-Resource/e-Content URL:</b>	
<ul style="list-style-type: none"> <li>Youtube Videos: <a href="https://www.youtube.com/watch?v=9FBxfj7DL3E">https://www.youtube.com/watch?v=9FBxfj7DL3E</a></li> </ul>	
Course Designer:  Ms N Selvarani, Assistant Professor, Dept. of Psychology, STC	 Mr Ashwanti Kanna V BOS Chairman

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO Number	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Define the meaning and measurement of happiness	K1
CO2	List out the positive emotions and the importance of resilience	K2
CO3	Identify various measures of self regulation and self control	K3
CO4	Identify the implications of wisdom, religion and virtue	K4
CO5	Examine the conceptual explanation for life above zero	K5

**Mapping with Programme Outcomes & Programme Specific Outcomes**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	L	L	M	L	L	L	L	L	M
CO2	L	L	L	M	L	L	L	L	L	M
CO3	L	L	L	M	L	L	L	L	L	M
CO4	L	L	L	M	L	L	L	L	L	M
CO5	L	L	L	M	L	L	L	L	L	M

S- Strong; L- Low; M-Medium



**SEMESTER: IV**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM4C10	Customs Duty and Goods and services Tax	Core 14	Entrepreneurs hip	50	10	-	4

**Preamble :** To understand the fundamentals of GST and its application in the business

**Prerequisite:** Basics of GST at UG level



Unit	Course contents	Ins.Hour s	e-Resources/ e-Content
I	GST –Concept and genesis, Overview of GST Acts: Definition –Service, IGST, SGST, Import of goods and services, Alcohol for human consumption, Petroleum products and tobacco – Goods and service Tax council – Goods and services Tax network – Rate of GST – GST in India	12	You tube videos
II	Definitions – Aggregate turnover, Business, Capital Goods, Casual taxable person, Composite supply, Consideration, Electronic cash ledger, Electronic credit ledger, Fixed establishment, Goods, Government, Input, Input service, Input service distributor, Input tax, Input tax credit, Inward supply, Place of business, Reverse charge, Turnover in state, Mixed supply, Output tax, Outward supply, services, supply – Officers of CGST, SGST – Appointment – Power-Levy and exemption from tax	12	
III	Time and value of supply – Time of supply of goods- Time of supply of services-Input Tax Credit-Appointment of credit & blocked credits- Recovery of input tax credit. Registration – amendment -Cancellation	12	
IV	Payment of tax, Interest, penalty & other amendment-Tax deduction at source- Utilizing Input tax credit – Refund of tax – Accounts and records – Collection of Tax at Source –Return-Annual Return-final return -Assessment Provisional assessment		
V	Customs duty – Important Definitions: Exported goods – Imported goods – Goods – Taxable event – Classification of goods – Valuation of goods – Levy and exemption-filing of CGST		
	<b>Total</b>	<b>60</b>	

**Text Book(s):**

1. CA PrithamMahure. Goods and Services Tax (GST in India) E Book, 4<sup>th</sup> edition, 2016

**Reference Book(s):**

1. Pathik Shah, Hand Book on Service tax and Goods and Service Tax (Finance Act 2016)

2. S.S. Gupta, GST- Law and practice, Taxman Publications, New Delhi, 2017
3. MonishaBhalla, Commercial GST- Law and practice, Taxman publications, New Delhi, 2017.
<b>Learning Methods (*):</b> Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL:</b> <b>Vidya-MitraPortal:</b> <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a> <b>e-PG Pathshala:</b> <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=7">http://epgp.inflibnet.ac.in/ahl.php?csrno=7</a>
Course Designer: <b>Dr.P.Gomathi</b>  Associate Professor, Dept. of M.Com, STC
 BoS Member

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Able to classify different type of products under GST with their rate	K2
CO2	Interpret different type of definition under GST	K2
CO3	Apply the Goods and services at different time period	K3
CO4	Estimate the payment of tax and filing of return	K5
CO5	Estimate the different type of goods its levy and its exemption	K6

#### Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	M	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	S	S
CO4	S	S	S	M	L	S	S	S	S	S
CO5	M	M	M	S	L	M	M	S	S	S

S – Strong; L – Low; M – Medium





**SEMESTER: IV**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM4C20	Financial Derivatives	Core 15	Employability	50	10	-	4

**Preamble:** To provide advanced analyses of derivative instruments and their usefulness in financial markets to a range of market participants.

**Prerequisite:** Basic Knowledge of Investment management



Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Derivatives –meaning -types -Financial Derivative: Definition- Features – Types-Basic Financial Derivatives – Uses– Critics - Financial derivatives in India- Need – Evolution – Benefits – Categories-Derivatives at NSE and BSE	12	e-PG Pathshala
II	Future: Financial Future Contract- Types – Specification – Operators - Function and Growth of Future Market- Clearing House- Margin: Types – Maintenance-Variation-Daily Settlements-Determination of Future Price on Specific Assets.	12	e-PG Pathshala
III	Hedging – Concept-Short, Long and Cross Hedging - Hedging using Future – Short Term Interest Rate Future: Meaning –Types -Underlying Markets – Structure- Treasury Bill Future- Eurodollar Future.	12	e-PG Pathshala
IV	Forward Market - Forward Contract: Meaning – Feature - Distinction between Forward and Future - Classification-Trading Mechanism-Determination of Forward Price.	12	You tube videos
V	Option: Concept – Terminology – Types - Distinction between Options and Future Contracts - Option Valuation-Option Position - Determinants of Option Pricing- Swap Markets: Concepts and Nature – Evolution – Features - Major types of Swap.	12	You tube videos
	<b>Total</b>	<b>60</b>	

**Text Book(s):**

1. Gupta,S.L, Financial Derivatives, Theory, Concept and Problems –, PHL Learning Private Limited, New Delhi, 2010
2. ParasuramanN.R, Fundamentals of Financial Derivatives, Wiley India Pvt.Ltd.,201

**Reference Book(s):**

1. John C.Hull, Introduction to futures and options markets-, Prentice Hall of India Pvt.Ltd.,New Delhi,2009
2. Bishnupriya Mishra, SathyaSwaroopDebasish, Financial Derivatives, Excel books, New Delhi,2007
3. Brahmaiah,B. And Subbarao,P. Financial Futures and Options, Himalaya publishing house,1998

<b>Learning Methods (*):</b> Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)
<b>e-Resource/e-Content URL:</b> Vidya-MitraPortal: <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a> e-PG Pathshala: <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=7">http://epgp.inflibnet.ac.in/ahl.php?csrno=7</a>
Course Designer: <b>Dr.P.Gomathi</b>  Associate Professor, Dept. of M.Com, STC
 BoS Member

