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**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE**  
**(Autonomous)**

College with Potential for Excellence, Linguistic Minority Institution  
Affiliated to University of Madras  
Arumbakkam, Chennai – 600 106

**CRITERION 1- CURRICULAR ASPECTS**

**1.1 CURRICULUM DESIGN & DEVELOPMENT**

**1.1.3 List of Courses Focussing on Employability/Entrepreneurship/Skill Development**

**Programme Name & Code - B.Com Marketing Management- 63**

S.NO	Course Code	Name of the Course	Old/New Syllabus	Employability	Enterprenuership	Skill Development
1	1963101	Financial Accounting - I	New	✓		
2	1963102	Business Economics	New	✓		
3	1963103	Business Communication	New			✓
4	1963104	Basics of Retail Marketing	New	✓		
5	1963201	Financial Accounting -II	New	✓		
6	1963202	Marketing Management	New	✓	✓	
7	1963203	Business Regulatory Framework	New	✓		
8	1963208	Basics of Business Insurance	New	✓		
9	1963309	Corporate Accounting	New	✓		
10	1963310	Internet and Digital Marketing	New	✓	✓	✓
11	1963311	Consumer Behaviour	New	✓		
12	1963312	Entrepreneurial Development	New		✓	
13	1963313	Modern Banking	New	✓		
14	1963414	Customer Relationship Management	New	✓		

**PRINCIPAL**  
**Dwaraka Doss Goverdhan Doss**  
**Vaishnav College**  
Arumbakkam, Chennai - 600 106

**Head**  
Department of Marketing Management  
**Dwaraka Doss Goverdhan Doss**  
**Vaishnav College (Shift II)**  
Arumbakkam, Chennai-600 106.



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**1.1.3 List of Courses Focussing on Employability/Entrepreneurship/Skill Development**

**Programme Name & Code - B.Com Marketing Management- 63**

S.NO	Course Code	Name of the Course	Old/New Syllabus	Employability	Enterprenuership	Skill Development
15	1963415	International Marketing	New	✓	✓	
16	1963416	Financial Services	New	✓		
17	1963417	Retail Management	New	✓	✓	
18	1963418	Business Statistics and Operations Research	New	✓		

*V. Gayathri*

**Head**

Department of Marketing Management  
Dwaraka Doss Goverdhan Doss  
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Arumbakkam, Chennai-600 106.

*B. D. S.*

**PRINCIPAL**

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**Arumbakkam, Chennai-106**

**CHOICE BASED CREDIT SYSTEM (CBCS)**

**Batch 2019-2020 Onwards**

<b>Department Name</b>	<b>B.Com (Marketing Management)</b>
<b>Course Code</b>	<b>63</b>

  
**Principal**

**PRINCIPAL**  
Dwaraka Doss Goverdhan Doss  
Vaishnav College  
Arumbakkam, Chennai - 600106.

  
**Head of the Department**

**Head**  
Department of Marketing Management  
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**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (AUTONOMOUS)**  
**Shift – II**  
**BACHELOR OF COMMERCE DEGREE COURSE IN MARKETING MANAGEMENT**  
Choice Based Credit System

**REGULATIONS**

(As per Common Regulations framed by University of Madras)

**SCHEME OF EXAMINATIONS:**

**FIRST SEMESTER**

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language Courses	4 + 2*	3	3	40	60
2	Part – II	English	4	3	3	40	60
3	Part – III	<b>Core I - Financial Accounting - I</b>	6	4	3	40	60
4	Part – III	<b>Core II Business Economics</b>	5	4	3	40	60
5	Part – III	<b>Allied I Business Communication</b>	5	4	3	40	60
6	Part – IV	<b>Non-Major Elective / *Basic Tamil / Advanced Tamil</b>	2	2	3	40	60
7	Part – IV	<b>Skill Based Subject Soft Skills – I</b>	2	3	3	50	50
	Total		30				

### SECOND SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language Courses	4 + 2*	3	3	40	60
2	Part – II	English	4	3	3	40	60
3	Part – III	<b>Core III</b> Financial Accounting – II	6	4	3	40	60
4	Part – III	<b>Core IV</b> Marketing Management	5	4	3	40	60
5	Part – III	<b>Allied II</b> Business Regulatory Framework	5	4	3	40	60
6	Part – IV	<b>Non-Major Elective / *Basic Tamil / Advanced Tamil</b>	2	2	3	40	60
7	Part – IV	<b>Skill Based Subject Soft Skills – II</b>	2	3	3	50	50
	Total		30				
<b>Non-Major Electives (Semester I)</b>			<b>Non-Major Electives (Semester II)</b>				
Social Entrepreneurship			E-Waste Management				

### THIRD SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – III	<b>Core V</b> Corporate Accounting	6	4	3	40	60
2	Part – III	<b>Core VI</b> Internet & Digital Marketing	6	4	3	40	60
3	Part – III	<b>Core VII</b> Consumer Behaviour	5	4	3	40	60
4	Part – III	<b>Core VIII</b> Advertising	5	4	3	40	60
5	Part – III	<b>Allied III</b> Modern Banking	6	4	3	40	60
6	Part – IV	<b>Skill Based Subject Soft Skills – III</b>	2	3	3	50	50
	Total		30				

#### FOURTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – III	<b>Core IX</b> Customer Relationship Management	5	4	3	40	60
2	Part – III	<b>Core X</b> International Marketing	5	4	3	40	60
3	Part – III	<b>Core XI Brand Management</b>	5	4	3	40	60
4	Part – III	<b>Core XII Retail Marketing</b>	6	4	3	40	60
5	Part – III	<b>Allied IV</b> Business Statistics & Operations Research	6	4	3	40	60
6	PART-III	<b>Allied V Internship</b> (1 Month)		4			
7	Part – IV	<b>Skill Based Subject Soft Skills – IV</b>	2	3	3	50	50
8	Part – IV	<b>Environmental Studies</b>	1	2	3	50	50
	Total		30				

#### FIFTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – III	<b>Core XIII</b> Entrepreneurial Development	5	4	3	40	60
2	Part – III	<b>Core XIV</b> Cost Accounting	5	4	3	40	60
3	Part – III	<b>Core XV</b> Financial Management	6	4	3	40	60
4	Part – III	<b>Core XVI</b> Sales & Distribution Management	5	4	3	40	60
5	Part – III	<b>Elective I</b> 1. Financial Services 2. Practical Auditing	5	5	3	40	60
6	Part –III	<b>Open Elective</b> Social Media Marketing (For Other Departments)	2	5	3	40	60
7	Part – IV	Value Education	2	2	3	50	50
	Total		30				

**SIXTH SEMESTER**

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – III	<b>Core XVII</b> Accounting for Decision Making	6	4	3	40	60
2	Part – III	<b>Core XVIII</b> Services Marketing	6	4	3	40	60
3	Part – III	<b>Core XIX</b> Marketing Research and Information Systems	6	4	3	40	60
4	Part – III	<b>Elective II</b> 1. Logistics & Supply Chain Management 2. Industry Marketing	6	5	3	40	60
5	Part – III	<b>Project</b> Work & VIVA VOCE	6	4	3	20	80
6	Part – V	Extension Activity		1			
	Total		30				





**DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE (AUTONOMOUS)**

**Shift – II**

**SYLLABUS**  
**BACHELOR OF COMMERCE DEGREE COURSE IN**  
**MARKETING MANAGEMENT**  
**Faculty of Commerce**

CHOICE BASED CREDIT SYSTEM  
(w.e.f.2019-2020)

<b>Semester</b>	<b>I</b>
<b>Subject</b>	<b>CORE I - FINANCIAL ACCOUNTING</b>
<b>Maximum Marks</b>	CIA-40Marks ESE-100Marks
<b>Credits/ Instruction Hours</b>	4 Credits / 75 Hours
<b>Exam Duration</b>	3 Hours

**Objectives**

1. To enable the students to know the Principles of Accounting in General.
2. To Understand the System of Keeping Financial Accounting Records.

**Unit-I**

**Accounting** - Meaning and scope of accounting - **\*Basic Accounting Concepts and Conventions- Objectives of Accounting – Accounting Transactions** – Double Entry Book Keeping – Journal, Ledger, Trial Balance - Rectification of errors – Preparation of Suspense Account – Effect of Rectification on Profits, Bank Reconciliation Statement.

**Unit-II**

**Preparations of Final Accounts** of a Sole Trading Concern – Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Discount on Debtors, Interest on Capital and Drawings, Loss of Stock by Fire.

**Unit-III**

**Depreciation** – Meaning, Causes, Types – Straight-Line Method (SLM) – Written down Value method (WDV) – Sinking Fund Method.  
**Insurance claims** – Average Clause (Loss of stock only)

**Unit-IV**

**Accounting from Incomplete Records**– Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.

**Unit-V**

**Preparations of Receipt and Payments Accounts** – Distinction between Revenue and Capital items - Income and Expenditure Account and Balance Sheet of Non Trading Organizations.

<b>Semester</b>	<b>I</b>
<b>Subject</b>	<b>CORE II – BUSINESS ECONOMICS</b>
<b>Maximum Marks</b>	CIA-40Marks ESE-100Marks
<b>Credits/ Instruction Hours</b>	4 Credits / 75 Hours
<b>Exam Duration</b>	3 Hours

### Objectives

1. To facilitate the understanding of the relevance and need of the Economics in the Current Scenario.
2. To customize the importance of Business Economics and its relevance in market conditions.

#### Unit- I:

**Introduction to Economics** – Wealth, Welfare, Scarcity and Growth Views on Economics – **\*Positive and Normative Economics – Scope and Importance of Managerial Economics-** Economic approach, Circular flow of activity, Nature of the firm, Forms of organizations, Objectives of firms.

Concepts: Production possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts.

#### Unit-II:

**Demand Function** – Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Slope & Elasticity of Demand – Shifts in the demand curve vs. movement along the demand curve - **\*Demand Forecasting**.

**Supply Function** – Meaning of Supply – Determinants of Supply – Law of Supply – Slope & Elasticity of Supply – shifts in the supply curve Vs. movement along the supply curve - Concept of Equilibrium.

#### Unit-III:

**Consumer Behaviour** - Indifference Curve – Definition, Properties and equilibrium - Law of Diminishing Marginal utility – Equi-marginal utility – Consumer surplus and producer surplus

**Production Function** - Factors of Production: Law of Variable proportion – Laws of Returns to Scale – Costs of production -total cost, fixed cost, variable cost, average cost, marginal cost, short run and long run costs- Producer's equilibrium – Economies of scale - Break Even Analysis

#### Unit-IV:

**Product pricing:** price and output determination under perfect competition - profit maximization, monopoly- price discrimination, monopolistic competition, oligopoly- collusion and cartels- **\*pricing objectives and methods**.

#### Unit-V:

Introduction to National Income Accounts – Models of National Income Determination – Economic Indicators; Technology and Employment – **\*Issues and Challenges**.

**\* Self Study Portion**



<b>Semester</b>	<b>I</b>
<b>Subject</b>	<b>NON MAJOR ELECTIVE I – BASICS OF RETAIL MARKETING</b>
<b>Maximum Marks</b>	CIA-40Marks ESE-100Marks
<b>Credits/ Instruction Hours</b>	2 Credits / 30 Hours
<b>Exam Duration</b>	3 Hours

**Unit – I:**

Retailing – Definition – Retail Marketing – Growth of organized retailing in India – Importance of retailing

**Unit – II:**

Functions of Retailing – characteristics of Retailing – Types of Retailing – store retailing – Non-store retailing

**Unit – III:**

Retail location factors – Branding in retailing – private labeling – Franchising concept.

**Unit – IV:**

Communication tools used in Retailing – Sales promotion, e-tailing- window display.

**Unit – V:**

Supply chain management – definition – importance – Role of information Technology in retailing.

<b>Semester</b>	<b>II</b>
<b>Subject</b>	<b>CORE III - ADVANCED FINANCIAL ACCOUNTING</b>
<b>Maximum Marks</b>	CIA-40Marks <span style="float: right;">ESE-100Marks</span>
<b>Credits/ Instruction Hours</b>	4 Credits / 75 Hours
<b>Exam Duration</b>	3 Hours

### Objectives

1. To enable the students to know the Principles of Accounting related to the marketingfield
2. To gain working knowledge on the special transactions relating to the marketingfield.

#### Unit-I

**Hire Purchase System** – Introduction – Accounting procedure for high value goods – Default and Repossession – Hire purchase trading account – Installment purchase system – Accounting treatment.

#### Unit-II

**Branch Accounting** – Debtors system, Stock and debtors system, Independent branch (Foreign Branches excluded) – Branch final accounts system and whole sale basis system.

**Departmental accounts** – inter-departmental transfers.

#### Unit-III

**Consignment Accounts** – Meaning – Features of consignment business – distinction between sale and consignment

– accounting treatment in the books of consignor and consignee – Valuation of Inventories – Normal Loss – computation of different types of commission – account sales

**Joint Venture Accounts** - Meaning – Features of joint venture transactions – distinction between joint venture and partnership – methods of maintaining joint venture accounts.

#### Unit-IV

**Partnership Accounts** – Admission, Retirement and Death of Partner(s) – Computation of Revised profit sharing ratios - Accounting for Goodwill – Treatment of Reserves – Revaluation of Assets and Liabilities – Preparation of Balance Sheet of Reconstituted firm.

#### Unit-V

**Dissolution of Partnership** – Insolvency of a partner – Garner Vs Murray – Insolvency of one or more partners – Insolvency of all partners - piecemeal Distribution – Proportionate Capital Method and Maximum Loss method.

