

# **Sadakathullah Appa College**

**(Autonomous)  
(Reaccredited by NAAC at an 'A++' Grade.  
An ISO 9001:2015 Certified Institution)**

**Rahmath Nagar, Tirunelveli- 11.  
Tamil Nadu**

## **DEPARTMENT OF COMMERCE FINANCE**



### **CBCS SYLLABUS**

**Learning Outcome-based Curriculum Framework for**

## **B.COM. (FINANCE)**

**(Applicable for the students admitted from June 2024 as per  
the Resolutions of the Academic Council Meeting held on 01.06.2024)**



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**Sadakathullah Appa College, Rahmath Nagar,  
Tirunelveli – 627 011.**

**Programme Structure & Credits – UG B.Com. (Finance)  
2024 – 2027**

| Sem                 | Part        | Course Type                             | Title of the Course                       | Course Code | H/W       | C         | Marks |    |            |
|---------------------|-------------|---|---|-------------|-----------|-----------|-------|----|------------|
|                     |             |   |   |             |           |           | I     | E  | T          |
| I                   | I           | Lang-I                                  | Prose                                     | 24ULAR11    | 6         | 3         | 25    | 75 | 100        |
|                     |             |   | பொதுத் தமிழ் 1 - தமிழ் இலக்கிய வரலாறு - 1 | 24ULTA11    |           |           |       |    |            |
|                     | II          | Lang-II                                 | General English - I                       | 24ULEN11    | 6         | 3         | 25    | 75 | 100        |
|                     | III         | Core-I                                  | Financial Accounting – I                  | 24UCCF11    | 4         | 4         | 25    | 75 | 100        |
|                     | III         | Core - II                               | Principles of Management                  | 24UCCF12    | 4         | 4         | 25    | 75 | 100        |
|                     | III         | EC –I (GE)                              | Business Economics                        | 24UAEC11    | 6         | 5         | 25    | 75 | 100        |
|                     |             |   | Indian Financial System                   | 24UABA13    |           |           |       |    |            |
|                     |             |   | Business Communication                    | 24UACF11    |           |           |       |    |            |
| IV                  | SEC-I (NME) | Advertising                             | 24UNCF11                                  | 2           | 2         | 15        | 35    | 50 |            |
| IV                  | FC          | Foundation Course in Financial Services | 24UFCE11                                  | 2           | 2         | 15        | 35    | 50 |            |
|                     |             |   |   |             | <b>30</b> | <b>23</b> |       |    | <b>600</b> |
| II                  | I           | Lang-I                                  | Grammar                                   | 24ULAR21    | 6         | 3         | 25    | 75 | 100        |
|                     |             |   | பொதுத் தமிழ் 2 - தமிழ் இலக்கிய வரலாறு - 2 | 24ULTA21    |           |           |       |    |            |
|                     | II          | Lang-II                                 | General English - II                      | 24ULEN21    | 6         | 3         | 25    | 75 | 100        |
|                     | III         | Core-III                                | Financial Accounting – II                 | 24UCCF21    | 4         | 4         | 25    | 75 | 100        |
|                     | III         | Core - IV                               | Business Law                              | 24UCCF22    | 4         | 4         | 25    | 75 | 100        |
|                     | III         | EC –II (GE)                             | Indian Economic Development               | 24UAEC21    | 6         | 5         | 25    | 75 | 100        |
|                     |             |   | Insurance and Risk Management             | 24UABA23    |           |           |       |    |            |
|                     |             |   | Fundamental of Investment                 | 24UACF21    |           |           |       |    |            |
|                     | IV          | SEC-II (NME)                            | E-Commerce                                | 24UNCF21    | 2         | 2         | 15    | 35 | 50         |
|                     | IV          | SEC-III                                 | Value Education –I                        | 24USVE2A    | 2         | 2         | 15    | 35 | 50         |
| Value Education –II |             |   | 24USVE2B                                  |             |           |           |       |    |            |
|                     |             |   |   |             | <b>30</b> | <b>23</b> |       |    | <b>600</b> |