Course Outcomes (COs)		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Demonstrate an understanding of the uses of financial engineering and risk management approaches and techniques used by modern organisations.	K2
CO2	Apply their knowledge of derivatives in solving problems involving financial risks including foreign exchange risk, interest rate risk, credit risk and portfolio risks.	K6
CO3	Make informed judgements on the use of derivative instruments.	K5
CO4	Analyse the forward market and make suitable investments	K4
CO5	Appraise the option and forward contract and choose the relevant option	K5

### Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	M	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	S	M
CO4	S	S	S	M	L	S	S	S	S	M
CO5	M	M	M	S	L	M	M	S	S	S



**SEMESTER: IV**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM4C30	Internet and E-commerce	Core 16	Employability	50	10	-	4

**Preamble :** On successful completion of the course the students should apply the knowledge on Internet and deal with E-Commerce

**Prerequisite:** Basic concepts of Computer literacy at UG level.

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	History of Internet & www - Meaning of electronic commerce – Advantages and Disadvantages – Internet, intranet and extranet – Technology of internet commerce. <b>Self Study - Intranet and extranet</b>	12	You tube videos
II	Electronic Data Interchange – Advantages -Electronic payment systems – Internet banking – ATM – Mobile banking – e - stamping. <b>Self Study - ATM</b>	12	
III	Internet frauds – Cyber security – Cyber Crimes - Cyber laws – e-governance.	12	You tube videos
IV	Issues relating to e-commerce – Technology– Wireless applications, Broad band –Online transactions – use of mobile phones – SMS alerts <b>Self Study - Use of mobile phones – SMS alerts. .</b>	12	You tube Video
V	Future of Internet and E-commerce – Hardware and Software Trends – Information and Application trends	12	You tube Video
	<b>Total</b>	<b>60</b>	

**Text Book(s):**


1. Kalakota Ravi and Whinston B. Andrew, Frontiers of electronic commerce, Pearson Education Publications, New Delhi, 2013.
2. Alexis Leon, Matthews Leon Internet for Everyone; Lenon tech world, New Delhi, 2012.

**Reference Book(s):**

1. G. Winfield Trees Lawrence C. Stewart, Designing system for internet commerce – 2006
2. Kamelesh K Balaji, Debjaninag. E-commerce the cutting edge of business' Tata McGraw Hall Publications, 2010
3. Kenneth C. Laudon & Carol Guercio Traver, E-Commerce, Pearson Education, 2003
4. Gary Schneider, E-Business, Cengage Learning India Pvt/ Ltd, New Delhi, 2016

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.

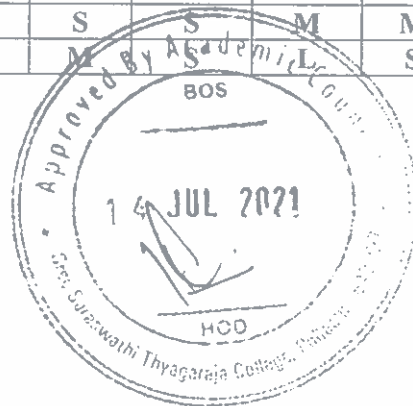
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)	
<b>e-Resource/e-Content URL:</b> Vidya-MitraPortal: <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a> e-PG Pathshala: <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=7">http://epgp.inflibnet.ac.in/ahl.php?csrno=7</a>	
Course Designer: <b>Dr. M.Rajapriya</b> Associate Professor, Dept. of M.Com, STC	 BoS Chairman

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the E-Commerce advantages and Disadvantages	K2
CO2	Apply the knowledge on E banking	K6
CO3	Predict the internet frauds and apply cyber laws	K5
CO4	Apply the mobile based transactions	K4
CO5	Apply the knowledge on information and its application trends.	K5

#### Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	M	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L – Low; M – Medium



**SEMESTER: IV**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM4C40	Business Application and Spread sheet- Practical II	Core 17	Skill Development	3	2	55	3

**Preamble :** The course aims to make the students to Work in Tally

**Prerequisite:** Tally knowledge at Under Graduate level

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
1	<b>Managing worksheet</b> Insert, Modify, freeze, unfreeze, switch between worksheet, save as option, Calculation between sheets	6	
2	<b>Formulas</b> (Addition, Subtraction, Multiplication and division, Use sum, average, minimum, maximum, count, counta, round functions. Use the logical function)	6	
3	<b>Formatting</b> Format cells to display numbers as percentages, Copy the formatting from a cell, cell range to another cell, cell range, Apply text wrapping to contents within a cell, cell range, Align cell contents: horizontally, vertically. Merge cells and centre a title in a merged cell	6	
4	<b>Chart</b> Add, remove, edit a chart title, Change font size and colour of chart title, chart axes, chart legend text.	6	
5	<b>Tables</b> Change font size and colour of chart title, chart axes, chart legend text. Change font size and colour of chart title, chart axes, chart legend text, Using Auto filters, Change font size and colour of chart title, chart axes, chart legend text.	6	
6	<b>Functions.</b> Average,		
7	Chi square and correlation	4	
8	Sampling	4	
9	Histogram	3	
10.	Annova	4	
11	Pivot table sum, Grouping, filtering, Pivot chart	4	
13	Importing data	4	

14	Paste special	4	
	<b>Total</b>	<b>60</b>	

**Text Book(s):**

**Learning Methods (\*):**

Assignment/Seminar/Quiz/Group Discussion/Case-Study/Self-Study/etc.,

**Focus of Course: Skill Development**

(Employability/Entrepreneurship/Skill Development)

**e-Resource/e-Content URL:**

You tube

Course Designer: **Dr.R.Gayathri** *Gayathri*  
 Head and Associate Professor, Dept. of M.Com, STC  
 Chairman



**Course Outcomes (COs)**

On successful completion of this course the students will be able to:

CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Prepare vouchers for a firm	K2
CO2	Develop the ability to prepare invoice bill using VAT	K3
CO3	Develop knowledge on inventory creation and bill wise pending	K3
CO4	Develop the ability in the preparation of report.	K3

**Mapping with Program Outcomes:**

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	L	S	M	M	M	S	S	S
CO2	M	S	L	S	M	M	S	M	M	S
CO3	M	S	L	S	M	S	M	S	S	S
CO4	S	M	S	S	M	M	M	L	M	M

S – Strong; L – Low; M – Medium



**SEMESTER – IV**  
**PROJECT AND VIVA-VOCE**

**Credits: 4**  
**Hours per week: 5**  
**Category: Core 18**

**Course Code: 18MCM4C51**  
**Total Instructional Hours: 60**

The primary objective of full semester project is to provide an opportunity to our students to make an intensive study of practical aspects of functional areas of management viz., Marketing Management, Financial Management, Human Resource Management, Banking and Insurance so on to sharpen their conceptual, analytical and problem solving skills.