\* *Self Study Portion*

<b>Semester</b>	<b>II</b>
<b>Subject</b>	<b>CORE IV – MARKETING MANAGEMENT</b>
<b>Maximum Marks</b>	CIA-40Marks <span style="float:right">ESE-100Marks</span>
<b>Credits/ Instruction Hours</b>	4 Credits / 75 Hours
<b>Exam Duration</b>	3 Hours

**Objectives**

1. To expose the students to the World of Marketing
2. To make the students understand the Functions of Marketing.

**Unit – I:**

**Marketing Management** – an Overview of basic concepts of market and marketing management - *\*what is marketing? - Responsibilities of Marketing Management* - Marketing Strategy Planning - Managing a Marketing Program - The Environment of Marketing - Analyzing Market Opportunities - Environmental Scanning - Differences between Micro and Macro Environment - Marketing Mix-The Traditional 4P’s – the modern 7P’s.

**Unit –II:**

**Market Targeting** - Buyer Behaviour: Consumers and Industrial Buyer - Market Segmentation, Targeting and Positioning - *\*New Product Planning* – Marketing Strategies with reference to Product Life Cycle and Competitive Strategies.

**Unit – III:**

Marketing Mix Decisions - Product decisions- Differentiation, Branding, New product decisions - Pricing decisions - Marketing Channel and distribution strategy, sales force management decisions - Marketing Communications: Advertising and sales promotion decisions- *\* role of Indian Advertising Standards Council*

**Unit – IV:**

**Distribution** - Channels of distribution - meaning and importance; Types of distribution channels; *\*Wholesaling and retailing* - Factors affecting choice of distribution channel.

**Marketing organization** - Marketing Control - Marketing Research and the Marketing Information System.

**Unit – V:**

Marketing of Services - International Marketing - Non-Business Marketing – Rural Marketing - Marketing in the Contemporary Environment, *\*Recent issues and developments in marketing* - Social Marketing - online marketing, green marketing, sustainable marketing and relationship marketing.

<b>Employability</b>	
<b>Entrepreneurship</b>	

<b>Semester</b>	<b>II</b>	
<b>Subject</b>	<b>ALLIED II – BUSINESS REGULATORY FRAMEWORK</b>	
<b>Maximum Marks</b>	CIA-40Marks	ESE-100 Marks
<b>Credits/ Instruction Hours</b>	5 Credits / 90 Hours	
<b>Exam Duration</b>	3 Hours	

### Objectives

1. To expose the students to the legal framework related to the business
2. To make the students understand the relevance of legal aspects in business and marketing.
3. To enable the students to understand the Legal Remedies available Law to the Business and other People.

#### Unit-I:

**Introduction to Mercantile Law** - Law of Contract and basic definitions -Kinds of Contracts, Essentials of a Valid Contract -offer and Acceptance and Communication, Consideration, Capacity to Contract, Free Consent, Legality of Object and Consideration, Performance of Contract, Discharge of Contract, Breach of Contract –Remedies.

#### Unit-II:

##### Special Contracts

Bailment- Definition and Essential elements, Rights and duties of bailor and bailee, Finder of lost goods. Pledge- Essentials, Rights and duties of Pawnor and Pawnee, Indemnity- Definition, nature of liability of surety, rights of surety, Discharge of surety, Guarantee- Meaning and definition, types, revocation of guarantee

#### Unit-III:

**The Sale of Goods Act, 1930 –Introduction** – definition - goods and their classification; sale and a agreement to sell - essential elements of contract of sale - *\*sale distinguished from hire purchase and instalment sale - Conditions and Warranties* - distinction between condition and warranty - implied conditions and warranties- **Doctrine** of Caveat Emptor and its exceptions - Transfer of Ownership - passing of property from the seller to the buyer - unpaid seller and his rights.

#### Unit IV:

**Contract of Agency** – Creation – classification of Agents – Principal Agent relationships – *\*Delegation of authority* – Personal liability of agent – Termination of agency, Sub agents and substituted agents.

#### Unit V:

**Information Technology Act** – Scope, Objectives, Electronic Contracting, electronic records and digital signatures, *\*cyber offences*, legality of e-marketing.

Overview of The Competition Act- 2002, Consumer Protection Act- 1986, Food Safety and Standards Act- 2006  
*\* Self Study Portion*

<b>Semester</b>	<b>II</b>
<b>Subject</b>	<b>NON MAJOR ELECTIVE II – BASICS OF BUSINESS INSURANCE</b>
<b>Maximum Marks</b>	CIA-40Marks <span style="float:right">ESE-100Marks</span>
<b>Credits/ Instruction Hours</b>	2 Credits / 30 Hours
<b>Exam Duration</b>	3 Hours

**Unit – I:**

Introduction to Insurance – Type of Insurance – Principles of Insurance.

**Unit – II:**

Salient features of IRDA Act – Administration of IRDA Act – Regulatory measures of IRDA.

**Unit – III:**

Life insurance products – Term, Whole life, Endowment.

**Unit – IV:**

Introduction to general Insurance – fire, marine and motor insurance.

**Unit – V:**

Government and insurance companies – LIC India- private players in Insurance in India.

*\* Self Study Portion*





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**CHOICE BASED CREDIT SYSTEM (CBCS)**

**Outcome Based Education**

**Batch 2020-2021 Onwards**

<b>Department Name</b>	<b>B.Com (Marketing Management)</b>
<b>Course Code</b>	<b>63</b>

**Principal**

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**Head of the Department**

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Department of Marketing Management  
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**Department of Commerce  
(Marketing Management)**

**ACADEMIC YEAR 2020 -21  
SCHEME AND SYLLABUS**

## **Institution**

### **VISION**

To impart value-based quality academia to empower with wisdom and to charge them with rich Indian traditions and culture to invoke the self, to broaden the same towards a nation building, harmony and universal brotherhood

### **MISSION**

<b>M1</b>	<b>To ensure sustained progress and development in imparting quality education</b>
<b>M2</b>	<b>To pioneer new avenues of teaching</b>
<b>M3</b>	<b>To strengthen research and to emerge as an institution with potential for excellence</b>

**DEPARTMENT OF COMMERCE  
[MARKETING MANAGEMENT]**

**VISSION**

Our vision is to set forth the professional values and etiquettes of marketing and students to take up the marketing as a Career path and to accouter the students as professional marketing management

**MISSION**

<b>M1</b>	To deliver hands on experience to our students through curriculum
<b>M2</b>	To train the students to take marketing as a career path.
<b>M3</b>	To steer the Students in effectuating theoretical concepts into practical and Professional execution

**PROGRAM EDUCATION OBJECTIVES (PEOs)**

<b>PEO1</b>	To impart professional qualities in Marketing graduates to face the challenges of the contemporary Marketing environment .
<b>PEO2</b>	To inspire the students to prepare themselves to be an entrepreneur
<b>PEO3</b>	Provide students with the knowledge and skill base that would enable them to undertake further studies in Commerce and related areas or in multi-disciplinary areas.
<b>PEO4</b>	To expose the students to the various nuances of Social media marketing, International Marketing
<b>PEO5</b>	To inculcate the passion towards rendering as Marketer, Social Entrepreneur.gg

**PEO TO MISSION STATEMENT MAPPING**

<b>MISSION STATEMENTS</b>	<b>PEO 1</b>	<b>PEO 2</b>	<b>PEO 3</b>	<b>PEO 4</b>	<b>PEO 5</b>
M1	3	3	2	3	3
M2	2	2	3	3	2
M3	3	3	2	2	3

**CORRELATION: 3-STRONG**

**2-MEDIUM**

**1-LOW**

## PROGRAM OUTCOMES (PO) IN RELATION TO GRADUATE ATTRIBUTES

### PROGRAMME OUTCOMES

At the completion of the B.Com(Marketing Management) program, the students of our Department will be able to :

S.NO	PROGRAMME OUTCOMES-(PO)	
1.	PO1	To participate in various types of employment, development activities and public discourses particularly in response to the needs of the community one serves.
2.	PO2	To understand the need and have the competencies to support local, regional and national development.
3.	PO3	To develop critical and analytical thinking.
5.	PO4	To develop conceptual understanding, problem solving and application of skills
6.	PO5	To develop a questioning mind in diverse environments for better outcomes.
7.	PO6	To develop a questioning mind in diverse environments for better outcomes
8.	PO7	To engage in lifelong learning and enduring proficient progress

<u>PEO/PO</u>	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7
<b>PEO 1</b>	3	2	3	3	2	3	3
<b>PEO 2</b>	2	3	3	2	3	2	3
<b>PEO 3</b>	3	3	2	3	2	3	3
<b>PEO 4</b>	2	2	3	2	3	2	3
<b>PEO 5</b>	3	2	3	2	3	2	3

### PROGRAM SPECIFIC OUTCOMES

**PSO 1:** The Bachelor of Commerce in Marketing Management B.Com (MM) is an undergraduate programme that prepares students for professional careers in the field of Marketing

**PSO 2:** To mold passionate broad-minded human beings with strong sense of social commitment, responsibility and dynamic mind.

**COURSE OF STUDY  
DEPARTMENT OF COMMERCE (MARKETING MANAGEMENT).**

**ELIGIBILITY FOR ADMISSION**

The Candidate passed 10+2 or equivalent examination with an aggregate of 60% marks in HSC Examinations. Candidate must have studied subjects such as Commerce/Business studies, Accountancy, Mathematics / Business Mathematics/Economics/ CS in class 12th.

**DURATION OF THE COURSE**

The duration of the course for Three academic years consisting of Six semesters and each semester comprises of 90 days.

**PROJECT REPORT**

Semester VI consists of project and dissertation for 100 marks. Students are allocated individually to Project report with the faculty of department. The format for Project Report is similar to the thesis style incorporating introduction, Review & methods, results, discussion and bibliography. The Project Report is submitted in a type written and bound form and a copy of each Project Report is submitted to the Department for permanent record.

**ELIGIBILITY FOR THE AWARD OF DEGREE**

A candidate shall be eligible for the award of the degree only if he/she has undergone prescribed course of study for a period of not less than three academic years, passed the examination of all the Six semesters prescribed earning 140 or more credits fulfilled such conditions as have been prescribed there for.

The main subject of study for bachelor degree courses shall consist of the following and shall be:

Sl. No.	Parts	Heading
1.	Part I	Tamil / Other Languages
2.	Part II	English
3.	Part III	Core Subjects/ Allied Subjects Projects/ Electives with three courses
4.	Part IV	Basis Tamil* / NME Skilled based subjects (Electives) – Soft Skills Environmental Studies Value Education
5.	Part V	Extension Activities**

**\*PART – IV :Baisc Tamil**

- 1.(a) Those who have not studied Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Tamil comprising of two course (level will be at 6th Standard).
- (b) Those who have studies Tamil up to XII Std. and taken a Non-Tamil Language under Part-I shall take Advanced Tamil comprising of twocourses.
- (c) Others who do not come under a + b can choose non-major elective comprising of two courses.

**\*\*PART – V: EXTENSION ACTIVITIES**

- (a) A candidate shall be awarded a maximum of 1 Credits for CompulsoryExtension Service.
- (b) All the Students shall have to enrol for NSS /NCC/ NSO (Sports & Games) Rrotract/ Youth Red cross or any other service organizations in the college and shall have to put in Compulsory minimum attendance of 40 hours which shall be duly certified by the Principal of the college before 31<sup>st</sup>March in a year. If a student LACKS 40 HOURS ATTENDANCE intheFirstyear,he/sheshallhavetocompensatethesameduringthesubsequentyears.
- (c) Students those who complete minimum attendance of 40 hours in One year will get HALF A CREDIT and those who complete the attendance of 80 or more hours in Two Years will ONE CREDIT.

Literacy and Population Education Field Work shall be compulsory components in the above extension service activities

### SCHEME ON EXAMINATIONS

As per the University Regulation the following split up of marks for Theory, practical and project are to be followed.