## Programme Outcomes (PO)

(Aligned with Graduate Attributes) for

### Commerce Finance

| PO   | Upon completion of B.Com. Finance. Degree Programme, the students will be able to:   |
|------|--|
| PO 1 | <b>Disciplinary Knowledge</b> <ul style="list-style-type: none"><li>Obtain in-depth knowledge in the key areas and in the allied areas of study in Commerce and Business.</li></ul>  |
| PO 2 | <b>Communication Skills / Digital Literacy</b> <ul style="list-style-type: none"><li>Acquire the adequate skills that are needed for employment and to become an expert in business correspondence.</li><li>Obtain and apply ICT skills for trade purposes and effective e-commerce/ e-business operations.</li></ul>  |
| PO 3 | <b>Critical Thinking / Analytical Skills / Problem Solving Skills</b> <ul style="list-style-type: none"><li>Gain understanding of concepts, principles and procedures in transacting business, running an organisation and to evaluate the pros and cons of embarking on business- and business-related activities based on their in-depth knowledge.</li><li>Apply the skills required for business and finance operations, planning and decision making and to conduct research in business / e-commerce/ e-financing.</li></ul> |
| PO 4 | <b>Self-Directed Learning / Lifelong Learning</b> <ul style="list-style-type: none"><li>Gain knowledge in industries and its problems and to offer remedial measures.</li><li>Learn the characteristics of a good businessman for continual and sustained development.</li></ul>   |
| PO 5 | <b>Moral and Ethical Awareness / Environmental Conservation and Sustainability</b> <ul style="list-style-type: none"><li>Be aware of the legal and ethical issues, fair-trade practices and to realise their personal and social responsibility.</li><li>Realise that environment and humans are dependent on one another and to know about the responsible management of our ecosystem for survival, and for the well-being of the future generation as well.</li></ul>   |
| PO 6 | <b>Research-related skills:</b> <ul style="list-style-type: none"><li>A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.</li></ul>      |

**Programme Specific Outcomes:**

| <b>PSO</b> | <b>Upon completion of B.Com Finance. Degree Programmes, the students will be able to:</b>  | <b>POs Mapped</b> |
|------------|--|-------------------|
| PSO-1      | <b>Placement:</b><br>To prepare the students who will demonstrate respectful engagement with others' ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions.                       | 1,2,3             |
| PSO-2      | <b>Entrepreneur:</b><br>To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations | 2,3,4             |
| PSO-3      | <b>Research and Development:</b><br>Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development.                    | 1,3,6             |
| PSO-4      | <b>Contribution to Business World:</b><br>To produce employable, ethical and innovative professionals to sustain in the dynamic business world.  | 1,2,3             |
| PSO-5      | <b>Contribution to the Society:</b><br>To contribute to the development of the society by collaborating with stakeholders for mutual benefit   | 4,5               |

|                     |                           |                   |                 |          |          |          |
|---------------------|---------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - I</b> | <b>PROSE</b>              |                   | <b>24ULAR11</b> |          |          |          |
| <b>LANG - I</b>     |                           |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b> | <b>Hrs./Semester : 60</b> | <b>Marks :100</b> | <b>6</b>        | <b>-</b> | <b>-</b> | <b>3</b> |

**General Objective:** To make the students to understand the structure of Arabic language and improve the reading and writing skills.

### Learning Objectives

| <b>LO</b> | <b>The learners will be able to:</b>         |
|-----------|--|
| LO-1      | Understand basic Arabic grammar.             |
| LO-2      | Understand the structure of Arabic language. |
| LO-3      | Employ sentence making.                      |
| LO-4      | Enhance vocabulary.                          |
| LO-5      | Improve reading and writing skills.          |

- UNIT I** - من الدرس الأول إلى الدرس الرابع  
**UNIT II** - من الدرس الخامس إلى الدرس الثامن  
**UNIT III** - من الدرس التاسع إلى الدرس الثالث عشر  
**UNIT IV** - من الدرس الرابع عشر إلى الدرس الثامن عشر  
**UNIT V** - من الدرس التاسع عشر إلى الدرس الثالث والعشرون

### Textbooks:

دروس اللغة العربية لغير الناطقين بها، الجزء الأول، الدكتور ف. عبد الرحيم.1

### Reference Books:

1. معجم الكلمات الواردة في دروس اللغة العربية لغير الناطقين بها
2. مفتاح دروس اللغة العربية لغير الناطقين بها
3. القراءة الرائدة - للشيخ أبي الحسن علي الحسيني الندوي
4. القراءة المفيدة - للدكتور محمد يوسف كوكن العمري
5. منهاج العربية - السيد النبي حيدرآبادي

www.alnahw.com

### Course Outcomes

| CO   | Upon completion of this course, students would have learned to:  | PSOs Addressed | Cognitive Level |
|------|--|----------------|-----------------|
| CO-1 | Understand the correct pronunciation of Arabic letters           | PSO 1          | K2              |
| CO-2 | Apply the structure-based composition                            | PSO 1,2        | K3              |
| CO-3 | List out the new vocabulary in Arabic                            | PSO 1          | K4              |
| CO-4 | Evaluate and read the Arabic sentences without diacritical marks | PSO 1,2        | K5              |
| CO-5 | Able to create the simple sentences in Arabic without errors.    | PSO 1          | K6              |