**Project Period:** The project commences from II semester and ends in IV semester

**Objectives:** The objectives of full semester project are to facilitate the students to:

- Apply relevant concepts to organizational setting
- Apply scientific principles & investigations of Research Methodology to provide solutions to organizational problems
- Understand live organizational situations

**Organization Guide:** The participating organization may assign the student to a senior level middle level executive known as organization guide, to act as a facilitator and mentor. The organization guide may

- Help the student identify a real time problem for investigation that can be completed within the duration
- Provide assistance in data collection
- Review periodically the progress of the student
- Offer necessary help in the preparation of draft report
- Evaluate the performance of the student

**Format for Project Report**

The final stage of work consists of the

1. Title Page
2. Acknowledgement/Preface
3. Table of contents
4. List of table and charts
5. Abbreviation

**The following structure of project work should be followed to**

**Maintain the uniformity in preparation and presentation**

**Chapter 1 - Introduction:**



In this chapter Selection and relevance problem, historical background of the problem, definition/s of related aspects, characteristics, different concepts pertaining to the problem etc can be covered by the candidate.

### **Chapter 2 - Research Methodology**

This chapter will include Objectives, Hypothesis, Scope of the study, Selection of the problem, Sample size, Data collection, Tabulation of data, Techniques and tools to be used, limitations of the study, significance of the study etc.

### **Chapter 3 - Literature Review**

This chapter will provide information about studies done on the respective issue. This would assists students to undertake further study on same issue.

### **Chapter 4 - Data Presentation and Data Analysis**

This chapter is the core part of the study. The analysis pertaining to collected data will be done by the students. The application of selected tools or techniques will be used to arrive at findings. In this table of information, presentation of graph etc can be should be provided by the students.

### **Chapter 5- Conclusion**

In this unit of project work findings of work will be covered by the candidate and suggestion will be mentioned by the candidate to validate the objectives and hypotheses.

**If required more chapters of data analysis can be added.**

### **Bibliography**

### **Appendix**

### **Typing Instruction**

**Paper:** 8 ½ \* 11 inches in size. Only one side of the sheet should be typed

**Margin:** The left side margin should not be less than 1 ½ inches (or 40mm) the right, top and Bottom Margin one inch (or 25mm)

**Font:** Times New Roman, subject matter -12 font size in running format, Heading and Section headings should be capitalized – 14 font size.

### **Headings and Titles:**

- Heading and Section headings should be **capitalized and centered- 14 font size with Bold**
- Subdivision headings should be typed from **the left hand margin sentence case -12 font size with Bold**
- Paragraphs should be indented seven space for pica type and nine for elite type

### **Tables, Graphs and Diagrams:**



- The table number (eg, TABLE 1.5) typed in capitals, should be separated from the text by two or three spaces.
- If an explanatory note to a table is necessary, an asterisk should be used.
- The note should be placed immediately below the table.

**Line Spacing:**

The text of the thesis should be 1.5 line spacing

Pagination: Pages of the text are numbered continuously in Arabic numerals.

**Foot note**

Footnote citation is indicated by placing an index number i.e. a superscript or numeral. The superscript numeral must appear at the top of the line both in the text and in a footnote. Footnote are single spaced, with double spacing between two consecutive citations. Footnote are numbered consecutively within each chapter or throughout the entire report.

**Basic Format:** Author’s name, title of the work, Place of publication: Publisher’s name, year, Page no,(s). Note of punctuations. Page number to be preceded by “p” if single or “pp”.if two or more pages. Title to be underlined

**For eg**

Drucker<sup>1</sup> lays great stress on the concept of self-control. Control, according to him means “the ability to direct one-self and on’s work” on the basis of the objective<sup>1</sup>

**Bibliography**

The format for bibliographical listing for books, reports, articles are same for footnote also.

Books and articles can be arranged either chronological order or year wise.

**For citing Books**

Mann, R.S Social Change and Social Research, New Delhi: Concept Publishing Company, 1988, .27

**Publication of Government and Public Organisation**

Government of India, India 1986: A Reference Annual, New Delhi: Publication Division, 1987, p.127

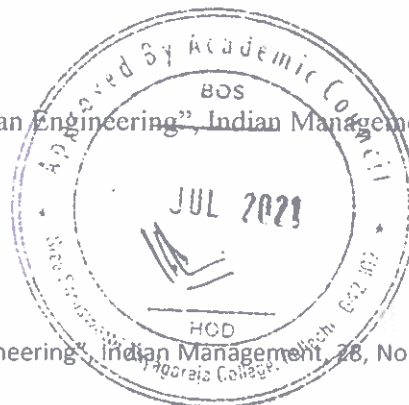
**Quoting from Secondary Sources**

Gand, William. S., “Foreign Aid: What it is; how it works; why we provide it”, Department of State Bulletin, 59, No.1537, 1958, quoted in Todaro, Michael p, Economic Development in the Third world, New York, Longman, 1981, p.40.

**Citing Journal**

GoelRanjan, “Achievement through Human Engineering”, Indian Management, 28, No.8, July, 1988, pp.14-16.

**Citing Thesis or Dissertation**



<sup>1</sup>Drucker “Achievement through Human Engineering”, Indian Management, 28, No.8, July, 1988, pp.14-16.

Pandey, Subrata, A study of organizational and Individual Characteristics in R & D Organizations, unpublished Ph. D Thesis, Bangalore: Indian Institute of Science, 1986.

**For Citing Seminar Paper**

Krishnaswami O.R., “Towards Excellence in Cooperative Management” (Paper Presented at a Seminar on “Excellence in Management, Cooperative Training College, Bangalore, July 1989)

**SCHEDULE**

**II Semester**

- 1. December - Identification of problem
- 2. January - Selection of topic
- 3. February - Collection of Review of Literatures

**III Semester**

- 4. June - Finalization of Questionnaire
- 5. July - Data collection
- 6. Aug - Analysis and preparation of project report
- 7. Sep - First draft correction

**IV Semester**

- 8. Dec - Second draft correction
- 9. Jan - Third draft correct
- 10. Feb - Review Presentation
- 11. Mar - Submission of Project

Course Outcomes (COs)	
On successful completion of this course the students will be able to:	
CO's	Course Outcome (CO) Statement
CO1	Understand and Selection of the problem
CO2	Formulate the Hypothesis and Objectives
CO3	Develop the literature review based on the research problem
CO4	The analysis pertaining to collected data
CO5	Evaluating and conclude the Project report