**(i) SPLIT UP FOR INTERNAL AND EXTERNAL MARKS FOR THEORY AND PRACTICAL PAPER:**

Sl. No.	Paper	Internal	External	Total
1.	Theory	40	60	100
2.	Practical	40	60	100

**(ii) SPLIT UP FOR INTERNAL ASSESSMENT MARKS (40) FOR THEORY: CIE- Continuous Internal Evaluation (40Marks)**

Bloom's Category	CIA*		Generic Skills**	Attendance
	Descriptive	Objective (MCQ)		
<b>Marks (out of 40)</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>5</b>
Remember	5	4	2	
Understand	5	3	2	
Apply	5	3	4	
Analyze			2	
Evaluate				
Create				

**(iii) SPLIT UP FOR INTERNAL ASSESSMENT MARKS (40) FOR PROBLEM Paper:**

Bloom's Category	CIA*		Generic Skills**	Attendance
	Descriptive	Objective (MCQ)		
<b>Marks (out of 40)</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>5</b>
Remember	3	4	2	
Understand	3	3	2	
Apply	2	3	4	
Analyze	2		2	
Evaluate	5			
Create				

\*CIA: - 25 Marks



**\*\*Generic Skills:-15 marks (Quiz, current affairs, Class activities, Assignment seminars etc..)**

**ESE- Semester End Examination (100 Marks; Weightage 60%)**

<b>Bloom's Category</b>	<b>Weightage %</b>
Remember	20
Understand	20
Apply	25
Analyse	15
Evaluate	10
Create	10

**COURSE OF STUDY FOR THE SIX SEMESTERS SHALL BE AS FOLLOWS:**

**FIRST SEMESTER**

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks		
						CIA	ESE	Total
1	Part – I	Language Courses	4 + 2*	3	3	40	60	100
2	Part – II	English	4	3	3	40	60	100
3	Part – III	<b>Core I</b> - Financial Accounting – I	6	4	3	40	60	100
4	Part – III	<b>Core II</b> Business Economics	5	4	3	40	60	100
5	Part – III	<b>Allied I</b> Business Communication	5	4	3	40	60	100
6	Part – IV	<b>Non-Major Elective / *Basic Tamil / Advanced Tamil</b>	2	2	3	40	60	100
7	Part – IV	<b>Skill Based Subject Soft Skills – I</b>	2	3	3	50	50	100
	Total		30					

### SECOND SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks		
						CIA	ESE	Total
1	Part – I	Language Courses	4 + 2*	3	3	40	60	100
2	Part – II	English	4	3	3	40	60	100
3	Part – III	<b>Core III</b> Financial Accounting – II	6	4	3	40	60	100
4	Part – III	<b>Core IV</b> Marketing Management	5	4	3	40	60	100
5	Part – III	<b>Allied II</b> Business Regulatory Framework	5	4	3	40	60	100
6	Part – IV	<b>Non-Major Elective / *Basic Tamil / Advanced Tamil</b>	2	2	3	40	60	100
7	Part – IV	<b>Skill Based Subject Soft Skills – II</b>	2	3	3	50	50	100
	Total		30					
<b>Non-Major Electives (Semester I)</b>			<b>Non-Major Electives (Semester II)</b>					
Social Entrepreneurship			E-Waste Management					

### THIRD SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks		
						CIA	ESE	Total
1	Part – III	<b>Core V</b> Corporate Accounting	6	4	3	40	60	100
2	Part – III	<b>Core VI</b> Internet & Digital Marketing	6	4	3	40	60	100
3	Part – III	<b>Core VII</b> Consumer Behaviour	5	4	3	40	60	100
4	Part – III	<b>Core VIII</b> Advertising	5	4	3	40	60	100
5	Part – III	<b>Allied III</b> Modern Banking	6	4	3	40	60	100
6	Part – IV	<b>Skill Based Subject Soft Skills – III</b>	2	3	3	50	50	100
	Total		30					

#### FOURTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks		
						CIA	ESE	Total
1	Part – III	<b>Core IX</b> Customer Relationship Management	5	4	3	40	60	100
2	Part – III	<b>Core X</b> International Marketing	5	4	3	40	60	100
3	Part – III	<b>Core XI Brand Management</b>	5	4	3	40	60	100
4	Part – III	<b>Core XII Retail Marketing</b>	6	4	3	401q	60	100
5	Part – III	<b>Allied IV</b> Business Statistics & Operations Research	6	4	3	40	60	100
6	PART-III	<b>Allied V Internship</b> (1 Month)		4				
7	Part – IV	<b>Skill Based Subject Soft Skills – IV</b>	2	3	3	50	50	100
8	Part – IV	<b>Environmental Studies</b>	1	2	3	50	50	
	Total		30					

#### FIFTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks		
						CIA	ESE	Total
1	Part – III	<b>Core XIII</b> Entrepreneurial Development	5	4	3	40	60	100
2	Part – III	<b>Core XIV</b> Cost Accounting	5	4	3	40	60	100
3	Part – III	<b>Core XV</b> Financial Management	6	4	3	40	60	100
4	Part – III	<b>Core XVI</b> Sales & Distribution Management	5	4	3	40	60	100
5	Part – III	<b>Elective I</b> 1. Financial Services 2. Practical Auditing	5	5	3	40	60	100
6	Part –III	<b>Open Elective</b> Social Media Marketing (For Other Departments)	2	5	3	40	60	100
7	Part – IV	Value Education	2	2	3	50	50	100
	Total		30					

**SIXTH SEMESTER**

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks		
						CIA	ESE	Total
1	Part – III	<b>Core XVII</b> Accounting for Decision Making	6	4	3	40	60	100
2	Part – III	<b>Core XVIII</b> Services Marketing	6	4	3	40	60	100
3	Part – III	<b>Core XIX</b> Marketing Research and Information Systems	6	4	3	40	60	100
4	Part – III	<b>Elective II</b> 1. Logistics & Supply Chain Management 2. Industry Marketing	6	5	3	40	60	100
5	Part – III	<b>Project</b> Work & VIVA VOCE	6	4	3	20	80	100
6	Part – V	Extension Activity		1				
	Total		30					

## SEMESTER I

### Course Title: CORE I - FINANCIAL ACCOUNTING-I

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

#### Learning objectives:

1. To enable the students to know the Principles of Accounting in General.
2. To Understand the System of Keeping Financial Accounting Records.

#### Course Outcomes: At the end of the Course, the Student will be able to:

<b>CO1</b>	Understand the Basic Accounting concept, recording of Accounting transactions and Preparation of Bank Reconciliation Statement
<b>CO2</b>	Prepare the Final Accounts of Sole Trading concern
<b>CO3</b>	Understand the various methods of Depreciation
<b>CO4</b>	Explain the concept of Accounting from incomplete records and discriminate the single Entry and double entry system
<b>CO5</b>	Understand the difference between capital and revenue items and preparation of Receipts and Payments Account

#### Mapping of Course Outcomes to Program Outcomes:

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	3	2	3	3	3	3	3
<b>CO2</b>	3	2	3	2	3	3	2	3	3
<b>CO3</b>	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	3	2	3	3	3	3	2
<b>CO5</b>	3	2	3	2	3	3	2	3	3

Module	Contents of the Module	Hrs.	CO
1	Accounting - Meaning and scope of accounting - *Basic Accounting Concepts and Conventions- Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Trial Balance - Rectification of errors – Preparation of Suspense Account – Effect of Rectification on Profits, Bank Reconciliation Statement.	9	CO1
2	Preparations of Final Accounts of a Sole Trading Concern Adjustments – Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Discount on Debtors, Interest on Capital and Drawings, Loss of Stock by Fire.	9	CO2
3	Depreciation – Meaning, Causes, Types – Straight-Line Method (SLM) – Written down Value method (WDV) – Sinking Fund Method. Insurance claims – Average Clause (Loss of stock only)	9	CO3
4	Accounting from Incomplete Records– Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.	9	CO4
5	Preparations of Receipt and Payments Accounts – Distinction between Revenue and Capital items - Income and Expenditure Account and Balance Sheet of Non-Trading Organizations.	9	CO5

**Reference Books:**

1. R.L.Gupta & V.K.Gupta – Financial Accounting – Sultan Chand Publishers, New Delhi
2. Jain & Narang - Financial Accounting – Kalyani Publishers
3. P.C. Tulsian – Financial Accounting – TATA Mc Graw Hill Publishers
4. Shukla & Grewal – Advanced Accountancy -Vol .I – S. Chand & Co.
5. Manikandan S, Rakesh Shankar R, Financial Accounting, Scitech Publications
6. T. S. Reddy & A. Murthy - Financial Accounting – Margham Publications

**Pattern for End Semester Examination**

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
<b>Total Marks</b>						100

**Course Title: CORE II - BUSINESS ECONOMICS**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

1. To facilitate the understanding of the relevance and need of the Economics in the Current Scenario.
2. To customize the importance of Business Economics and its relevance in market conditions.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Define the Basic Economic concepts and Introduction to Managerial Economics
<b>CO2</b>	Analyse the determinants and distinction of demand and supply
<b>CO3</b>	Analyse the Law of Diminishing Marginal Utility, Equi Marginal utility, consumer surplus and producer surplus
<b>CO4</b>	Formulate different product pricing based on the different market conditions
<b>CO5</b>	Explain the National Income Accounts and criticize the basic problems in National income

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	3	2	3	3	3	3	3
<b>CO2</b>	3	2	3	2	3	2	2	3	3
<b>CO3</b>	3	2	3	2	3	3	3	2	2
<b>CO4</b>	3	2	3	2	3	3	2	3	2
<b>CO5</b>	3	2	3	2	3	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	<b>Introduction to Economics</b> – Wealth, Welfare, Scarcity and Growth Views on Economics – <b>*Positive and Normative Economics – Scope and Importance of Managerial Economics-</b> Economic approach, Circular flow of activity, Nature of the firm, Forms of organizations, Objectives of firms. Concepts: Production possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts.	9	CO1
2	<b>Introduction to Economics</b> – Wealth, Welfare, Scarcity and Growth Views on Economics – <b>*Positive and Normative Economics – Scope and Importance of Managerial Economics-</b> Economic approach, Circular flow of activity, Nature of the firm, Forms of organizations, Objectives of firms. Concepts: Production possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts.	9	CO2
3	<b>Consumer Behaviour</b> - Indifference Curve – Definition, Properties and equilibrium - Law of Diminishing Marginal utility – Equi-marginal utility – Consumer surplus and producer surplus <b>Production Function</b> - Factors of Production: Law of Variable proportion – Laws of Returns to Scale –Costs of production -total cost, fixed cost, variable cost, average cost, marginal cost, short run and long run costs-Producer’s equilibrium – Economies of scale - Break Even Analysis.	9	CO3
4	<b>Product pricing:</b> price and output determination under perfect competition - profit maximization, monopoly-price discrimination, monopolistic competition, oligopoly-collusion and cartels- <b>*pricing objectives and methods.</b>	9	CO4
5	Introduction to National Income Accounts – Models of National Income Determination – Economic Indicators; Technology and Employment – <b>*Issues and Challenges.</b>	9	CO5

#### Reference Books:

1. P.L. Mehta, Managerial Economics- analysis, problems and cases – Sultan Chand Publishers, NewDelhi.
2. C.M Chaundhary, business economics- RBSA Publishers,Jaipur
3. H.L. AHUJA, business economics, Sultan Chand Publishers, NewDelhi
4. Maddala, G.S., and E. Miller. Microeconomics: Theory and Applications. McGraw-Hill InternationalEd. Gupta G S, Managerial Economics- TATA Mc Graw Hill International

#### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100



**Course Title: ALLIED I - BUSINESS COMMUNICATION**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

1. To facilitate the students to understand the concept of Communication.
2. To know the Basic Techniques of the Modern forms of Communication.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Understand the importance of communication and barriers to overcome for effective communication
<b>CO2</b>	Discriminate the various types of communication
<b>CO3</b>	Prepare the various types of business letters and understand the usage in Business
<b>CO4</b>	Understand the Market Positioning in communication , Analysis of market surveys and preparation of Report
<b>CO5</b>	Apply the communication skills in Group decision making, Presentation, speeches , customer relations and public relations

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	2	3	2	3	2	3
<b>CO2</b>	3	3	3	2	3	2	2	3	2
<b>CO3</b>	3	3	3	2	3	2	3	2	2
<b>CO4</b>	3	3	3	2	3	2	2	3	3
<b>CO5</b>	3	3	3	2	3	2	3	3	3

Module	Contents of the Module	Hrs.	CO
1	Introduction to Communication- Meaning and Definition - Process - Functions - <i>*Objectives - Importance</i> - Essentials of effective communication - Communication barriers - Overcoming communication barriers, Interactive Communication and the role of communication in the job of marketing & sales personnel.	9	CO1
2	<i>Types of Communication -Written - Oral - Face-to-face - Silence - Merits and limitations</i> – modern methods of communication- E-Mail, Video Conferencing – <i>*Social Corporate Networking</i> . Business etiquette, Effective communication and convincing customers- Persuasive Communication & Handling Negativity; Presentations to Hostile Audience –Negotiating Skills.	9	CO2
3	Business Letters - Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Drafting of business letters - Enquiries and replies - Sales letters	9	CO3
4	Market positioning in communication – Pillars of Marketing Communication [Mar.Com] – the Product, the benefit, the effect and the motivation – <i>*Objectives of the Mar.Com Cycle</i> , marketing surveys- analysis and report writing (an Overview)	9	CO4
5	Application of Communication Skills - Group Decision-Making - Presentation - Speeches – Customer Care/Customers Relations - Public Relation	9	CO5

### Reference Books:

1. Rajendra Pal, Essentials of Business Communication, Sultan Chand Publishers, New Delhi
2. N. S . Raghunathan & B. Santhanam, Business Communication, Margham Publications, Chennai
3. R. C. Bhatia, Business Communication, Ane Books Pvt Ltd, New Delhi
4. Munter, Mary. GuidetoManagerial Communication:EffectiveBusiness WritingandSpeaking, Prentice Hall,
5. Kaul Asha., Effective Business Communication, Prentice Hall of India

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100



<b>Module</b>	<b>Contents of the Module</b>	<b>Hrs.</b>	<b>CO</b>
1	Social Entrepreneurship – Meaning, Definition, Difference between Entrepreneurship & Social entrepreneurship	9	CO1
2	Social Entrepreneurship – Characteristics, Functions, Importance, Qualities of Social Entrepreneurs	9	CO2
3	Types of Social Entrepreneurship & Capital Forms, role of technology in Social Entrepreneurship	9	CO3
4	Key area of work of social entrepreneurship in India, Limitations of Social Entrepreneurs	9	CO4
5	Social enterprise, advantages & Disadvantages of Social Enterprise	9	CO5

Reference books

1. Katharine Briashir-Social Entrepreneurship -2010-Oxford press
2. Singh Archana,- Social Entrepreneurship-Routledge
3. Jill Kickul, Thomas S. Lyons- Understanding of Social Entrepreneurship-Routledge publications

**Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				<b>100</b>

**SEMESTER II**  
**Course Title: CORE III - FINANCIAL ACCOUNTING II**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

1. To enable the students to know the Principles of Accounting related to the marketing field
2. To gain working knowledge on the special transactions relating to the marketing field.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Compare and contrast the Hire purchase and Instalment system
<b>CO2</b>	Prepare the different types of Branch Accounts and Departmental Accounts
<b>CO3</b>	Understand the special transaction such as consignment and Joint Venture and their accounting treatment
<b>CO4</b>	Prepare the Partnership Accounts for Admission, retirement and death of partners
<b>CO5</b>	Prepare Accounts for Dissolution of Partnership Firm