**K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;  
K5 - Evaluating; K6 - Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course |      |      |      |      | Hours                              | Credits |      |      |      |  |
|-----------------------|--------------------------|---------------------|------|------|------|------|------------------------------------|---------|------|------|------|--|
| I                     | 24ULAR11                 | PROSE               |      |      |      |      | 90                                 | 3       |      |      |      |  |
| Course Outcomes (COs) | Programme Outcomes (POs) |                     |      |      |      |      | Programme Specific Outcomes (PSOs) |         |      |      |      |  |
|                       | PO 1                     | PO 2                | PO 3 | PO 4 | PO 5 | PO 6 | PSO1                               | PSO2    | PSO3 | PSO4 | PSO5 |  |
| CO-1                  | 3                        | 3                   | 1    | 2    | 1    | 1    | 3                                  | 2       | 2    | 1    | 1    |  |
| CO-2                  | 3                        | 3                   | 1    | 2    | 1    | 1    | 3                                  | 2       | 2    | 1    | 1    |  |
| CO-3                  | 3                        | 3                   | 1    | 2    | 1    | 1    | 3                                  | 2       | 2    | 1    | 1    |  |
| CO-4                  | 3                        | 3                   | 1    | 2    | 1    | 1    | 3                                  | 2       | 2    | 1    | 1    |  |
| CO-5                  | 3                        | 3                   | 1    | 2    | 1    | 1    | 3                                  | 2       | 2    | 1    | 1    |  |

**STRONG – 3, MEDIUM – 2 , LOW – 1**

Prepared by : Dr. S.A.Mohamed Rafeek

Checked by: Dr. J. Ubaiyathulla

Head of the Department



|                     |                                 |                   |                 |          |          |          |
|---------------------|---------------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - I</b> | <b>பொதுத்தமிழ் - 1</b>          |                   | <b>24ULTA11</b> |          |          |          |
| <b>LANG - I</b>     | <b>தமிழ் இலக்கிய வரலாறு - 1</b> |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b> | <b>Hrs./Semester : 90</b>       | <b>Marks :100</b> | <b>6</b>        | <b>-</b> | <b>-</b> | <b>3</b> |

### General Objective:

- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல் நடைமுறைகளை மேற்கொள்ளுதல்.

### Learning Objectives:

| <b>LO</b> | <b>The learners will be able to:</b>  |
|-----------|---|
| LO - 1    | தமிழ் இலக்கண, இலக்கியங்களை மாணவர்கள் அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல். |
| LO - 2    | சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.                      |
| LO - 3    | அற இலக்கியங்களை அறியச் செய்து வாழ்வின் விழுமியங்களை பயிற்றுவித்தல்.                       |
| LO - 4    | காப்பியங்களை அறிமுகம் செய்து அதன் வழி வாழ்வியலை புரியச் செய்தல்.                          |
| LO - 5    | பக்தி இலக்கியங்களின் மூலம் பக்தியுணர்வை ஊட்டுதல்.   |

### அலகு 1 இலக்கணம்

1. தொல்காப்பியம், இறையனார் களவியல் உரை, நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை - நூல்கள்
2. மொழிப் பயிற்சி - ஒற்றுப்பிழை தவிர்த்தல்
  - வல்லினம் மிகும் இடங்கள்
  - வல்லினம் மிகா இடங்கள்
  - ஈரொற்று வரும் இடங்கள்
  - ஒரு, ஓர் வரும் இடங்கள்
  - அது, அஃது வரும் இடங்கள்
  - தான், தாம் வரும் இடங்கள்
1. சங்க இலக்கியம் - எட்டுத் தொகை, பத்துப்பாட்டு.
2. அற இலக்கியம் - பதினெண்கீழ்க்கணக்கு நூல்கள்.
3. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்.
4. பக்தி இலக்கியமும் (பன்னிரு திருமுறைகள் நாலாயிர திவ்வியப் பிரபந்தம்), பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