Blooms Taxonomy Knowledge Level	K2
	K2
	K3
	K4
	K5

Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	S	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L – Low; M – Medium


#### SEMESTER: IV

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
20MCM4EA0	Insurance and Risk Management	Elective - IV	Employability	50	10	-	4

**Preamble :** On successful completion of the course the students should apply the knowledge on avoidance of Risk and various types of Insurance

**Prerequisite:** Basic concepts of Insurance at UG level.

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	Growth & Development of Indian Insurance Industry - Regulations of Insurance Business and the Emerging Scenario - Life Insurance: Features - Essentials - Contract - Kinds of Policies - Premium determination - Life Policy Conditions and privileges <b>Self Study - Kinds of Policies</b>	12	
II	Fire Insurance: Contracts – Coverage – Policies for stocks – Rate Fixation – Settlement of Claims. Marine Insurance: Contract – Types – Marine Cargo Losses and Frauds–Settlement of claims. <b>Self Study - Marine Insurance: Types</b>	12	You tube videos
III	Miscellaneous Insurance: Motor Insurance – Employer's Liability Insurance – Personal Accident and sickness Insurance– Burglary Insurance – Fidelity Guarantee Insurance – Engineering Insurance – Cattle Insurance – Crop Insurance-Travel insurance – Property Insurance <b>Self Study - Motor Insurance</b>	12	You tube videos
IV	Introduction to risk management: Concept of Risk – Risk-Vs. Uncertainty– Types of Risks - Classifying pure risks – Methods of handling pure risks – Risk management process – Risk financing techniques – Risk management objectives – Risk Management Information Systems (RMIS) – Risk Control <b>Self Study - Risk Management Process</b>	12	
V	Risk Management by Individuals: Factors affecting individual demands for insurance - Risk Management by Corporations: Corporate Risk management process – Types of Risk managing firms. <b>Self Study - Corporate Risk Management Process</b>	12	

	<b>Total</b>	<b>60</b>	
<b>Text Book(s):</b>			
1. Gupta, P.K. - Insurance and Risk Management, 1st edition, Himalaya Publishing House 2012.			
2. Periyasamy, P. – Principles of Insurance and Practice – Himalaya Publications PVT Ltd, Edition – 2013			
<b>Reference Book(s):</b>			
1. Mishra, M.N., & Mishra, S.B.M, Insurance Principles & Practice, S.Chand & Co Ltd, 2013.			
2. George E. Rejda, Principle of Risk Management and Insurance, Dorling Kindersley India Pvt Ltd, 2013			
3. C.Gopala Krishnan. Insurance principles and practices, Sterling Publisher Pvt, Ltd, New Delhi			
4. K.S.N. Murthy and K.V.S.Sharma, Modern Law of Insurance in India, N.M Tripathi Pvt, Ltd Mumbai,			
<b>Learning Methods (*):</b>			
Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,			
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)			
<b>e-Resource/e-Content URL:</b>			
<b>Vidya-Mitra Portal:</b> <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a>			
<b>e-PG Pathshala:</b> <a href="http://epgp.inflibnet.ac.in/ahl.php?csrno=7">http://epgp.inflibnet.ac.in/ahl.php?csrno=7</a>			
Course Designer: <b>Dr. M.Rajapriya</b> Associate Professor, Dept. of M.Com, STC			 BoS Chairman

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand risk and methods of handling risk	K2
CO2	Formulate the strategies for avoidance of risk by firms	K6
CO3	Compare the life policies and have knowledge on premium determination.	K5
CO4	Apply the knowledge of fire and marine insurance	K4
CO5	Develop the knowledge of various types of insurance.	K5

#### Mapping with Program Outcomes

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	M	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

S – Strong; L – Low; M – Medium


**SEMESTER IV**

Course Code	Course Name	Category	Course Category	Lecture (L)	Tutorial (T)	Practical (P)	Credit
21MCM4EB0	International Marketing Management	Elective - IV	Employability	50	10	-	4

**Preamble:** On successful completion of the course the students should have understood the attributes of recent international marketing practices in various products and services.

**Prerequisite:** Basic concepts of marketing at UG level.

Unit	Course contents	Ins.Hours	e-Resources/ e-Content
I	International marketing: Meaning, scope, Difference between international marketing with domestic marketing-similarities between international marketing with domestic marketing Concept of International marketing-benefits of international marketing-International market segmentation. <b>Self Study - International market segmentation</b>	12	
II	Economic environment of International marketing: The world economy an overview-Market development: stages- stages of mix system-stages of economic development-Marketing and economic development-trade patterns <b>Self Study - Marketing and economic development</b>	12	You tube videos
III	International marketing intelligence: information requirement; sources of international marketing information system and marketing research-phases of research project-methods of data collection-research agencies-problems in international research Market selection: Market selection process-determinants of market selection-market profiling-market segment selection <b>Self Study - determinants of market selection</b>	12	You tube videos
IV	International product planning- International product policy and planning: New product in international market- New product development process-product segmentation-product positioning-Pricing Policy: Methods of pricing-International price quotations-international pricing strategies. <b>Self Study - International pricing strategies.</b>	12	You tube videos
V	International Retail Marketing: Introduction-Retail operation in India- organized retailing in India-shifting	12	You tube videos

	the focus to retail intelligence and customer-Centricity-Consolidation trends necessitate technology reassessment-retailing in age of diversity. <b>Self Study - Organised retailing in India</b>		
	<b>Total</b>	<b>60</b>	
<b>Text Book(s):</b> 1. P.K.Vasudeva, Anurag Jain, International marketing, Excel books,4 editions,2010			
<b>Reference Book(s):</b> 1.Francis Cherunilam, International Marketing,Himalaya Publishing House, 8 <sup>th</sup> edition, 2006 2.Mathur.U.C., International Marketing Management Text and cases,Sage Publications, New Delhi, 1 edition,2008 3.Sharma.R, International Marketing Management ,Lakshmi NarainAgarwal,New Delhi, 2007 4.Varsheny R.L.and Bhattacharyya, International Marketing Management ,Sultan Chand & Sons, New Delhi,2007			
<b>Learning Methods (*):</b> Assignment/Seminar/Quiz/Group Discussion/ Self-Study/etc.,			
<b>Focus of Course:</b> Employability (Employability/Entrepreneurship/Skill Development)			
<b>e-Resource/e-Content URL:</b> <b>Vidya-MitraPortal:</b> <a href="http://vidyamitra.inflibnet.ac.in/index.php/search">http://vidyamitra.inflibnet.ac.in/index.php/search</a> <b>e-PG Pathshala:</b> <a href="http://epgp.inflibnet.ac.in/ahl.php?csno=7">http://epgp.inflibnet.ac.in/ahl.php?csno=7</a>			
Course Designer: <b>Dr. K.Sathyaprasad</b> Associate Professor, Dept. of M.Com, STC			 BoS Chairman