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	3	3	2	3	3	2	2
<b>CO2</b>	3	2	3	3	2	3	2	3	3
<b>CO3</b>	3	2	3	3	2	3	3	3	2
<b>CO4</b>	3	2	3	3	3	3	2	3	3
<b>CO5</b>	3	2	3	3	3	3	3	2	3

Module	Contents of the Module	Hrs.	CO
1	<b>Hire Purchase System</b> – Introduction – Accounting procedure for high value goods – Default and Repossession – Hire purchase trading account – Installment purchase system – Accounting treatment.	9	CO1
2	<b>Branch Accounting</b> – Debtors system, Stock and debtors system, Independent branch (Foreign Branches excluded) – Branch final accounts system and whole sale basis system. <b>Departmental accounts</b> – inter-departmental transfers.	9	CO2
3	<b>Consignment Accounts</b> – Meaning – Features of consignment business – distinction between sale and consignment – accounting treatment in the books of consignor and consignee – Valuation of Inventories – Normal Loss – computation of different types of commission – account sales <b>Joint Venture Accounts</b> - Meaning – Features of joint venture transactions – distinction between joint venture and partnership – methods of maintaining joint venture accounts.	9	CO3
4	<b>Partnership Accounts</b> – Admission, Retirement and Death of Partner(s) – Computation of Revised profit-sharing ratios - Accounting for Goodwill – Treatment of Reserves – Revaluation of Assets and Liabilities – Preparation of Balance Sheet of Reconstituted firm.	9	CO4
5	<b>Dissolution of Partnership</b> – Insolvency of a partner – Garner Vs Murray – Insolvency of one or more partners – Insolvency of all partners - piecemeal Distribution – Proportionate Capital	9	CO5

**Reference Books:**

1. R.L.Gupta & V.K.Gupta – Financial Accounting – Sultan Chand Publishers, NewDelhi
2. Jain & Narang - Financial Accounting – KalyaniPublishers
3. P.C. Tulsian – Financial Accounting – TATA Mc Graw HillPublishers
4. Shukla & Grewal – Advanced Accountancy -Vol. I – S. Chand &Co.
5. Manikandan S, Rakesh Shankar R, Financial Accounting, Scitech Publications
6. T. S. Reddy &A. Murthy - Financial Accounting – Margham Publication

**Pattern for End Semester Examination**

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
<b>Total Marks</b>						100

**Course Title: CORE IV - MARKETING MANAGEMENT**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

1. To expose the students to the World of Marketing
2. To make the students understand the Functions of Marketing.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Summarize the concept of Marketing Management, Marketing Mix, Marketing Environment and distinguish between micro and macro marketing
<b>CO2</b>	Explain the concept of Buyer Behaviour, Market segmentation, Targeting and positioning and New product planning
<b>CO3</b>	Understand the various Marketing mix decisions such as product , price ,channels of distribution and promotional decisions
<b>CO4</b>	Analyse the Channels of Distribution and introduce the Marketing Research and Marketing Information System
<b>CO5</b>	Understand the various types of Marketing such as International Marketing, Rural Marketing, Social Marketing and Green Marketing

**Mapping of Course Outcomes to Program Outcomes & Program Specific Outcome:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	2	3	3	3	3	3
<b>CO2</b>	3	3	3	2	3	3	2	2	2
<b>CO3</b>	3	3	3	2	3	3	3	3	2
<b>CO4</b>	3	3	3	2	3	3	2	3	3
<b>CO5</b>	3	3	3	2	3	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	<b>Marketing Management</b> – an Overview of basic concepts of market and marketing management - <i>*what is marketing? - Responsibilities of Marketing Management</i> - Marketing Strategy Planning - Managing a Marketing Program - The Environment of Marketing - Analyzing Market Opportunities - Environmental Scanning - Differences between Micro and Macro Environment - Marketing Mix-The Traditional 4P's – the modern 7P's.	9	CO1
2	<b>Market Targeting</b> - Buyer Behavior: Consumers and Industrial Buyer - Market Segmentation, Targeting and Positioning - <i>*New Product Planning</i> – Marketing Strategies with reference to Product Life Cycle and Competitive Strategies.	9	CO2
3	<b>Marketing Mix Decisions</b> - Product decisions- Differentiation, Branding, New product decisions - Pricing decisions - Marketing Channel and distribution strategy, sales force management decisions - Marketing Communications: Advertising and sales promotion decisions- <i>* role of Indian Advertising Standards Council</i>	9	CO3
4	<b>Distribution</b> - Channels of distribution - meaning and importance; Types of distribution channels; <i>*Wholesaling and retailing</i> - Factors affecting choice of distribution channel. Marketing organization - Marketing Control - Marketing Research and the Marketing Information System.	9	CO4
5	Marketing of Services - International Marketing - Non-Business Marketing – Rural Marketing - Marketing in the Contemporary Environment, <i>*Recent issues and developments in marketing</i> - Social Marketing - online marketing, green marketing, sustainable marketing and relationship marketing.	9	CO5

**Reference Books:**

1. C B Gupta & Dr. Rajan Nair – Marketing Management, Sultan Chand Publishers, New Delhi
2. William J Stanton – Marketing, Prentice- Hall of India, Economy Edition
3. Philip Kotler – Principles of Marketing, Prentice- Hall of India, Eastern Economy Edition
4. Majaro, Simon. The Essence of Marketing. Prentice Hall, New Delhi.
5. J Jayasankar, Marketing, Margham Publications, Chennai

**Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100



**Course Title: ALLIED II - BUSINESS REGULATORY FRAMEWORK**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

1. To expose the students to the legal framework related to the business
2. To make the students understand the relevance of legal aspects in business and marketing.
3. To enable the students to understand the Legal Remedies available Law to the Business and other People.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Interpret the law of contract, kinds of contract , essentials of a valid contract , performance, Discharge and Breach of contract
<b>CO2</b>	Describe the concept of Bailment, Indemnity and Guarantee
<b>CO3</b>	Understand the sale of goods act, 1930 and discriminate the Hire purchase sale and Instalment sale , conditions and warranty
<b>CO4</b>	Explain the contract of Agency and Delegation of Authority
<b>CO5</b>	Understand the basics of Information Technology Act, competition Act, Consumer Protection Act , Food safety and standards Act

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	3	2	2	3	3	3	3
<b>CO2</b>	3	2	3	2	2	3	2	2	2
<b>CO3</b>	3	2	3	2	2	3	3	3	3
<b>CO4</b>	3	2	3	2	2	3	2	3	3
<b>CO5</b>	3	2	3	2	2	3	3	2	3

Module	Contents of the Module	Hrs.	CO
1	<b>Introduction to Mercantile Law</b> - Law of Contract and basic definitions -Kinds of Contracts, Essentials of a Valid Contract -offer and Acceptance and Communication, Consideration, Capacity to Contract, Free Consent, Legality of Object and Consideration, Performance of Contract, Discharge of Contract, Breach of Contract – Remedies.	9	CO1
2	<b>Special Contracts</b> Bailment- Definition and Essential elements, Rights and duties of bailor and bailee, Finder of lost goods. Pledge- Essentials, Rights and duties of Pawnor and Pawnee, Indemnity- Definition, nature of liability of surety, rights of surety, Discharge of surety, Guarantee- Meaning and definition, types, revocation of guarantee	9	CO2
3	<b>The Sale of Goods Act, 1930 –Introduction</b> – definition - goods and their classification; sale and a agreement to sell - essential elements of contract of sale - <i>*sale distinguished from hire purchase and instalment sale</i> - <b>Conditions and Warranties</b> - distinction between condition and warranty - implied conditions and warranties- <b>Doctrine</b> of Caveat Emptor and its exceptions - Transfer of Ownership - passing of property from the seller to the buyer - unpaid seller and his rights.	9	CO3
4	<b>Contract of Agency</b> – Creation – classification of Agents – Principal Agent relationships – <i>*Delegation of authority</i> – Personal liability of agent – Termination of agency, Sub agents and substituted agents.	9	CO4
5	<b>Information Technology Act</b> – Scope, Objectives, Electronic Contracting, electronic records and digital signatures, <i>*cyber offences</i> , legality of e-marketing. Overview of The Competition Act- 2002, Consumer Protection Act- 1986, Food Safety and Standards Act- 2006	9	CO5

**Reference Books:**

1. N.D.KAPOOR, Elements of mercantile law, Sultan Chand &co
2. N.D.KAPOOR, Business Laws, Sulthan Chand &co
3. DR.M.R.Sreenivasan, Business Law 2<sup>nd</sup> Ed Margham Publication, Chennai
4. P.C.Tulsian Business Laws, 2<sup>nd</sup> ed, Tata Mcgraw Hill, NewDelhi
5. R.S.N.Pillai and Bhagavathi, 2004, Business Law, 3<sup>rd</sup> Ed., S.Chand & Co., NewDelhi

### **Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

### **Course Title: NON-MAJOR ELECTIVE II - E-WASTE MANAGEMENT**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 02</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

#### **Learning Objectives:**

To motivate the students to understand the concept of E waste Management, recycling

#### **Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Understand the concept and importance of E-waste Management
<b>CO2</b>	Analyse the Effect of E-Waste on Humans and Environment
<b>CO3</b>	Understand the reasons and methods of E-Waste Disposal
<b>CO4</b>	Examine the problems and challenges in current practices regarding E-Waste
<b>CO5</b>	Discuss the Techniques and advantages of E-Waste Recycling

### Mapping of Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1	2	2	3	2	3	3	3	3	3
CO2	2	2	3	2	3	3	2	2	2
CO3	2	2	3	2	3	3	3	3	2
CO4	2	2	3	2	3	3	2	3	3
CO5	2	2	3	2	3	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	E- Waste – Meaning; E-Waste Management Meaning, Needs, Important	9	CO1
2	Sources of E-Waste, Types E – Waste, Effects on Humans & Environment	9	CO2
3	Reason for E – Waste, Methods of Disposal	9	CO3
4	Problems & Challenges in the current practices, Statistics(Regarding E Waste)	9	CO4
5	E- Waste Recycling, Techniques, Advantages, Alternative Solutions.	9	CO5

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**SEMESTER III**  
**Course Title: CORE V - CORPORATE ACCOUNTING**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

1. To enable the students about the Preparation of the Company accounts.
2. To motivate the students to understand the various Provisions of the Company Law & Accounting Standards.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Apply the provision of Companies Act for issue of shares & debentures and Accounting for Employee stock option plan
<b>CO2</b>	Understand the redemption of preference shares & debentures, Underwriting of shares & Debentures
<b>CO3</b>	Apply the concept of financial Accounts as per new guidelines and understand Managerial remuneration, divisible profits and profits prior to Incorporation
<b>CO4</b>	Apply various methods of valuation of Intangible Assets and understand the accounting treatment for Internal Reconstruction
<b>CO5</b>	Understand the concepts and Accounting treatment as per Accounting standard 14 an for Mergers and Amalgamation

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	3	3	2	3	3	3	3
<b>CO2</b>	3	2	3	3	2	3	2	2	2
<b>CO3</b>	3	2	3	3	2	3	3	3	3
<b>CO4</b>	3	2	3	3	2	3	2	2	2
<b>CO5</b>	3	2	3	3	2	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	Accounting for Issue of Shares & Debentures, Employee Stock Option Plan – <i>*Meaning, importance, Accounting for employee stock option plan.</i>	9	CO1
2	Redemption of preference shares and Debentures – Underwriting of shares and Debentures.	9	CO2
3	<b>Corporate Financial Reporting</b> – Concepts - Final Accounts as per new guidelines – <i>*divisible profits</i> , managerial remuneration, profits prior to incorporation.	9	CO3
4	<b>Valuation</b> – Concepts – Valuation of Intangible Assets – Goodwill, Patents, trademarks, IPR's – <i>*Characteristics</i> – Valuation methods. <b>Internal reconstruction:</b> Concepts and accounting treatment (excluding scheme of reconstruction)	9	CO4
5	<b>Corporate Restructuring</b> - Concepts and accounting treatment as per Accounting Standard: 14 (ICAI) Advanced problems for Mergers and Amalgamations, (excluding inter-company holdings)	9	CO5

### Reference Books

1. P.Jain and K.L.Narang, Corporate Accounting, Kalyani Publishers, New Delhi
2. R.L.Gupta and M.Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi
3. S.N.Maheswarm Advanced Accounting, Sultan Chand & Sons, NewDelhi
4. M.C.shukla & T.S.Grewal, Advanced Accounting, S.Chand & Co.Ltd. NewDelhi
5. Hanif & Mukherjee, Advanced Accounting, TATA Mc Graw Hill Publications

### Pattern for End Semester Examination

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
<b>Total Marks</b>						100

**Course Title: CORE VI - INTERNET AND DIGITAL MARKETING**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

1. To highlight the emerging technologies in the area of marketing and familiarize the students with the trends.
2. To enable the students to understand the importance of Internet of Things in marketing.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Understand the concept of Digital Marketing, categorization of Digital marketing and the website planning
<b>CO2</b>	Understand the concept of Search Engine Optimization techniques, Book marking and news Aggregators
<b>CO3</b>	Understand the concept of Social Media Optimization and identify various social media marketing
<b>CO4</b>	Explain the tools used for Search Engine Marketing such as Google Ad-words tools and Display marketing Techniques
<b>CO5</b>	Interpret the various analysis such as Google Analytics and social media Analytics

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	2	3	2	3	3	3
<b>CO2</b>	3	3	3	2	3	2	2	2	2
<b>CO3</b>	3	3	3	2	3	2	3	3	3
<b>CO4</b>	3	3	3	2	3	2	2	2	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3