## அலகு 2 சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு

### எட்டுத்தொகை

1. நற்றிணை - முதல் பாடல் - நின்ற சொல்லர்
2. குறுந்தொகை 3 ஆம் பாடல் - நிலத்தினும் பெரிதே
3. ஐங்குறுநூறு - “நெல் பல பொலிக! பொன் பெரிது சிறக்க!”(முதல் பாடல்) வேட்கைப் பத்து.
4. கலித்தொகை - 51- சுடர்த்தொடிக் கேளாய் - குறிஞ்சிக் கலி.
5. புறநானூறு - 189 தெண்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187

### பத்துப்பாட்டு

1. முல்லைப்பாட்டு (முழுவதும்)

### அலகு 3 அற இலக்கியம் பதினெண்கீழ்க்கணக்கு நூல்கள்

1. திருக்குறள் - அறன் வலியுறுத்தல் அதிகாரம்
2. நாலடியார் - பாடல் : 131 (குஞ்சியழகும்)
3. நான்மணிக்கடிகை - நிலத்துக்கு அணியென்ப
4. பழமொழி நானூறு - தம் நடை நோக்கர்
5. இனியவை நாற்பது - 37 இளமையை மூப்பு என்று

### அலகு 4 காப்பிய இலக்கியம் (ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள்)

1. சிலப்பதிகாரம் - வழக்குரைகாதை
2. மணிமேகலை - பாத்திரம் பெற்ற காதை
3. பெரியபுராணம் - பூசலார் நாயனார் புராணம்
4. கம்பராமாயணம் - குகப் படலம்
5. சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம்
6. இயேசு காவியம் - ஊதாரிப்பிள்ளை

### அலகு 5 பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும் (பக்தி இலக்கியம் பன்னிரு திருமுறைகள், நாலாயிர திவ்வியப் பிரபந்தம் - பகுத்தறிவு இலக்கியம் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)

### பக்தி இலக்கியம்:

1. திருநாவுக்கரசர் தேவாரம் - “நாமார்க்கும் குடியல்லோம்” எனத் தொடங்கும் பாடல் மட்டும்
2. மாணிக்கவாசகர் திருவாசகம் - “நமச்சிவாய வாழ்க நாதன் தாள் வாழ்க” முதல் “சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க” வரை.

- |                   |  |
|-------------------|--|
| 3. பொய்கையாழ்வார் | - வையந் தகளியா வார்கடலே                      |
| 4. பூதத்தாழ்வார்  | - அன்பே தகளியா                               |
| 5. பேயாழ்வார்     | - திருக்கண்டேன் பொன்மேனி கண்டேன்             |
| 6. ஆண்டாள்        | - திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்) |

#### பகுத்தறிவு இலக்கியம்

1. திருமுலர் - திருமந்திரம் (270, 271, 274, 275 285) பட்டினத்தார் திருவிடை மருதூர் (காடே திரிந்து – எனத் தொடங்கும் பாடல் பா.எண். 279, 280)
2. கடுவெளிச் சித்தர் - பாபஞ்செய் யாதிரு மனமே (பாடல் முழுவதும்)
3. இராவண காவியம் - தாய்மொழிப் படலம் - 18, ஏடுகையில்லா ரில்லை முதல்- 22 செந்தமிழ் வளர்த்தார் வரை.

#### பாட நூல்:

பதிப்பாசிரியர் முனைவர் ச.மகாதேவன், பொதுத்தமிழ் 1, சதக்கத்துல்லாஹ் அப்பா கல்லூரி வெளியீடு, 2024 – 2025(முதற் பதிப்பு).

#### பார்வை நூல்கள் :

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாதெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
4. தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், முனைவர்.சொ.சேதுபதி
5. புதிய தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், நீல.பத்மநாபன்
6. தமிழ் இலக்கிய வரலாறு - டாக்டர்.அ.கா.பெருமாள்
7. தமிழ் இலக்கிய வரலாறு - முனைவர். ப.ச.ஏசுதாசன்
8. தமிழ் இலக்கிய வரலாறு – ஸ்ரீகுமார்
9. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு – பாக்கியமேரி
10. தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் பதிப்பகம், சிதம்பரம்