<b>Course Outcomes (COs)</b>		
On successful completion of this course the students will be able to:		
CO's	Course Outcome (CO) Statement	Blooms Taxonomy Knowledge Level
CO1	Understand the concept and functions of International marketing	K2
CO2	Marketing and economic development	K2
CO3	Learn marketing research.	K5
CO4	Assess and sustain marketing and development of new products	K4
CO5	Understand the concept of retail international marketing	K2

COs/POs	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	M	M	L	L	L	M	S	S	S
CO2	M	S	S	S	L	M	S	S	S	S
CO3	S	S	S	S	L	S	S	S	M	M
CO4	S	S	S	M	L	S	S	S	M	M
CO5	M	M	M	S	L	M	M	S	L	S

## EXAMINATIONS SYSTEM UNDER AUTONOMY

### 1. OBE ASSESSMENT COMPONENT MATRIX

#### Theory

Course Category	UG	UG/PG			UG	UG	PG
Assessment Components	Language	Concept	Application	Analysis	Skill Based Course	Value Based Course	IDC
<b>Component -1</b> CIA – Test	30	30	30	30	15	45	50
<b>Component -2</b> UG – Attendance / PG – Seminar	5	5	5	5	5	5	-
<b>Component -3</b> Assignments	5	5	5	5	5	-	-
<b>Component -4</b> Skill Based Task	10*	10*	10*	10*	5*	-	-
<b>Total Marks</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>30</b>	<b>50</b>	<b>50</b>

**Note:**

\* - Skill based task - 1 task

\* - Skill based tasks - 2 tasks for UG, - 3 tasks for PG

#### Practical

Course Category	UG/PG		Skill Based
Assessment Components	UG	PG	
<b>Component -1</b> CIA – Test	30	15	15
<b>Component -2</b> Lab Performance	5	2.5	5
<b>Component -3</b> Observation	5	2.5	5
<b>Component -4</b> Skill Based Task	10*	5*	5*
<b>Total Marks</b>	<b>50</b>	<b>25</b>	<b>30</b>

**Note:**

\* - Skill based task - 1 task

\* - Skill based tasks - 2 tasks for UG, - 3 tasks for PG

### Project & Internship

Course Category	Project	Summer Internship	Project
<b>Assessment Components</b>			
<b>Component -1</b> Review I	15	25	30
<b>Component -2</b> Review II	15	25	30
<b>Component -3</b> Report Submission	10	-	20
<b>Component -4</b> Model Viva voce	10	-	20
<b>Total Marks</b>	<b>50</b>	<b>50</b>	<b>100</b>

### Internship & Field Work for Psychology/Social Work

Course Category	Internship
<b>Assessment Components</b>	
<b>Component -1</b> Attendance	10
<b>Component -2</b> Work Diary/IC	10
<b>Component -3</b> Report/Record	10
<b>Component -4</b> Prof. Knowledge& Initiatives/ Viva voce	20
<b>Total Marks</b>	<b>50</b>

### SKILL BASED TASKS FOR THEORY / PRACTICAL COURSES:

- FLOWCHARTS
- MINIATURES
- DEMONSTRATION
- SNAP TALK
- VIVA VOCE
- CLASS PRESENTATION [ORAL/POSTER]
- BUSINESS PLAN
- GROUP DISCUSSION
- SIMULATION EXERCISE
- CASE STUDY
- GAMES
- PUZZLES
- MODELS
- PAPER PRESENTATION
- ARTICLE REVIEW
- DEBATE
- SEMINAR
- REPORTS
- PORTFOLIOS
- QUESTIONNAIRE
- PUBLICATION
- SURVEY
- MINI PROJECT [INDIVIDUAL-/ GROUP]
- USP COMPONENT [UNIQUE TO THE COURSE]



### 2. Mark Preparation Format



Sl.No.	Name	Reg.No.	Rubrics Evaluation				Total
			Component 1	Component 2	Component 3	Component 4	

**3. Pattern of Examinations:** The College follows semester pattern. Each academic year consists of two semesters and each semester ends with the End Semester Examinations. A student should have a minimum of 75% attendance out of 90 working days to become eligible to sit for the examinations.

**4. Internal Examinations:** The questions for every examination shall have equal representation from the units of syllabus covered. The question paper pattern and coverage of syllabus for each of the internal (CIA) tests for UG programs are as follows.

#### Internal Assessment Test

##### i. First Internal Assessment Test

Syllabus : First Two Units  
 Working Days : On completion of 30 working days, approximately  
 Duration : Two Hours  
 Max. Marks : 50

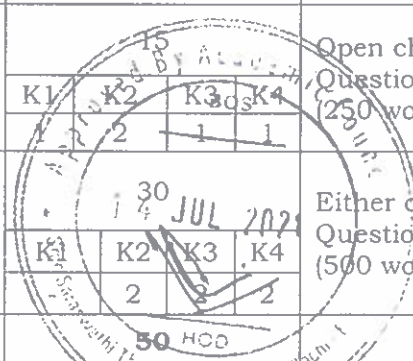
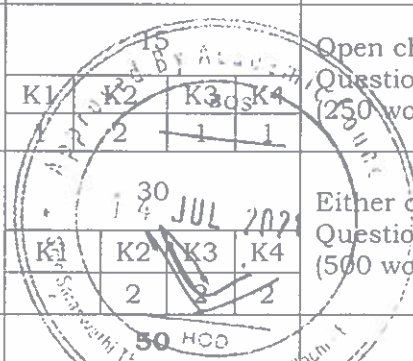
##### ii. Second Internal Assessment Test

Syllabus : Third and Fourth Units  
 Working Days : On completion of 65 working days, approximately  
 Duration : Two Hours  
 Max. Marks : 50

##### iii. Model Examinations

Syllabus : All Five Units  
 Working Days : On completion of 85 working days, approximately  
 Duration : Three Hours  
 Max. Marks : 100 (or) 75

#### CIA Assessment (for CIA-I and CIA-II) - PG

Bloom's Category Level	Sections	Marks	Description
K1= Remember	Section A 5 Questions * 1 Marks	5	Multi choice Questions
K1= Remember K2= Understand K3= Apply K4 = Analyze	Section B 3 Questions (out of 5 questions) * 5 Marks (Open choice type)		Open choice type Questions (250 words)
K2= Understand K3= Apply K4 = Analyze	Sections C 3 Questions * 10 Marks (either or type)		Either or types Questions (500 words)
	<b>Total</b>	<b>50</b>	

For the First internal assessment test, the question paper pattern shall be as given below.