Module	Contents of the Module	Hrs.	CO
1	<b>Digital marketing</b> – Meaning, importance of digital marketing, Distinction from traditional marketing, <i>*new trends and current scenario of the world-</i> Digital marketing a boon or a Bane – tool of success for companies - advantages to small and medium enterprises - Categorization of digital marketing for the business. <b>Web site</b> - levels of web site, Difference between blog, portal & website - Diagnosis of the present website and business- SWOT analysis of business, website and media or promotion plan - Setting up vision, mission and goals of digital marketing- Website planning & Creation	9	CO1
2	<b>Search Engine Optimization (SEO)</b> - On page optimization techniques- Off page Optimization techniques, - Book marking and news Aggregators, Preparation of Reports - Keywords, titles, meta tags etc.,	9	CO2
3	<b>Social Media Optimization (SMO)</b> - Introduction to social Media Marketing - Advanced Facebook Marketing - Word Press blog creation - Twitter marketing - LinkedIn Marketing - Google plus marketing – <i>*Instagram Marketing</i> – Multimedia – YouTube Marketing - Optimization process. – Influencer Marketing.	9	CO3
4	<b>Search Engine Marketing (SEM)</b> – Introduction - Tools used for Search engine Marketing - PPC , <i>*Google AdWords Tool</i> - Display advertising techniques - Report generation	9	CO4
5	<b>Analysis &amp; Reporting Tools</b> - Google Analytics - Online Reputation Management - E-Mail Marketing - Affiliate Marketing - AdSense & Blogging - Social Media Analytics Meaning, Social Media Analytical Tools - Ad designing – <i>*Opportunities in Internet &amp; Digital Marketing.</i>	9	CO5

#### Reference Books:

1. Digital Marketing for Dummies, Ryan Deiss and Russ Hennesberry
2. Puneet Bhatia (2018) Fundamentals Of Digital Marketing, Pearson Publication
3. Google Adwords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky
4. Seema Gupta (2018) Digital Marketing, Tata McGrawHill
5. Blogging: A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog, Jo and DaleReardon

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100



**Course Title: CORE VII - CONSUMER BEHAVIOUR**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

1. To expose the students to the consumer behaviours and factors influencing the buyer.
2. To make the students understand the importance of consumer's Behaviour in buying decision.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Understand the concept of Consumer Behaviour, Consumer decision making process and interpret various Consumer Behaviour Models
<b>CO2</b>	Examine the Environmental influences on Consumer Behaviour and marketing implication of various influences
<b>CO3</b>	Understand the marketing implication of consumer perception, attitude, learning, motivation and personality in consumer behaviour
<b>CO4</b>	Describe the concept of strategic marketing application and understand the concept of Consumerism
<b>CO5</b>	Discuss the Consumer buying habits, issue of privacy and ethics ,value post purchase process , satisfaction and retention of consumers

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	2	3	3	2	3	3	3	3	3
<b>CO2</b>	2	3	3	2	3	3	2	2	2
<b>CO3</b>	2	3	3	2	3	3	3	2	3
<b>CO4</b>	2	3	3	2	3	3	2	3	3
<b>CO5</b>	2	3	3	2	3	3	3	2	2

Module	Contents of the Module	Hrs.	CO
1	Consumer Behaviour and Marketing Action: An overview – Consumer involvement, decision making processes and <i>*purchase behaviour and marketing implications</i> –Consumer Behaviour Models	9	CO1
2	Environmental influences on consumer behaviour – <i>*Cultural influences</i> – Social class, reference groups and family influences - Opinion leadership and the diffusion of innovations – Marketing implications of the above influences.	9	CO2
3	The individual consumer and buying behaviour and marketing implications – Consumer perceptions, learning, attitudes, <i>*motivation and personality</i> – psychographics, values and lifestyles.	9	CO3
4	Strategic marketing applications – Market segmentation strategies – Positioning strategies for existing and new products, Re-positioning, perceptual mapping – Marketing communications – Source, message and media effects. Store choice and shopping behaviour – In-Store stimuli, store image and loyalty – Consumerism – <i>*Consumer rights and Marketers' responsibilities.</i>	9	CO4
5	The Borderless Consumer Market and buying behaviour – Consumer buying habits and perceptions of emerging non-store choices – Research and applications of consumer responses to direct marketing approaches – <i>*Issues of privacy and ethics-</i> Satisfaction & Value Post-purchase Processes, Satisfaction and retention, Quality and satisfaction	9	CO5

#### Reference Books:

1. Suja R Nair (2018). Consumer Behaviour and Marketing Research, Himalaya Publishing House
2. David Loudon and Albert J Della Bitta (Reprint), Consumer Behavior, 4th edition. , Tata Mcgraw Hill
3. Henry Assael: Consumer Behaviour & Marketing Action, Kent PublishingCo.
4. Berkman & Gilson: Consumer Behaviour –Concepts and Strategies, Kent Publishing Co.
5. Bennet and Kassarjian: Consumer Behaviour, Prentice Hall of India

#### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Course Title: CORE VIII - ENTREPRENEURIAL DEVELOPMENT**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning Objectives:**

1. To make the students to understand the concept of Entrepreneurship and their work in life.
2. To enable the students to know the effectiveness of the Manpower in Entrepreneurship.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Define the concepts fundamental to entrepreneurship
<b>CO2</b>	Explain the women entrepreneurs and their developments, Rural entrepreneurship, SHG's
<b>CO3</b>	Write down a business plan and preparation of Project report
<b>CO4</b>	Identify the methods of raising finance for an entrepreneurship venture
<b>CO5</b>	Explain the Entrepreneurial development programme, role of government and non government organizations

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	2	3	3	3	3	3
<b>CO2</b>	3	3	3	2	3	3	2	3	3
<b>CO3</b>	3	3	3	2	3	3	3	3	3
<b>CO4</b>	3	3	3	2	3	3	2	2	2
<b>CO5</b>	3	3	3	2	3	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	Concept of entrepreneurship – definition – traits – types – <i>*classification of entrepreneurs</i> – factors influencing entrepreneurship – Entrepreneurs in India	9	CO1
2	Women entrepreneurs – definition – problems – <i>*Development of women entrepreneurship</i> – Women Entrepreneurs and Self Help Group (SHG's) – Micro Finance - rural entrepreneurship – problems – relationship between rural and urban markets. Strategic Approaches: Niche strategy – Networking – Geographic Concentration.	9	CO2
3	Search for business idea – Project Proposal - sources of project identification – formalities of setting up a unit – project selection –project evaluation - project formulation – feasibility analysis – projects report – types.	9	CO3
4	Institutional finance to entrepreneurs – <i>*commercial banks</i> , Development banks and autonomous organizations – Industrial Development Bank of India (IDBI) – Industrial Finance Corporation of India (IFCI) – Industrial Investment Bank of India Ltd (IIBI) – Small Industries Development Bank of India (SIDBI) – Small Industries Development Organization (SIDO).	9	CO4
5	Entrepreneurial development programme – Role and Relevance – role of government organizations - - State Industries Promotion Corporation of Tamil Nadu (SIPCOT), District Industries Centre (DIC), Securities Industry Development Corporation (SIDC), Micro & Small Medium Enterprises (MSME) – Technical Consultancy Organisations (TCO) and Non-Governmental Organisations (NGOs')	9	CO5

**Reference Books:**

1. C.B.GUPTA and S.P.SRINIVASAN, Entrepreneurial Development, Sultan ChandPublishers
2. S.S.KHANKA, Entrepreneurial Development, S. Chand &Co.
3. Ramachandran K, Entrepreneurial Development, TATA Mc Graw Hill Publishers
4. Jayashree Suresh, Entrepreneurial Development, Margham Publications, Chennai
5. Chalam KS, Women Entrepreneurs and Socio-Economic Development, Serials Publication

**Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Course Title: ALLIED III - MODERN BANKING**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

1. To Familiarise the students to the basics of banking
2. To expose them to the modern banking system and to acquire basic knowledge related to business.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Explain the classification of Banking system and discuss the role and functions of Commercial Bank, Central Banking and Reserve Bank of India
<b>CO2</b>	Discuss the various types of Bank accounts, KYC norms ,Bank lending process and Credit Information Bureaus
<b>CO3</b>	Understand the concept of Negotiable instruments , Endorsement, crossing and material alteration
<b>CO4</b>	Compare and contrast the duties and liabilities of Paying Banker and Collecting Banker
<b>CO5</b>	Analyse the various E-Banking services provided by the Banks and understand the difference between Internet Banking and Traditional banking

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	2	2	3	3	3	3	3
<b>CO2</b>	3	3	2	2	3	3	2	2	2
<b>CO3</b>	3	2	3	2	3	3	3	3	3
<b>CO4</b>	3	2	2	2	3	3	2	2	2
<b>CO5</b>	3	2	3	2	3	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	<b>Commercial bank</b> – definition – classification of banking system– universal banking – functions – <i>*role of commercial banks in economic development</i> – central banking – definition – need – principles – <i>*central banking Vs commercial banking</i> – functions and role – RBI-functions and working – objectives – legalframework.	9	CO1
2	Opening bank accounts – type of bank accounts – KYC Norms - <i>*FDR- Pay-in-slip book, Withdrawal forms</i> – special type of customers – bank lending – sources and factors of lending – Assessment and evaluation of customer profile and credit worthiness of the applicant for loan – Credit information Bureaus – CIBIL, Experian, Equifax, CRIF High Mark, Credit Records and Reference – disclosure to customers	9	CO2
3	<b>Negotiable instruments</b> – meaning – definition – types – distinction between cheque, promissory note and bills of exchange - <i>* Cheque Truncation System [CTS] Cheques – meaning – advantages.</i> Endorsement – meaning – types - Crossing – definition – need – types – consequences – opening of crossing – marking of cheques - dishonouring of a cheque – payment in a crossed cheque – material alteration – statutoryprotection.	9	CO3
4	<b>Paying Banker</b> – meaning duties and liabilities of paying banker - <b>Collecting banker</b> – meaning – collecting banker’s role – collecting banker’s duty – collection of bills of exchange – Agent for collection – paying banker Vs collecting banker. <b>Customer grievances</b> – grievances redressal mechanism structure in banks – Banking Ombudsman.	9	CO4
5	<b>E-banking</b> – meaning – services – Internet banking – Internet banking Vs. traditional banking – Limitations of internet banking – Mobile banking – Automatic Teller Machine (ATM) – Cash Deposit Machine (CDM) & Recycler Machine - Electronic Funds Transfers – National Electronic Fund Transfer [NEFT] - Real Time Gross Settlement [RTGS] – Intra – bank mobile payments system [IMPS]- Society for Worldwide Interbank Financial Telecommunication [SWIFT] – Indian Financial Network[INFINET]	9	CO5

#### Reference Books:

1. Dr. S.Gurusamy, Banking, Theory Law & Practice, Tata McGraw Hill, NewDelhi
2. K.P.M.Sundharam, P.N.Varshney, Banking Theory Law & Practice – Sultan Chand&Sons
3. Khan, M.Y. Indian Financial System – Theory and Practice. Vikas PublishingHouse
4. B. Santhanam – Banking – Theory , Law & Practice, MarghamPublications
5. K.C. Shekhar & Lekshmy Shekhar, Banking Theory and Practice, KindleStore

### **Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

## SEMESTER IV

### Course Title: CORE IX - CONSUMER RELATIONSHIP MANAGEMENT

<b>Course Code</b>	<b>:</b>		<b>Credits</b>	<b>:</b>	<b>04</b>
<b>L:T:P:S</b>	<b>:</b>	<b>4:0:0:0</b>	<b>CIA Marks</b>	<b>:</b>	<b>40</b>
<b>Exam Hours</b>	<b>:</b>	<b>03</b>	<b>ESE Marks</b>	<b>:</b>	<b>60</b>

**Learning objectives:**

1. To make the students understand the area of customer relationship Management.
2. To expose the students to learn the significance of CRM to be successful marketing personnel.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	To learn the basic concept of Customer Relationship Management, CRM implementation, Process and e-CRM.
<b>CO2</b>	Explain the concept of Communication Process in CRM , importance of Customer Relationship Marketing , Success Chain in CRM and Customer Segmentation.
<b>CO3</b>	To enhance awareness about Customer Loyalty and Business analytic tools
<b>CO4</b>	Discuss the Strategy applicable to Relationship Marketing to become better Marketing Executives and Analyst
<b>CO5</b>	Describe the impact of Technology in CRM, integration of ERP.

#### Mapping of Course Outcomes to Program Outcomes:

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	2	3	3	2	3	2	3	3	2
<b>CO2</b>	3	3	2	2	3	2	2	2	2
<b>CO3</b>	3	3	3	2	2	3	3	3	3
<b>CO4</b>	2	3	2	2	3	3	2	2	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3



Module	Contents of the Module	Hrs.	CO
1	<b>Introduction to CRM</b> - Meaning – Definition – CRM technology - components, customer life style Customer Loyalty – customer interaction- Customer Satisfaction Analysis – e – CRM – Meaning- <i>*features of e CRM</i> – Transformation from CRM to e-CRM – transformation process and benefits.	9	CO1
2	<b>Communication in CRM</b> – Communication Process – Customer Relationship Marketing – meaning, structure, process – Success Chain in CRM – Target Formulation – Customer Segmentation.	9	CO2
3	<b>Customer Loyalty</b> - Meaning – building customer loyalty in CRM - marketing campaign, campaign planning and management, business analytic tools	9	CO3
4	<b>Implementing CRM</b> - Pre implementation, kick off meeting, requirements gathering, detailed proposal generation, development, training, roll out, ongoing support, system, follow up – Relationship marketing reward systems (An Overview).	9	CO4
5	<b>Technology for CRM</b> – Components – Creating value for customers – Customization of technology – critical areas – customer care – call centre – Technological solutions – Integration of ERP.	9	CO5

**Reference Books:**

1. John Egan, “Relationship Marketing, Exploring Relational Strategies In Marketing”, PrenticeHall.
2. John Anton, “Customer Relationship Management”, PrenticeHall.
3. Jagdish N Sheth and Atul Parvatiyar, “Handbook of Relationship Marketing”, ResponseBooks,
4. Anderson, “Customer Relationship management”, Tata McGrawHill,
5. David Strutton; Lou E. Pelton; James R. Lumpkin, “Marketing Channels: A Relationship Management Approach”, McGraw-Hill Higher Education

**Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Course Title: CORE X - INTERNATIONAL MARKETING**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning Objectives:**

1. To acclimate the students about the concept of International Marketing.
2. To enable the students to learn the Modern Techniques of World Marketing.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Define the basic concepts of International Marketing, Scope and challenges of international marketing, Recent trends and developments in international trade, International Marketing Environment
<b>CO2</b>	Apply the conceptual framework Marketing Mix, Segmentation, Promotion and Advertising context to the International Marketing
<b>CO3</b>	Explain the concept of International market panning and International market opportunities , International marketing management
<b>CO4</b>	Discuss the intricacies of Global product management and pricing for International market
<b>CO5</b>	Compare different types of Global logistics management ,International distribution systems , Global advertising and promotional strategies.