- <https://www.chennaiLibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>

### Course Outcomes

| CO   | Upon completion of this course, students will be able to                | PSO Addressed | Cognitive Level |
|------|---|---------------|-----------------|
| CO-1 | மொழியறிவோடு சிந்தனைத் திறனைப் பெறுவர்.                                  | 1, 2, 3       | K4              |
| CO-2 | சங்க இலக்கியத்தில் காணப்பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.    | 1, 4          | K3, K4          |
| CO-3 | அற இலக்கியம் தமிழ்க் காப்பியங்களின் வழி வாழ்வியல் சிந்தனையைப் பெறுவர்.  | 2,3,4         | K3, K4,         |
| CO-4 | பக்தி இலக்கியங்களைக் கற்பதன் மூலம் பக்தி நெறியினை அறிவர்.               | 4,5           | K3, K6          |
| CO-5 | பகுத்தறிவு இலக்கியங்களைக் கற்பதன் வழி சமய நல்லிணக்கத்தைப் பின்பற்றுவர். | 2,3,4         | K5, K6          |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course      |      |      |      |      | Hours                              | Credits |       |       |       |  |
|-----------------------|--------------------------|--------------------------|------|------|------|------|------------------------------------|---------|-------|-------|-------|--|
| I                     | 24ULTA11                 | தமிழ் இலக்கிய வரலாறு - 1 |      |      |      |      | 90                                 | 3       |       |       |       |  |
| Course Outcomes (COs) | Programme Outcomes (POs) |                          |      |      |      |      | Programme Specific Outcomes (PSOs) |         |       |       |       |  |
|                       | PO 1                     | PO 2                     | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2   | PSO 3 | PSO 4 | PSO 5 |  |
| CO-1                  | 3                        | 2                        | 3    | 3    | 3    | 2    | 2                                  | 2       | 3     | 2     | 3     |  |
| CO-2                  | 3                        | 3                        | 2    | 2    | 2    | 3    | 2                                  | 3       | 3     | 2     | 2     |  |
| CO-3                  | 3                        | 2                        | 3    | 3    | 2    | 2    | 2                                  | 3       | 2     | 3     | 2     |  |
| CO-4                  | -                        | 3                        | 3    | 2    | 2    | 2    | 3                                  | 2       | 3     | 2     | 2     |  |
| CO-5                  | -                        | 3                        | 2    | 2    | 2    | 3    | 3                                  | 2       | 2     | 2     | 2     |  |

**3 - STRONG, 2 - MEDIUM, 1- LOW**

Prepared by : Dr. A.S. Shaik Sindha

Checked by: Dr.S.Mahadevan

Head of the Department

|                     |                            |                   |                 |          |          |          |
|---------------------|----------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - I</b> | <b>General English - 1</b> |                   | <b>24ULEN11</b> |          |          |          |
| <b>LANG- II</b>     |                            |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b> | <b>Hrs./Semester : 90</b>  | <b>Marks :100</b> | <b>6</b>        | <b>-</b> | <b>-</b> | <b>3</b> |

### General Objective:

To train learners to communicate effectively, think critically, and express themselves creatively.

### Learning Objectives (LO)

| <b>LO</b>     | <b>The learners will be able to :</b>  |
|---------------|--|
| <b>LO – 1</b> | Acquire self-awareness and develop positive thinking which are required in various situations. |
| <b>LO – 2</b> | Develop the attribute of empathy   |
| <b>LO – 3</b> | Acquire creative and critical thinking skills  |
| <b>LO – 4</b> | Learn the basics of grammar  |
| <b>LO – 5</b> | Develop Listening, Speaking, Reading and Writing (LSRW) skills                                 |

### Unit - I

#### The Skill-focused: Self-Awareness and Positive Thinking

##### Autobiography

1. *I am Malala* (Chapter 1) by Malala Yousafzai.
2. *The Story of My Experiments with Truth* (Chapters 1, 2 and 3) by M.K.Gandhi.

##### Poetry

1. "Where the Mind is Without Fear" (*Gitanjali*, Verse – 35) by Rabindranath Tagore
2. "Love Cycle by Chinua Achebe"

### Unit – II

#### The Skill Focused: Empathy

##### Poetry

1. "Nine Gold Medals" – David Roth
2. "Alice Fell or Poverty" – William Wordsworth

##### Short Story

1. The School for Sympathy – E.V. Lucas
2. Barn Burning – William Faulkner

### Unit – III

#### The Skills Focused:Critical and Creative Thinking

##### Poetry

1. "The Things That Haven't Been Done Before" – Edgar Guest

2. "Stopping by the Woods on a Snowy Evening" – Robert Frost

### **Readers Theatre**

1. The Magic Brocade – A Tale of China
2. "Three Sideway Stories from Wayside School" by Louis Sachar adapted from the book *Stories on Stage* by Aaron Shepard.