**PG: CIA TEST - I & II**

**[FOR 2 UNITS - 2 HOURS - 50 MARKS]  
[FOR CORE/ELECTIVE/ALLIED/SKILL BASED COURSES]**

**SECTION A**

[05 MULTIPLE CHOICE QUESTIONS]

[ALL 5 FROM K1 LEVEL]:

**05 x 01= 05**

**MARKS**

(MINIMUM TWO QUESTION SHALL BE ASKED FROM EACH UNIT)

**SECTION B**

[250 WORDS - OPEN CHOICE TYPE - 3 OUT OF 5 QUESTIONS]

[1 QUESTION FROM K1 LEVEL]

[2 QUESTIONS FROM K2 LEVEL]

[1 QUESTION FROM K3 LEVEL]

[1 QUESTION FROM K4 LEVEL]:

**03 x 05 = 15**

**MARKS**

(MINIMUM TWO QUESTION SHALL BE ASKED FROM EACH UNIT)

**SECTION C**

[500 WORDS - EITHER OR TYPE - 3 QUESTIONS]

[ALL 3 ARE FROM K2, K3&K4 LEVEL RESPECTIVELY] :

**03 x10 = 30**

**MARKS**

(MINIMUM TWO QUESTION SHALL BE ASKED FROM EACH UNIT)

**PG: CYCLE TEST - I & II**

**[FOR 2 UNITS - 2 HOURS - 50 MARKS]  
[FOR IDC - GENERAL INTELLIGENCE AND REASONING]**

**SECTION A**

[50 MULTIPLE CHOICE QUESTIONS]

[ALL 50 FROM K1 LEVEL]:

**50 x 01= 50**

**MARKS**

(MINIMUM TWENTY TWO QUESTIONS SHALL BE ASKED FROM EACH UNIT)

**Model & Semester Examinations Assessment - PG for 100 marks**

Bloom's Category Level	Sections	Marks	Description					
K1	Section A 10 Questions * 1 Marks	10	Multiple choice Questions					
K1, K2, K3, K4	Section B 5 Questions (out of 7 questions)* 6 Marks (Open choice type)	30	Open choice types Questions (250 words)					
		<table border="1"> <tr> <td>K1</td> <td>K2</td> <td>K3</td> <td>K4</td> </tr> <tr> <td>2</td> <td>2</td> <td>2</td> <td>1</td> </tr> </table>		K1	K2	K3	K4	2
K1	K2	K3	K4					
2	2	2	1					
K2, K3, K4	Sections C 5 Questions * 12 Marks	60	Either or types Questions					

	(either or type)	K2	K3	K4	(500 words)
		4	4	1	
	<b>Total</b>	<b>100</b>			

**PG: MODEL & END SEMESTER EXAMINATIONS  
[FOR 5 UNITS - 3 HOURS - 100 MARKS]**

**[FOR CORE/ELECTIVE/ALLIED COURSES]**

**SECTION A**

[10 MULTIPLE CHOICE QUESTIONS]

[ALL 10 FROM K1 LEVEL]:

**10x01= 10 MARKS**

(Two each from all units)

**SECTION B**

[250 WORDS – OPEN CHOICE TYPE – 5 OUT OF 7 QUESTIONS]

[2 QUESTIONS FROM K1 LEVEL]

[2 QUESTIONS FROM K2 LEVEL]

[2 QUESTIONS FROM K3 LEVEL]

[1 QUESTION FROM K4 LEVEL]:

**05 x 06 = 30 MARKS**

(Minimum One question shall be asked from each unit)

**SECTION C**

[500 WORDS – EITHER OR TYPE – 5 QUESTIONS]

[2 QUESTIONS FROM K2 LEVEL]

[2 QUESTIONS FROM K3 LEVEL]

[1 QUESTION **COMPULSORY** FROM K4 LEVEL]:

**05 x 12 = 60 MARKS**

(Two each from all units)

**Assignments**

Each student is expected to submit at least two assignments per course. The assignment topics will be allocated by the course teacher. The students are expected to submit the first assignment before the commencement of first CIA and the second assignment before the commencement of second CIA.

**Scoring pattern for Assignments**

Punctual Submission: 2 Marks

Contents : 4 Marks

Originality/Presentation skill: 4 Marks

Maximum : 10 Marks x 2 Assignments = 20 marks

(Reduce these marks to a maximum of 5 i.e., (Marks obtained / 20) X 5)

**Attendance Mark**

Attendance Range      Marks

96 % and above - 5 Marks

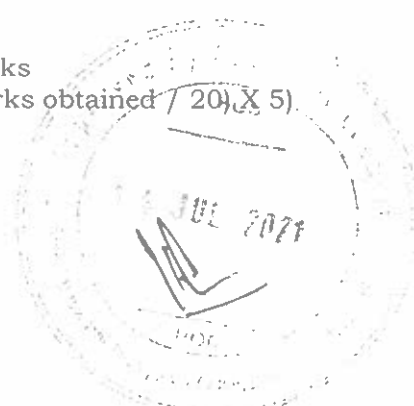
91 % & up to 95 % - 4 Marks

86% & up to 90 % - 3 Marks

81% & up to 85 % - 2 Marks

From 75 % to 80% - 1 Mark

**Maximum** - 5 Marks



**Outcome Based Education Assessment Pattern (Internals)  
2021-22 batch onwards**

**Internals Setup : Theory - 50 marks (UG/PG)**

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test - I	50	7.5
CIA Test - II	50	7.5
Model Examination	100	15
Assignment	5	5
Attendance	5	5
Skill Based Task	5	10
<b>Total Marks</b>		<b>50</b>

**Internals Setup : Theory - 30 marks (UG)**

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test - I	50	3
CIA Test - II	50	3
Model Examination	100	9
Assignment	5	5
Attendance	5	5
Skill Based Task	5	5
<b>Total Marks</b>		<b>30</b>

**Internals Setup : Value Based Course - 50 marks (UG)**

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test - I	50	10
CIA Test - II	50	10
Model Examination	100	25
Assignment	-	-
Attendance	5	5
Skill Based Task	-	-
<b>Total Marks</b>		<b>50</b>

Internals Setup : IDC – 50 marks (PG)

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test – I	50	15
CIA Test – II	50	15
Model Examination	100	20
Assignment	-	-
Attendance	-	-
Skill Based Task	-	-
<b>Total Marks</b>		<b>50</b>

Internals Setup : Practical – 50 marks

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test – I	50	7.5
CIA Test – II	50	7.5
Model Examination	100	15
Lab Performance	5	5
Observation	5	5
Skill Based Task	10	10
<b>Total Marks</b>		<b>50</b>