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	2	3	3	3	3	3
<b>CO2</b>	3	3	3	2	3	3	2	3	2
<b>CO3</b>	3	3	3	2	3	3	3	3	3
<b>CO4</b>	2	3	3	2	3	2	2	2	2
<b>CO5</b>	3	3	3	2	3	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	Introduction to International Marketing – Meaning, Importance - Scope and challenges of international marketing - Recent trends and developments in international trade, protectionism, trade barriers, easing trade restrictions, role of the IMF and World Bank, WTO and TRIPS, TRIMS and liberalization of service industries. - International Marketing Environment- Political and legal systems – <i>*Culture and Business Customs</i> .	9	CO1
2	International Marketing Mix - International Research and Segmentation- Developing Global Products and Pricing - <i>*International Promotion and Advertising</i> - International Distribution Systems.	9	CO2
3	International Marketing Planning - Managing Systems for International Marketing - Reflection and Evaluation of the Endeavors - <i>*Assessing international market opportunities</i> - marketing research – International marketing management - planning and organization - Market entry strategies - export, joint ventures and direct investments.	9	CO3
4	Global product management - <i>*standardisation vs. differentiation</i> - Product planning and development - Marketing industrial products and services globally - Pricing for international markets.	9	CO4
5	Global logistics management - International distribution systems - <i>*Global advertising and promotional strategies</i> - Sales management - Developing marketing strategies and programs for international markets.	9	CO5

**Reference Books:**

1. Philip R.Cateora and John L.Graham, International Marketing, McGraw-Hill 10th Edn
2. Micheal R.Czinkota and Ilkka A.Ronkainen: Global Marketing, The Dryden Press
3. Terpstra & Sarathy: International Marketing, Thomson Press.
4. Daniels and Raderbaugh: International Business
5. Daniels, Raderbaugh & Sullivan: Globalisation and Business, Prentice-Hall India

**Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

## Course Title: CORE PAPER XI-FINANCIAL SERVICES

Semester	IV	
Subject	CORE XI – FINANCIAL SERVICES	
Maximum Marks	CIA-40Marks	ESE-100Marks
Credits/ Instruction Hours	4 Credits / 75 Hours	
Exam Duration	3 Hours	

### Objectives

- To make the students understand the area of Financial Services.
- To expose the students to learn the significance of importance of Financial Services

### Unit I:

Financial Services - An Overview – functions – financial services market – credit cards - concept – features, facilities and services - benefits and drawbacks – Credit card frauds — **\*Debit Cards: Concept and mechanism – dangers and precautions in the use of debit cards.**

### Unit II:

**Credit rating** – features and advantages – major issues – \***credit rating agencies** – regulatory framework – major factors in credit rating – **Commercial Bill Financing** - meaning of commercial bills – features and advantages of commercial bill financing – precautions by a banker – steps in discounting and purchasing of bill.

**Consumer finance** - meaning – types – mode – factors – marketing of consumer finance.

### Unit III:

**Factoring** - definition – mechanism – characteristics – types – advantages and disadvantages – players in factoring services – functions of a factor – factoring costs – factoring Vs bills discounting – cost – benefit analysis of factoring – Forfeiting (An Overview) **Leasing** - Concept – characteristics – types – financial lease Vs Operating lease – tests for financial lease - advantages – limitations – overview of sale and Lease back concepts – tax implications.

### Unit-IV:

**Merchant banking** - definition – functions – code of conduct – regulatory framework. **Mutual funds** - definition – products and schemes - working mechanism of mutual funds – regulatory structure of mutual funds in India - Asset Management Company (AMC) – functions - SEBI requirements on AMC – Association of Mutual Funds of India (AMFI).

### Unit – V:

**Securitisation**- definition – pass through certificates – features – need – mechanism – purposes – asset characteristics – application – benefits – economic functions – limitations – **Securitization as a risk management tool**. **Book – building** - concept – characteristics – process – allocation procedure .

\* *Self Study Portion*

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Identify the dangers and precautions in the use of debit cards
<b>CO2</b>	Interpret regulatory frame work of credit rating agencies
<b>CO3</b>	Explain the advantages and disadvantages of factoring services
<b>CO4</b>	Identify the working mechanism of mutual funds
<b>CO5</b>	Explain the features of securitisation

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	3	2	3	2	3	3	3
<b>CO2</b>	3	3	3	2	2	3	2	2	2
<b>CO3</b>	3	3	3	2	2	3	3	3	3
<b>CO4</b>	3	3	3	2	2	3	2	3	3
<b>CO5</b>	3	3	3	2	2	2	3	2	2

**Course Title: CORE XII - RETAIL MANAGEMENT**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning Objectives:**

1. To expose the students to learn the area of Retail Marketing and its management.
2. To enable the students to learn the nature of the Consumer behavior in Retail Marketing.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Identify the trends in the retail industry,
<b>CO2</b>	Interpret consumer behaviour and its implications for retail management
<b>CO3</b>	Explain the Retail Pricing and elements of retail pricing ,Design store layout and Retail merchandise handling
<b>CO4</b>	Identify the Retail communication , tools and elements of a retail Communication
<b>CO5</b>	Explain the Retail Management and IT , e-tailing, online shopping

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	3	2	3	3	3	2	2
<b>CO2</b>	3	3	3	2	3	3	2	2	2
<b>CO3</b>	3	3	2	2	3	3	3	3	3
<b>CO4</b>	3	3	3	2	2	3	2	2	2
<b>CO5</b>	2	3	3	2	3	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	<b>Introduction to Retailing</b> – Retailing in India - Significance of retail industry - Marketing retail equations - new role of retailer - <i>*Indian retail scenario and its future prospects</i> . Retail life cycle – Retail value chain	9	CO1
2	<b>Retail Formats</b> - Classification of retail stores - The role of franchising in retail - The factors influencing retail shopper - Store Locations, importance of store locations, types of locations, steps involving in selection of store, <i>*Retail Store Design &amp; Visual Merchandising</i> . <b>Understanding the Retail Consumers</b> , Consumer decision making process, the use of market research as a tool for understanding markets and consumers	9	CO2
3	<b>Retail Pricing</b> – Meaning, factors affecting price, <i>*elements of retail price</i> , developing a pricing strategy, adjustment to retail price <b>Retail Merchandising</b> , Meaning, Evolution, process of merchandise buying- Role of merchandiser- Retail sourcing- Merchandise planning	9	CO3
4	<b>Servicing the Retail Customer</b> Retail Communication - The concept of customer service, the gaps in customer service, methods and tools available for encouraging loyalty, <i>*role of retail sales person in customer service</i> .	9	CO4
5	<b>Retail Management and IT</b> - <i>*Role and importance of IT</i> - application of IT- recent developments in retail channel. E-tailing- online shopping- difference between store shopping and online shopping.	9	CO5

**Reference Books:**

1. Berman , Barry and Joel Evans, RetailManagement
2. Cooper, J., Strategy planning in Logistics andTransportation
3. Cox, Roger and Paul Brittain, RetailManagement
4. Levy & Weitz, Retailing Management
5. Philip Kotler , Marketing Management

**Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100





Module	Contents of the Module	Hrs.	CO
1	Introduction to statistics - Definition, Scope and limitation of statistics .Collection of Data - Meaning, types of data – <b>*Classification of data: Types of classification</b> -Frequency Distribution- Tabulation of data: Components of table – Formation of frequency table-Diagrammatic and graphical representation of data- Simple bar diagram, multiple bar diagram, subdivided bar diagram, Deviation bar diagram, Histogram, Pie diagram. <b>Measures of Central tendency</b> - Mean, median and mode.	9	CO1
2	<b>Measures of Dispersion:</b> Range, Quartile Deviation, Mean Deviation, Standard Deviation – Measures of Skewness. Correlation – Meaning - Types – Karl Pearson’s coefficient of Correlation – Rank Correlation – Concurrent Deviation - Regression analysis (Simple Problems) - <b>*application in business decisions</b>	9	CO2
3	Introduction to Operations Research (OR) - Meaning & scope - <b>*characteristics</b> – models in OR – Linear Programming Problem – formulation – graphical method.	9	CO3
4	Transportation model –Balanced and unbalanced transportation problem- minimization and maximization - basic feasible solution – formulation, Solving Transportation using North West Corner Rule, Least Cost Method – Vogel’s Approximation method – MODI Method - Assignment models- Balanced and Unbalanced problems (MinimizationOnly).	9	CO4
5	Network Analysis - <b>*importance in business decisions</b> - PERT and CPM (no crashing) (Simple Problems only) Game Theory – Meaning, Importance – Pay offs, Pure Strategy Vs. Mixed Strategy – Two Way game theory.	9	CO5

#### Reference Books:

1. P.R.Vittal, Business Mathematics & Statistics, Margham Publications
2. S.C.Gupta and V.K.Kapoor, Business Statistics, S.Chand &Co.
3. Hamdy A Taha, Operation Reasearch – An introduction Prentice Hall of India – New Delhi
4. P.K.Gupta & Man Mohan, Problems in Operations Reasearch – Sultan Chand & Sons – New Delhi
5. S P Gupta, Statistical Methods, Sultan Chand Publishers

### Pattern for End Semester Examination

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
<b>Total Marks</b>						100

**Course Title: CORE XIV - COST ACCOUNTING**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning Objectives:**

1. To make the students to know the Process of Accounting for Cost Elements.
2. To understand the advantages of Costing to the Stakeholders, Workers, Creditors and the Public.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies , the relationships between cost and financial accounting and also to prepare production cost statement and tenders and quotation
<b>CO2</b>	Demonstrate the Stock valuation and its methods, Inventory control and Techniques, pricing of Materials and issues & methods.
<b>CO3</b>	Compute labor costs and records them under different methods the apportionment of overheads under various methods
<b>CO4</b>	Prepare the procedure of process costing and service sector costing
<b>CO5</b>	Computation of Contract Costing and Discuss the various methods.

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	3	2	2	3	3	3
<b>CO2</b>	3	3	3	2	2	2	2	2	2
<b>CO3</b>	3	3	3	3	2	2	3	3	3
<b>CO4</b>	3	3	3	3	2	2	2	3	2
<b>CO5</b>	3	3	3	3	2	2	3	3	3

Module	Contents of the Module	Hrs.	CO
1	<b>Introduction to Cost Accounting</b> – Meaning - <i>*Objectives and advantages of cost accounting, Relationship between cost accounting and financial accounting.</i> <b>Cost concepts</b> and classifications - Cost centers and Cost units - Role of a cost accountant in an organization. <b>Elements of cost</b> – Preparation of cost sheets – Tenders and quotations – Reconciliation of Cost & Financial Accounts. (Reference to Cost Accounting Standard (CAS)- 1)	9	CO1
2	<b>Materials</b> - Procurement procedures— Store procedures and documentation in respect of receipts and issue of stock, - Material/inventory control- concept and techniques- Techniques of fixing of minimum, maximum and reorder levels, EOQ, ABC classification; Stock taking and perpetual inventory. Accounting and control of purchases, storage and issue of materials. Methods of pricing of materials issues – FIFO, Weighted Average, Standard, Treatment of Material Losses. (Reference to CAS – 6)	9	CO2
3	<b>Labour cost</b> – Attendance and payroll procedures, Overview of statutory requirements, Overtime, Idle time and – Labour turnover – Remuneration systems and incentive schemes. (Reference to CAS – 7) <b>Overhead</b> – Classification – allocation, apportionment and absorption of overhead. Under and over-absorption – Machine Hour rate.	9	CO3
4	<b>Costing Systems - Process costing</b> – Treatment of Normal, Abnormal losses and Gains – Valuation of Work-in Progress	9	CO4
5	<b>Contract Costing</b> - Progress payments, Retention money, Escalation clause, Contract accounts, Accounting for material, Accounting for plant used in a contract, Contract profit and Balance sheet entries.	9	CO5

**Reference Books:**

1. S.P.Jain and K.L.Narang, Cost Accounting, Kalyani Publishers.
2. Dr.S.N.Maheswari, Principles of Cost Accounting, Sultan Chand Publications
3. V.K.Saxena and C.D.Vashist, Cost Accounting, Sultan Chand Publications
4. S.P. Iyengar, Cost Accounting, Sultan Chand
5. T.S.Reddy and Y.Hari Prasad Reddy, Cost Accounting, Margham Publications

**Pattern for End Semester Examination**

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
<b>Total Marks</b>						100

**Course Title: CORE XV - FINANCIAL MANAGEMENT**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning Objectives:**

1. To expose the students to the area of Sales & Distribution in Marketing.
2. To enable the students to understand the significance of Sales & Distribution Management in Marketing.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Discuss the scope, goals and the objectives of Financial Management including the role of finance managers
<b>CO2</b>	Compute the “Cost of Capital” that impacts the capital structure decisions for a business.
<b>CO3</b>	Identify and execute decisions regarding capital budgeting and Financial Management
<b>CO4</b>	Discuss the various Dividend theories
<b>CO5</b>	Assimilate the concept of operating cycle and the estimation of working capital needs.