### **Unit – IV**

#### **Parts of Speech**

1. Articles
2. Noun
3. Pronoun
4. Verb
5. Adverb
6. Adjective
7. Preposition

### **Unit – V**

#### **Paragraph and Essay Writing**

1. Descriptive
2. Expository
3. Persuasive
4. Narrative

#### **Reading Comprehension**

Types of Reading: Extensive and Intensive Reading

Vocabulary Building

Critical text analysis

Deep reading (Pages 72 to 84 from TANSICHE Syllabus - 2022)

#### **Textbooks**

1. Malala Yousafzai. *I am Malala*, Little, Brown and Company, 2013.
2. M.K. Gandhi. *An Autobiography or The Story of My Experiments with Truth* (Chapter – I), Rupa Publications, 2011.
3. Rabindranath Tagore. "Gitanjali 35" from *Gitanjali* (Song Offerings): A Collection of Prose Translations made by the Author from the Original Bengali. Mac Millan, 1913.
4. N. Krishnasamy, *Modern English: A Book of Grammar, Usage and Composition*, Macmillan, 1975.
5. Aaron Shepard. *Stories on Stage*, Shepard Publications, 2017.
6. J.C. Nesfield. *English Grammar, Composition and Usage*, Macmillan, 2019.

#### **Web Sources**

1. Malala Yousafzai. I am Malala (Chapter 1)  
<https://archive.org/details/i-am-malala>.

2. M.K Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter-1)-Rupa Publication, 2011.  
<https://www.indiastudychannel.com/resources/146521-Book-Review-An-Autobiography-or-The-story-of-my-experiments-with-Truth.aspx>
3. Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings)  
<https://www.poetryfoundation.org/poems/45668/gitanjali-35>
4. Aaron Shepard. Stories on Stage, Shepard Publications, 2017.  
<https://amzn.eu/d/9rVzINv>
5. J C Nesfield. Manual of English Grammar and Composition. <https://archive.org/details/in.ernet.dli.2015.44179>

### Course Outcomes

| <b>CO</b> | <b>Upon completion of this course, students would have learned to:</b>               | <b>PSOs Addressed</b> | <b>Cognitive Level</b> |
|-----------|--|-----------------------|------------------------|
| CO-1      | Understand self- awareness and positive thinking required in various life situations | 1,2,3                 | K1, K2                 |
| CO-2      | Acquire the attribute of empathy.  | 1,2,3,4               | K2, K3                 |
| CO-3      | Develop creative and critical thinking abilities.                                    | 1,2,3,4               | K3, K4                 |
| CO-4      | Explain basic grammar, develop and integrate the use of four language skills (LSRW)  | 2, 3                  | K4, K5                 |
| CO-5      | Compose original poems and personal narratives.                                      | 1,2,3,4               | K5, K6                 |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;  
K5 – Evaluating; K6 - Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course | Hours | Credits |      |      |                                    |       |       |       |       |
|-----------------------|--------------------------|---------------------|-------|---------|------|------|------------------------------------|-------|-------|-------|-------|
| 1                     | 24ULEN11                 | General English 1   | 90    | 3       |      |      |                                    |       |       |       |       |
| Course Outcomes (COs) | Programme Outcomes (POs) |                     |       |         |      |      | Programme Specific Outcomes (PSOs) |       |       |       |       |
|                       | PO 1                     | PO 2                | PO 3  | PO 4    | PO 5 | PO 6 | PSO 1                              | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO1                   | 3                        | 3                   | 3     | 1       | 2    | 3    | 3                                  | 3     | 3     | 3     | 3     |
| CO2                   | 3                        | 3                   | 3     | 1       | 2    | 3    | 3                                  | 3     | 3     | 1     | 1     |
| CO3                   | 3                        | 3                   | 1     | 3       | 3    | 2    | 3                                  | 3     | 3     | 1     | 1     |
| CO4                   | 3                        | 3                   | 1     | 2       | 1    | 3    | 3                                  | 3     | 3     | 3     | 3     |
| CO5                   | 3                        | 3                   | 3     | 3       | 3    | 2    | 3                                  | 3     | 3     | 3     | 3     |