Internals Setup : Practical – 25 marks

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test – I	50	3.5
CIA Test – II	50	3.5
Model Examination	100	8
Lab Performance	2.5	2.5
Observation	2.5	2.5
Skill Based Task	5	5
<b>Total Marks</b>		<b>25</b>

Internals Setup : Practical – 30 marks

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
CIA Test – I	50	3
CIA Test – II	50	3
Model Examination	100	8
Lab Performance	5	5
Observation	5	5

Skill Based Task	5	5
<b>Total Marks</b>		<b>30</b>

Internals Setup : *Project - 50 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Review - I	15	15
Review - II	15	15
Report Submission	10	10
Model Viva-voce	10	10
<b>Total Marks</b>		<b>50</b>

Internals Setup : *Summer Internship - 50 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Review - I	25	25
Review - II	25	25
<b>Total Marks</b>		<b>50</b>

Internals Setup : *Project- 100 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Review - I	30	30
Review - II	30	30
Report Submission	20	20
Model Viva-voce	20	20
<b>Total Marks</b>		<b>100</b>

Internals Setup : *Internship and Field Work - 50 marks*

Name of the Examinations	Examination Conduction Marks	Marks to convert as Final Mark
Work diary/IC	10	10
Report/Record	10	10
Professional Knowledge & Initiatives / Viva-voce	20	20
Attendance	10	10
<b>Total Marks</b>		<b>50</b>

#### External Examinations:

The external examinations for theory courses will be conducted for 50% marks for all UG and PG degree programs, (In case of Total mark is 75, External will be 45 marks). The external theory examinations will be conducted only after the completion of 90 working days in each semester.

Normally, the external practical examinations will be conducted before the commencement of theory examinations. Under exceptional conditions these examinations may be conducted after theory examinations are over. The external evaluation will be for 50% (In case of Total mark is 75, External will be 45 marks) of each practical course.

The **External Assessment marks for Practical Examinations** are based on the following criteria. The assessment is for 50 % marks of each practical course.

Programmes (2*20)	40
(Algorithm 10 marks, Key and execution 10 marks)	
Record	10
	-----
<b>Total</b>	<b>50</b>
	-----

The **External Assessment marks for Skill Based Practical Examinations** are based on the following criteria. The assessment is for 45 marks of each practical course.

Programmes (2*20)	40
(Algorithm 08 marks, Key and execution 12 marks)	
Record	05
	-----
<b>Total</b>	<b>45</b>
	-----

The **External Assessment marks for Non-Major Elective Practical Examinations** are based on the following criteria. The assessment is for 50 marks.

Programmes (2*21)	42
(Algorithm 7 marks, Key and execution 14 marks)	
Record	8
	-----
<b>Total</b>	<b>50</b>
	-----

The **External Assessment marks for Project and Summer Internship [Inclusive of Psychology & Social Work]** are based on the following criteria. The assessment is for 50 marks.

a) Evaluation	30
b) Viva	20
	-----
<b>Total</b>	<b>50</b>
	-----

The **External Assessment marks for Project** are based on the following criteria. The assessment is for 100 marks.

a) Evaluation	60
b) Viva	40
	-----
<b>Total</b>	<b>100</b>
	-----

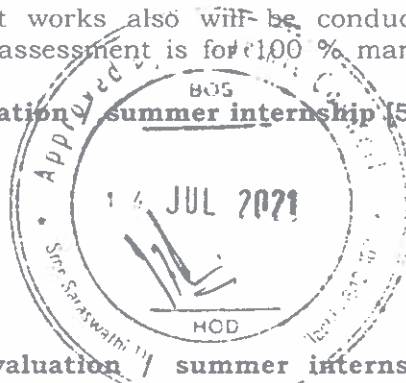
The external viva voce examinations for project works also will be conducted after completion of theory examinations. The external assessment is for 100 % marks of the project work.

The **External Assessment mark for project evaluation / summer internship [50 marks]** is based on the following criteria.

a) Assessment	30
b) Viva	20
	-----
<b>Total</b>	<b>50</b>
	-----

The **External Assessment mark for project evaluation / summer internship [100 marks]** is based on the following criteria.

a) Assessment	60
b) Viva	40
	-----
<b>Total</b>	<b>100</b>
	-----



**End Semester Examinations Question Paper Pattern - I**

Syllabus : All Five Units  
Working Days : On completion of a minimum of 90 working days.  
Duration : Three Hours  
Max. Marks : 100

**Question Paper Pattern**

For the **End semester External Theory Examinations for 100 marks** the question paper pattern shall be the same for all UG& PG programmes.

**Section - A (10 X 1 = 10 Marks)**

**Answer the following questions**

**Multiple Choice questions**

- 1 Unit I
- 2 Unit I
- 3 Unit II
- 4 Unit II
- 5 Unit III
- 6 Unit III
- 7 Unit IV
- 8 Unit IV
- 9 Unit V
- 10 Unit V

**Section - B (5 X 6 = 30 Marks)**

**Answer any 5 out of 7 of the following questions**

**Answers should not exceed 250 words**

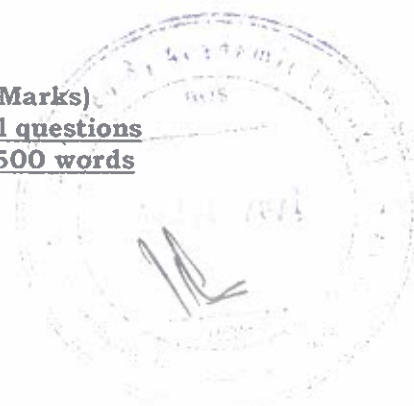
11. Unit - I/II/III/IV/V
12. Unit -I/II/III/IV/V
13. Unit - I/II/III/IV/V
14. Unit - I/II/III/IV/V
15. Unit - I/II/III/IV/V
16. Unit - I/II/III/IV/V
17. Unit - I/II/III/IV/V

**Section - C (5 X 12 = 60 Marks)**

**Answer either (a) or (b) from all questions**

**Answers should not exceed 500 words**

18. a) Unit - I Or  
b) Unit - I
19. a) Unit II Or  
b) Unit II
20. a) Unit III Or  
b) Unit III
21. a) Unit IV Or





- b) Unit IV  
 22. a) Unit V Or  
 b) Unit V

**End Semester Examinations Question Paper Pattern - II**

Syllabus : All Five Units  
 Working Days : On completion of a minimum of 90 working days.  
 Duration : Three Hours  
 Max. Marks : 75

**Essential conditions for the Award of Degree / Diploma / Certificates:**

1. Pass in all components of the degree, i.e., Part-I, Part-II, Part-III, Part - IV and Part-V individually is essential for the award of degree.
2. First class with Distinction and above will be awarded for part III only. Ranking will be based on marks obtained in Part - III only.
3. GPA (Grade Point Average) will be calculated every semester separately. If a candidate has arrears in a course, then GPA for that particular course will not be calculated. The CGPA will be calculated for those candidates who have no arrears at all. The ranking also will be done for those candidates without arrears only.
4. The improvement marks will not be taken for calculating the rank. In the case of courses which lead to extra credits also, they will neither be considered essential for passing the degree nor will be included for computing ranking, GPA, CGPA etc.
5. The grading will be awarded for the total marks of each course.
6. Fees shall be paid for all arrears courses compulsorily.
7. There is provision for re-totaling, Xerox copy and revaluation for UG and PG Programmes on payment of prescribed fees.