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	3	2	2	3	3	3
<b>CO2</b>	3	3	3	2	2	2	2	2	2
<b>CO3</b>	3	3	3	3	2	2	3	3	3
<b>CO4</b>	3	3	3	3	2	2	2	3	2
<b>CO5</b>	3	3	3	3	2	2	3	3	3

Module	Contents of the Module	Hrs.	CO
1	Financial management – introduction – Scope and objective – <i>*Finance and other related disciplines</i> – Financial Functions. Financial Goals - Profit Maximization Vs Wealth Maximization – Concept of time value of money – Risk and return - <i>*Sources of financing – short term and longterm.</i>	9	CO1
2	(Theory & Problems) Cost of Capital and Financing Decision - Sources of long-term financing Estimation of components of cost of capital. Methods for Calculating cost of equity capital, Cost of Retained Earnings, Cost of Debt and Cost of Preference Capital, Weighted Average cost of capital (WACC) and Marginal cost of capital. Capital structure Optimum capital structure – Determinants of Capital Structure - Operating and financial leverage.	9	CO2
3	(Theory & Problems) The Capital Budgeting Process - Cash flow Estimation - Payback Period Method - Accounting Rate Of Return - Net Present Value (NPV) - Net Terminal Value - Internal Rate of Return (IRR) - Profitability Index - Capital budgeting under Risk – Certainty Equivalent Approach and Risk-Adjusted Discount Rate – Decision Tree Analysis.	9	CO3
4	Dividend Decision – Meaning – Types – Determinants - Cash and stock dividends – Capitalisation of dividend – Bonus and Rights Issue(TheoryOnly)	9	CO4
5	(Theory & Problems) Working Capital Decisions - <i>*Concepts of working capital</i> , the risk-return trade off, <i>*sources of short-term finance</i> , working capital estimation, cash management, receivables management, inventory management.	9	CO5

**Reference Books :**

1. M.Y.Khan and P.K.Jain – Basic Financial Management , TATA Mc Graw HillPublications
2. I.M.Pandey financial management, VikasPublications
3. S.M.Maheswari financial Management, Sultan ChandPublications
4. R.K. Sharma & Shashi. K. Gupta, Financial Management , KalyaniPublishers.
5. Prasanna Chandra, Financial Management, TATA Mc Graw HillPublishing

**Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Course Title: CORE XVI - SALES AND DISTRIBUTION MANAGEMENT**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning Objectives**

1. To expose the students to the area of Distribution management.
2. To enable the students to understand the significance of intermediaries & Sales Personnel in Marketing

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Define personal selling and Personal management ,forecasting, methods, variables affecting the sales & distribution function
<b>CO2</b>	Design the strategies to effectively manage a company's sales operations, distribution channels, Logistics and Supply Chain Management.
<b>CO3</b>	Explain the Sales manager- Qualities and functions, types, significant responsibilities of sales person, recruitment of sales man
<b>CO4</b>	Examine and describe the various aspects of Physical Distribution and Strategies and selecting channel members
<b>CO5</b>	Outline ways of managing channel conflicts and comprehend the way in which services use marketing channels, Impact of ecommerce and E-tailing.

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	2	3	3	2	3	2	3	3	3
<b>CO2</b>	2	2	3	2	3	2	2	3	2
<b>CO3</b>	3	2	3	2	3	2	3	3	3
<b>CO4</b>	2	2	3	2	3	2	2	2	2
<b>CO5</b>	2	2	3	2	3	2	3	3	3

Module	Contents of the Module	Hrs.	CO
1	<b>Sales Management and Personal Selling:</b> Objectives and sales management, sales executive as a coordinator, sales management and control , sales organisation - it's purpose , setting up a sales organisation , types of sales organisation . <b>Objectives of personal selling</b> , analysing market potential, sales potential and sales forecasting methods, determining sales related marketing policies - product policies, distribution policies & pricing policies	9	CO1
2	<b>Sales Operations:</b> Sales budget , sales territories , sales Quota's , control of sales , * <i>sales meeting and sales contest</i> , organizing display , showroom and exhibitions.	9	CO2
3	<b>Salesmanship &amp; Sales Force Management:</b> Sales manager- Qualities and functions, * <i>types of salesman, prospecting</i> , pre-approach & approach , selling sequence , psychology of customers . <b>Sales force Management</b> - Recruitment & selection, training, formulation & conduction of sales training programme, motivation, compensation, evaluation and supervision of sales personnel .	9	CO3
4	<b>Physical Distribution</b> - Participants in the physical distribution function, the environment of physical distribution – Channel Design strategies and structures, * <i>selecting channel members</i> , setting distribution objectives and tasks – Target markets and channel design strategies.	9	CO4
5	<b>Managing the marketing channel</b> - Product, Pricing and Promotion issues in channel Management and Physical Distribution – Motivating channel members – Evaluating channel member performance – Vertical marketing systems – Retail co-operatives, * <i>Franchise systems and corporate marketing systems</i> , introduction to e-Commerce and e-retailing as a channel of distribution.	9	CO5

#### Reference Books:

1. P.Venugopal, Sales and Distribution Management: An Indian Perspective,SAGE
2. T.K. Panda & Sunil Sahadev, Sales and Distribution Management,Oxford
3. Krishna Havaladar, Sales & Distribution Management, TATA Mc Graw Hill
4. Bert Rosen bloom: Marketing Channels – A Management View, Dryden Press.
5. Still , Cundiff & Govani, Sales management &Case

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Course Title: ELECTIVE I - FINANCIAL SERVICES**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 05</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

1. To make the students understand the area of Financial Services.
2. To expose the students to learn the significance of importance of Financial Service

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Impart knowledge on Financial Services: An Overview
<b>CO2</b>	Explain the Credit rating, commercial bill financing and consumer finance and its types, mode and factors
<b>CO3</b>	Discuss the concept of Insurance, factoring and leasing types, advantages and limitations
<b>CO4</b>	Describe the concept of Merchant banking and mutual funds, types, methods, and SEBI guidelines
<b>CO5</b>	Define Securitization, meaning, types , advantages and Disadvantages.

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO7</b>	<b>PO6</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	2	3	3	2	3	3
<b>CO2</b>	3	3	3	2	3	2	2	3	2
<b>CO3</b>	3	2	3	2	3	3	2	3	3
<b>CO4</b>	3	3	3	2	3	2	2	2	2
<b>CO5</b>	3	3	3	2	3	3	2	3	3



Module	Contents of the Module	Hrs.	CO
1	Financial Services - An Overview – functions – financial services market – credit cards - concept – features, facilities and services - benefits and drawbacks – Credit card frauds – <i>*Debit Cards: Concept and mechanism – dangers and precautions in the use of debit cards</i>	9	CO1
2	<b>Credit rating</b> – features and advantages – major issues – <i>*credit rating agencies</i> – regulatory framework – major factors in credit rating – <b>Commercial Bill Financing</b> - meaning of commercial bills – features and advantages of commercial bill financing – precautions by a banker – steps in discounting and purchasing of bill. <b>Consumer finance</b> - meaning – types – mode – factors – marketing of consumer finance.	9	CO2
3	<b>Factoring</b> - definition – mechanism – characteristics – types – advantages and disadvantages – players in factoring services – functions of a factor – factoring costs – factoring Vs bills discounting – cost – benefit analysis of factoring – Forfaiting (An Overview) <b>Leasing</b> - Concept – characteristics – types – financial lease Vs Operating lease – tests for financial lease - advantages – limitations – overview of sale and Lease back concepts – tax implications.	9	CO3
4	<b>Merchant banking</b> - definition – functions – code of conduct – regulatory framework. <b>Mutual funds</b> - definition – products and schemes - working mechanism of mutual funds –regulatory structure of mutual funds in India - Asset Management Company (AMC) – functions - SEBI requirements on AMC – Association of Mutual Funds of India (AMFI).	9	CO4
5	<b>Securitisation</b> - definition – pass through certificates – features – need – mechanism – purposes – asset characteristics – application – benefits – economic functions – limitations – Securitization as a risk management tool. <b>Book – building</b> - concept – characteristics – process – allocation procedure.	9	CO5

**Reference Books:**

1. GURUSAMY.S Financial services, Tata McGrawHill
2. GURUSAMY.S Merchant Banking and Financial Services, Tata McGrawHill
3. Khan M Y Financial Services, Tata McGrawHill
4. Kothari, Vinod Lease financing & Hire Purchase including consumer credit, Wadhwa andcompany
5. B. Santhanam, Financial Services, Margham Publications,Chennai

**Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Course Title: ELECTIVE I - PRACTICAL AUDITING**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 05</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning Objectives:**

1. To expose the students to the area of practical Auditing
2. To enable the students to understand the significance and importance of auditing.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Describe the qualities expected of an auditor including professional ethics.
<b>CO2</b>	Discuss the Planning and conduct of Audit , Audit Planning , Audit Programme, Audit Documentation,Audit Note Book ,Audit Working Papers , Audit Files
<b>CO3</b>	Explain the importance of Internal check , internal control, Audit programme and vouching.
<b>CO4</b>	Demonstrate abilities to verify assets and liabilities.
<b>CO5</b>	Discuss the provisions for appointment of auditors and demonstrate ability to write an audit report.

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	2	3	3	2	3	3	3	3
<b>CO2</b>	3	2	3	3	2	3	2	3	2
<b>CO3</b>	3	2	3	3	2	3	3	3	3
<b>CO4</b>	3	2	3	3	2	3	2	2	2
<b>CO5</b>	3	2	3	3	2	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	Auditing Concepts - Nature and limitations of Auditing, Basic Principles governing an audit, Ethical principles and concept of Auditor's Independence, *Relationship of auditing with other disciplines.	9	CO1
2	Planning and conduct of Audit – Audit Planning – Audit Programme\Audit Documentation - Audit Note Book – Audit Working Papers – Audit Files Audit evidence - Audit procedures for obtaining evidence, Sources of evidence, Reliability of audit evidence, Methods of obtaining audit evidence, Physical verification, Direct confirmation, Re-computation, Analytical review techniques, Representation by management. (SA 500 - 599)	9	CO2
3	Internal Control - Elements of internal control, Review and documentation, Evaluation of internal control system, *internal control questionnaire, Internal control check list, Tests of control, Application of concept of materiality and audit risk, Concept of internal audit.	9	CO3
4	Audit sampling. - Types of sampling, Test checking, Techniques of test checks. Vouching - Audit of Payments, Audit of receipts, Audit of Purchases, Audit of Sales, Audit of suppliers' ledger and the debtors' ledger, Audit of impersonal ledger, Audit of assets and liabilities.	9	CO4
5	Company Auditor – Qualification, Disqualification, Appointment, Rights, Duties, Ceiling Limit and Liabilities of an auditor. Audit Report – Characteristics – types of opinion – preparation of reports and certificates, disclosures, *Latest Trends in Auditing – Information System Audit. (SA 700 – 709)	9	CO5

**Reference Books:**

1. Dinkar Pagare, Principles and Practices of Auditing, Sultan Chand and Sons, New Delhi
2. S.Vengadamani, Practical Auditing, Margham Publications.
3. Sharma T.R., Auditing Principles & Problems, Sahitya Bhawan, Agra
4. Kamal Gupta and Ashok Arora, Fundamentals of Auditing, Tata McGraw Hill Publishing Company
5. B.L.Tandon, Auditing.

**Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Course Title: OPEN ELECTIVE - SOCIAL MEDIA MARKETING**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 05</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives:**

- To impart the knowledge on social media marketing concepts
- To enable the students to understand the significance and importance of social media marketing

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	<b>Define social media Marketing – Need - Advantages - Disadvantages</b>
<b>CO2</b>	<b>Explain the concept of Social media channels, Types of Social Media Marketing</b>
<b>CO3</b>	<b>Demonstrate the Social Networks- Media Sharing Networks- Discussion forums- Consumer Review Networks</b>
<b>CO4</b>	<b>Explain the Role of Social Media marketing in ecommerce</b>
<b>CO5</b>	<b>Describe the Social Media</b>

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	2	3	3	3	3	3
<b>CO2</b>	3	3	3	2	3	3	2	3	2
<b>CO3</b>	3	3	3	2	3	3	3	3	2
<b>CO4</b>	3	3	3	2	3	3	3	3	3
<b>CO5</b>	3	3	3	2	3	3	3	2	2

<b>Module</b>	<b>Contents of the Module</b>	<b>Hrs.</b>	<b>CO</b>
1	<b>Introduction to social media Marketing – Need - Advantages - Disadvantages of social Media Marketing.</b>	9	CO1
2	<b>Social media channels and their utility</b> Types of Social Media Marketing – Facebook - Twitter, YouTube, Instagram and LinkedIn	9	CO2
3	Social Networks- Media Sharing Networks- Discussion forums- Consumer Review Networks	9	CO3
4	Role of Social Media marketing in ecommerce	9	CO4
5	Social Media Advertising - AdWords, Search Advertising, Display Advertising - Video Advertising - Mobile Advertising	9	CO5

### **Pattern for End Semester Examination**

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

## SEMESTER VI

### Course Title: CORE XVII - ACCOUNTING FOR DECISION MAKING

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

#### Learning Objectives

1. To make the students to know the analysis of financial statements.
2. To understand the advantages of management to the Stakeholders, Workers, Creditors and the Public.

#### Course Outcomes: At the end of the Course, the Student will be able to:

<b>CO1</b>	To enlighten the students thought and knowledge on management Accounting
<b>CO2</b>	Helps to give proper idea on financial statement analysis in practical point of view
<b>CO3</b>	To introduce the concept of fund flow
<b>CO4</b>	Evaluate the concept of cash flow statement
<b>CO5</b>	To develop the know-how and concept of marginal costing with practical problems

#### Mapping of Course Outcomes to Program Outcomes:

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	2	3	3	3	3	3	3
<b>CO2</b>	3	3	2	3	3	3	2	3	2
<b>CO3</b>	3	3	2	3	3	3	3	3	3
<b>CO4</b>	3	3	2	3	3	3	3	2	2
<b>CO5</b>	3	3	2	3	3	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	Management accounting - meaning, nature scope and functions, need, importance and limitations- <i>*management accounting vs cost accounting. Management accounting vs financial accounting.</i> Analysis and interpretation of financial statements - nature, objectives, essentials and tools. Methods- comparative statements, common size statement and trend analysis.	9	CO1
2	Ratio analysis- interpretation, <i>*benefits and limitations</i> - classification of ratios- liquidity, profitability, turnover ratios – construction of statement of proprietary funds and balance sheet.	9	CO2
3	Funds flow Statement – Schedule of changes in Working Capital – Sources and applications of Funds Cash flow analysis as per AS – 3 (Operating, Investing and Financing Activities).	9	CO3
4	Budgeting and budgetary control: Concept of budget and budgetary control - <i>*objectives, merits, and limitations</i> , Functional budgets, Fixed and flexible budgets, Cash Budget - Zero base budget, – Variance Analysis – Material Variance only.	9	CO4
5	Marginal costing- Break even analysis- Marginal Costing Vs Absorption costing- CVP Analysis- Decision making Areas - sales mix, Product mix, key factor, Merging of plant, make or Buy Decisions, acceptance of foreign orders, discontinuance of a product line.	9	CO5

**Reference Books :**

1. S N Maheswari, Management Accounting – Sultan ChandPublications
2. Dr A Murthy and Dr S Gurusamy, Cost Accounting, Tata McGrawHill
3. RSN Pillai & Bagavati, Management accounting- S Chand & Co Ltd – NewDelhi.
4. Horngren sunder Stratton, introduction to management accounting – Pearsoneducation.
5. T.S.Reddy and Hari Prasad Reddy, Management Accounting, MarghamPublication

**Pattern for End Semester Examination**

End Semester Questions Pattern	Theory	Practical Problems	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	6	6	12	10	2	20
Section – B	2	5	7	5	7	35
Section – C	1	4	5	3	15	45
<b>Total Marks</b>						100

**Course Title: CORE XVIII - SERVICES MARKETING**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning objectives :**

1. To make the students understand the area of Services Marketing.
2. To expose the students to learn the significance of Marketing Service

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Understand the evolution and growth of service sector and classification of services
<b>CO2</b>	Analyse the elements of services marketing mix and understand the concept of Relationship marketing
<b>CO3</b>	Discuss the cost of services , promotional mix , location and methods of distributing Services
<b>CO4</b>	Understand the components of service delivery system and concept of physical evidence
<b>CO5</b>	Interpret the marketing of various services

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	2	3	3	2	3	3	3	3	2
<b>CO2</b>	2	3	3	2	3	3	2	3	2
<b>CO3</b>	3	3	3	2	3	3	3	2	3
<b>CO4</b>	3	3	3	2	3	3	3	2	2
<b>CO5</b>	3	3	3	2	3	3	3	3	3



Module	Contents of the Module	Hrs.	CO
1	Introduction – evolution and growth of service sector - characteristics of services - <i>*Distinction between goods and services</i> - classification of services.	9	CO1
2	<b>Service Marketing Mix</b> — Elements: Service Products, Pricing in Services, Service Promotion. Place in Services, and People in Services, Managing Service Quality, Relationship Marketing — Concept, -Application - Marketing Strategy	9	CO2
3	Cost of services, Pricing – objectives of pricing – cost based pricing – monetary and non monetary costs – value based pricing – pricing tactics – applications of pricing. Promotion – designing the promotional mix – <i>*personal selling – advertising – sales promotion</i> – publicity and public relations – Service location – factors affecting choice of service location – Distribution – methods of distributing services – challenges in distribution of services.	9	CO3
4	<b>Place</b> -Service distribution - components of service delivery system - potential management - problems associated with services delivery. Physical Evidence- concept of Physical Evidence, importance, types of Physical Evidence in various services – designing physical evidences for services.	9	CO4
5	<b>Marketing of Services</b> – Banking Services – Financial Services – Insurance Service Marketing - Application of Service Marketing to Hospitals & Health care industry - Tourism and telecommunication services – Educational Institutions.	9	CO5

### Reference Books

1. Valarie. A. Zeithaml, Service Marketing, Tata Mc Graw Hill,2000.
2. Christopher Lovelock, Service Marketing, Pearson Education Asia, 2000
3. Helen Woodruff, Services Marketing, Macmilan IndiaLimited
4. Govind Apte, Services Marketing, Oxford University PressIndia
5. L . Natarajan, Services Marketing, Margham Publications,Chennai

### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Course Title: CORE XIX - MARKETING RESEARCH AND INFORMATION SYSTEM**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning Objectives :**

1. To make the students understand the area of Marketing Research & Information System.
2. To expose the students to learn the significance of MRIS in the marketing field.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Understand the concept, types, process and steps in Market Research
<b>CO2</b>	Explain the concepts of sampling procedures, methods, sampling size and sampling error
<b>CO3</b>	Examine the concepts of validity, reliability and scaling procedures
<b>CO4</b>	Discuss the methods of collecting data ,Data processing, coding and editing
<b>CO5</b>	Analyse the Data using various statistical techniques and describe the presentation of data

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	2	3	3	3	2	3
<b>CO2</b>	3	3	3	2	3	3	2	2	2
<b>CO3</b>	3	3	3	2	3	3	3	3	3
<b>CO4</b>	3	3	2	2	3	2	2	3	3
<b>CO5</b>	3	3	3	2	2	3	3	3	3

Module	Contents of the Module	Hrs.	CO
1	<b>The Marketing Research System</b> - Definition of MR - Basic and Applied Research – the Research Process – Types of Research - Steps in MR Process - Research Design – <i>*Data Sources</i> - Marketing Information System.	9	CO1
2	<b>Sampling</b> – Simple and Complex Sampling Procedures - Stratigetical, Systematic, Area, Random-Digit Dialing - <i>*Sample Size - Sampling Errors.</i>	9	CO2
3	<b>Measurement</b> - Factors in Measurement - Concepts of Validity and Reliability - Attitude Measurement - <i>*Scaling Procedures</i> - Casual Designs – Four Design Procedures.	9	CO3
4	<b>Data Instruments</b> - Data Collecting Methods - Field Operations - Errors and Difficulties - Data Processing, Coding and Editing.	9	CO4
5	<b>Data Analysis</b> - Univariate, Bivariate, Multivariate - Hypothesis Testing – <i>*Descriptive and Inferential Statistics</i> - Anova, Ancova, Manova, Factor, Cluster, Discriminant Analysis - Report Writing - Presentation of Data - Diagrammatic – Pareto analysis – Ishikawa diagrams.	9	CO5

#### Reference Books:

1. Naresh K Malhotra: Marketing Research, An applied orientation, Pearson Education Asia.
2. Thomas C. Kinneer & James R. Taylor: Marketing Research
3. Aaker, Kumar & Day: Marketing REsearch, John Wiley & Sons
4. Boyd, Westfall & Stasch: Marketing Research – Text and cases, Richard D Irwin Inc., AITBS
5. Paul E. Green & Donald S Tull: Research for Marketing Decisions.

#### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Course Title: ELECTIVE II - LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning Objectives**

1. To expose the students to learn the area of Logistics
2. To enable the students to understand the significance of the Logistics and Supply Chain Management.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Explain the concept and function of Logistics Management and Supply Chain Management
<b>CO2</b>	Discuss the various elements of supply chain management and logistics management
<b>CO3</b>	Discuss the various modes of Transportation in logistics and supply chain management
<b>CO4</b>	Understand the concept of containerization and Logistics Information system
<b>CO5</b>	Describe the Export procedures in logistics management

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	2	3	3	3	3	3
<b>CO2</b>	3	3	3	2	3	3	2	3	2
<b>CO3</b>	3	3	3	2	3	3	3	3	3
<b>CO4</b>	3	3	3	2	3	3	2	3	2
<b>CO5</b>	3	3	3	2	3	3	3	2	2

Module	Contents of the Module	Hrs.	CO
1	Concepts of Logistics – Evolution – <i>*Nature and Importance</i> – Components of Logistics Management – Competitive advantages of Logistics – <i>*Functions of logistics management</i> – Principles – Logistics Network – Integrated Logistics system. Supply chain management – Nature and Concepts – Value chain – Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – supply chain relationships – Customer services - Issues and challenges for developing countries in Logistics and Supply Chain Management.	9	CO1
2	Elements of Logistics and Supply chain management – Inventory carrying – Warehousing – Material handling – order processing – <i>*Transportation – Demand Forecasting</i> – Impact of Forecasts on Logistics and Supply chain management – Performance measurements.	9	CO2
3	Transportation – Position of Transportation in Logistics and Supply chain management – <i>*Road, Rail, Ocean, Air, Transport multi model transport</i> – Components of a logistic system – Ocean transport – ships – types – measurement of capacity of ships – shipping information.	9	CO3
4	Containerization – CFS – ICDS – Selection of transportation mode – Transportation Network and Decision – Insurance Aspects of logistics. Logistical Information System (LIS) – Operations – Integrated IT solution for Logistics and Supply chain management – Emerging technologies in Logistics and Supply Chain management.	9	CO4
5	Export Procedures – Exporting General Merchandise – Documents for exporting - Containerized cargo for export through Inland container Depots – Infrastructure development – Comparative evaluation of transport system – Decision Criteria	9	CO5

#### Reference Books:

1. Krishnaveni Muthjiah, 'Logistics Management and Seaborne Trade' Himalaya PublishingHouse.
2. D.K.Aarwal, 'Textbook of Logistics and Supply chain management', Macmillan IndiaLtd.
3. Martin Christoper, 'Logistics and Supply chain management' Pearson Education,2003
4. Ronald H.Ballou, 'Business Logistics and Supply Chain management' Pearson Education
5. Coyle, Managing Supply Chain Management – A Logistics Approach, CINGAGEL earning

#### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100

**Course Title: ELECTIVE II - INDUSTRIAL MARKETING**

<b>Course Code</b>	<b>:</b>	<b>Credits</b>	<b>: 04</b>
<b>L:T:P:S</b>	<b>: 4:0:0:0</b>	<b>CIA Marks</b>	<b>: 40</b>
<b>Exam Hours</b>	<b>: 03</b>	<b>ESE Marks</b>	<b>: 60</b>

**Learning Objectives**

1. To impart knowledge on the area of Industrial Marketing.
2. To facilitate the students to learn about the Industrial structure in terms of Marketing Practices.

**Course Outcomes: At the end of the Course, the Student will be able to:**

<b>CO1</b>	Understand the concept of Industrial market and differentiate the consumer and Industrial market
<b>CO2</b>	Explain the concept of positioning and Marketing Intelligence
<b>CO3</b>	Understand the buyer motives, buyer population and types of purchasing organisation
<b>CO4</b>	Discuss the Marketing strategies and understand the product development, Industrial marketing channels, Industrial pricing and promotional component
<b>CO5</b>	Identify the marketing opportunities and compare the standards and performance in Industrial marketing

**Mapping of Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PSO1</b>	<b>PSO2</b>
<b>CO1</b>	3	3	3	2	3	2	3	3	3
<b>CO2</b>	3	3	3	2	3	2	2	3	2
<b>CO3</b>	3	3	3	2	3	2	3	3	3
<b>CO4</b>	3	3	3	2	3	2	2	2	2
<b>CO5</b>	3	3	3	2	3	2	3	3	3

Module	Contents of the Module	Hrs.	CO
1	Industrial Marketing - Difference between Consumer and Industrial Marketing - * <i>Nature of Industrial Marketing</i> - Understanding Industrial Markets and Environment.	9	CO1
2	Nature - Positioning - Buyer, Seller Relationship - Industrial Market Research – Marketing Intelligence.	9	CO2
3	Industrial Consumers - Buyer motives - Buyer temperament - The Special case of Purchasing by Public Institutions - Buyer characteristics - * <i>Customer types</i> - Buyer population - Size - Distribution - Types of Purchasing organization - Business and Institutional buyers - Government buyer.	9	CO3
4	Marketing Strategy - Formulating strategy - Product development - Determinants of Product mix - Industrial Marketing Channels - Industrial Pricing - Decisions - The Promotional component - * <i>Advertising - Personal Selling and SalesPromotion</i> .	9	CO4
5	Strategic Goals - Identifying marketing opportunities - Goals based on market share and on sales forecast - Marketing budget - Process of control - Comparing Standards and Performance - * <i>Corrective action</i> - Problems in Industrial Selling and Marketing.	9	CO5

#### Reference Books:

1. Krishna K Havaldar, Industrial Marketing, SAGEPublishers.
2. Richard M.Hill,Ralph S.Alexander,James S.Cross,I ndustrial Marketing ,A.I.T.B.S Publishers, NewDelhi.
3. Michael D.Hutt and T.V. Spech, Industrial Marketing Management, The Dryden Press, NewYork
4. Boland, R.G.A.and Oxtoby. R.M, Industrial Marketing Languages and Concept

#### Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	12	10	2	20
Section – B	7	5	7	35
Section – C	5	3	15	45
<b>Total Marks</b>				100