**Classification of Successful Candidates [Course-wise]**

RANGE OF MARKS (In percent)	GRADE POINTS	GRADE	DESCRIPTION
90 - 100	9.0 - 10.0	O*	STANDING
80 - 89	8.0 - 8.9	O	EXCELLENT
75 - 79	7.5 - 7.9	D	DISTINCTION
70 - 74	7.0 - 7.4	A+	VERY GOOD
60 - 69	6.0 - 6.9	A	GOOD



50 – 59	5.0 - 5.9	B	AVERAGE
40 – 49 #	4.0 - 4.9	C	SATISFACTORY
00 – 39	0.0	U	RE-APPEAR
ABSENT	0.0	U	ABSENT

Reappearance is necessary for those who score below 50% Marks in PG \*\*;

### Individual Courses

**C<sub>i</sub>**= Credits earned for course “i” in any semester

**G<sub>i</sub>**= Grade Point obtained for course “i” in any semester

'n' refers to the semester in which such courses were credited.

$$\text{GRADE POINT AVERAGE [GPA]} = \frac{\sum C_i G_i}{\sum C_i}$$

$\sum C_i$

Sum of the multiplication of grade points by the credits of the courses

$$\text{GPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

Sum of the credits of the courses in a semester

### Classification of Successful Candidates (Overall):

CGPA	GRADE	CLASSIFICATION OF FINAL RESULT
9.5 to 10.0	O+	First Class - Exemplary *
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction *
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+ #	Third Class
4.0 and above but below 4.5	C #	
0.0 and above but below 4.0	U	Re-appear

“\*\*” The candidates who have passed in the first appearance and within the prescribed semester of the Programme (Major, Allied, Inter Departmental and Elective Course alone) are eligible.

“#” Only applicable to U.G. Programme

$$\text{CUMULATIVE GRADE POINT AVERAGE [CGPA]} = \frac{\sum n_i C_n G_n}{\sum n_i C_n}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of entire program}}{\text{Sum of the credits of the Courses of the entire Program}}$$

In order to get through the examination, each student has to earn the minimum marks prescribed in the internal (wherever applicable) and external examinations in each of the theory course, practical course and project viva.

Normally, the ratio between internal and external marks is 50:50. There is no passing minimum for internal component. The following are the minimum percentage and marks for passing of each course, at UG and PG levels for external and aggregate is as follows:

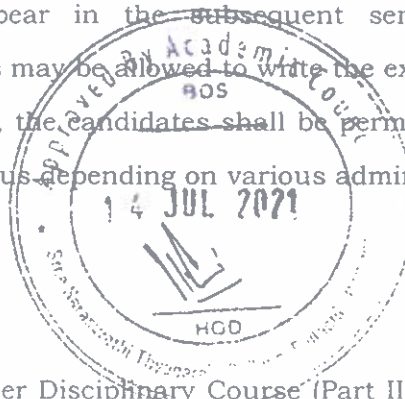
S.No	Program	Passing Minimum in Percent	
		External (50)	Aggregate (100)
1	UG Degree	40% (20)	40% (40)
2	PG Degree	50% (25)	50% (50)

However, the passing minimum marks may vary depending up on the maximum marks of each course. The passing minimum at different levels of marks is given in the following table:

S.No	UG & PG Maximum Marks			Passing minimum for UG			Passing minimum for PG		
	Int.	Ext.	Total	Int.	Ext.	Agg. 40%	Int.	Ext.	Agg. 50%
1	50	50	100	-	20	40	-	25	50
2	30	45	75	-	18	30	-	-	-
3	50	-	50	20	-	20	25	-	25
4	25	25	50	-	10	20	-	13	13
5	-	50	50	-	20	20	-	25	25
6	100	100	200	-	40	80	-	50	100
7	-	100	100	-	40	40	-	50	50

### Reappearance

The students having arrears shall appear in the subsequent semester (external) examinations compulsorily. The candidates may be allowed to write the examination in the same syllabus for 3 years only. Thereafter, the candidates shall be permitted to write the examination in the revised / current syllabus depending on various administrative factors. There is no re-examination for internals.



### Criteria for Ranking of Students:

1. Marks secured in core, elective and Inter Disciplinary Course (Part III) courses will be considered for PG Programs and marks secured in Core, Elective, Inter Departmental

and Allied Courses (Part-III) will be considered for UG programs, for ranking of students.

2. Candidate must have passed all courses prescribed chosen / opted in the first attempt itself.
3. Improvement marks will not be considered for ranking but will be considered for classification.

**External Examination Grievances Committee:**

Those students who have grievances in connection with examinations may represent their grievances, in writing, to the chairman of examination grievance committee in the prescribed Performa. The Principal will be chairman of this committee.



**SARASWATHI THYAGARAJA COLLEGE (AUTONOMOUS)  
THIPPAMPATTI, POLLACHI - 642 107**

**Student Grievance Form  
(Forms Available at Utility Stores)**

Date:  
Place:

**From**

Register No : .....  
Name : .....  
Class : .....  
SreeSaraswathiThyagarajaCollege,  
Pollachi – 642 107

**To**

The Principal / Examination-in-charge,  
SreeSaraswathiThyagarajaCollege,  
Pollachi – 642 107

**Through:**

1. Head of the Department,  
Department of .....  
SreeSaraswathiThyagaraja College,  
Pollachi – 642 107
2. Dean of the Department  
Faculty of .....  
SreeSaraswathiThyagaraja College,  
Pollachi – 642 107

**Respected Sir / Madam,**

Sub: ..... - reg.

**NATURE OF GRIEVANCE**

.....  
.....  
.....

Thanking you.

Yours Truly,  
Signature

Forwarded by:

HOD with comments / recommendation

.....

2. Dean with comments / recommendation

.....

.....

3. Signature and Directions of the Principal

.....

.....

4. Controller of Examinations:

.....