**STRONG – 3, MEDIUM – 2 AND LOW - 1**

Prepared by: Dr.L.Faustina Leo

Checked by  
Dr.S.Mohamed Haneef  
Head of the Department



|                     |                                 |                   |   |          |          |          |
|---------------------|---------------------------------|-------------------|---|----------|----------|----------|
| <b>Semester - I</b> | <b>FINANCIAL ACCOUNTING -I*</b> |                   | <b>24UCCF11<br/>24UCCO11<br/>24UCHC11</b> |          |          |          |
| <b>Core - I</b>     |                                 |                   | <b>L</b>                                  | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 4</b> | <b>Hrs./Semester : 60</b>       | <b>Marks :100</b> | <b>4</b>                                  | <b>-</b> | <b>-</b> | <b>4</b> |

\* Common to B.Com., B.Com. Finance and B.Com. Honours

### General Objective:

1. To Impact the accounting skills to meet the opportunities in the dynamic business world

### Learning Objectives

| <b>LO</b> | <b>The learners will be able to:</b>                                |
|-----------|---|
| LO-1      | To understand the basic accounting concepts and standards.          |
| LO-2      | To know the basis for calculating business profits.                 |
| LO-3      | To familiarize with the accounting treatment of depreciation.       |
| LO-4      | To learn the methods of calculating profit for single entry system. |
| LO-5      | To gain knowledge on the accounting treatment of insurance claims.  |

### UNIT I - Fundamentals of Financial Accounting

Financial Accounting – Meaning, Definition, Objectives, Basic Accounting Concepts and Conventions - Journal, Ledger Accounts– Subsidiary Books — Trial Balance - Classification of Errors – Rectification of Errors – Preparation of Suspense Account – Bank Reconciliation Statement - Need and Preparation

### UNIT II - Final Accounts

Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts – Preparation of Trading, Profit and Loss Account and Balance Sheet with Adjustments.

### UNIT III – Depreciation and Bills of Exchange

Depreciation - Meaning – Objectives – Accounting Treatments - Types - Straight Line Method – Diminishing Balance method – Conversion method. Units of Production Method – Cost Model vs Revaluation Bills of Exchange – Definition – Specimens – Discounting of Bills – Endorsement of Bill – Collection – Noting – Renewal – Retirement of Bill under rebate

### UNIT IV – Accounting from Incomplete Records – Single Entry System

Incomplete Records -Meaning and Features - Limitations - Difference between Incomplete Records and Double Entry System - Methods of Calculation of Profit - Statement of Affairs Method – Preparation of final statements by Conversion method.

## **UNIT V – Royalty and Insurance Claims**

Meaning – Minimum Rent – Short Working – Recoupment of Short Working – Lessor and Lessee – Sublease – Accounting Treatment.-Insurance Claims – Calculation of Claim Amount-Average clause (Loss of Stock only)

### **Textbooks:**

1.S. P. Jain and K. L. Narang Financial Accounting- I, Kalyani Publishers, New Delhi.

2. S.N. Maheshwari, Financial Accounting, Vikas Publications, Noida.

### **Reference Books:**

1.Dr. Arulanandan and Raman: Advanced Accountancy, Himalaya Publications, Mumbai.

2.Tulsian , Advanced Accounting, Tata McGraw Hills, Noida.

3.Charumathi and Vinayagam, Financial Accounting, S.Chand and Sons, New Delhi.

### **Course Outcomes**

| <b>CO</b> | <b>Upon completion of this course, students would have learned to:</b>                                   | <b>PSOs Addressed</b> | <b>Cognitive Level</b> |
|-----------|--|-----------------------|------------------------|
| CO-1      | Remember the concept of rectification of errors and Bank reconciliation statements                       | 1,2,4                 | K2                     |
| CO-2      | Apply the knowledge in preparing detailed accounts of sole trading concerns                              | 1,2,4                 | K3                     |
| CO-3      | Analyse the various methods of providing depreciation  | 1,4                   | K4                     |
| CO-4      | Evaluate the methods of calculation of profit  | 1,4                   | K5                     |
| CO-5      | Determine the royalty accounting treatment and claims from insurance companies in case of loss of stock. | 1,4                   | K6                     |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;  
K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course    |      |      |      |      | Hours                              | Credits |       |              |       |  |
|-----------------------|--------------------------|------------------------|------|------|------|------|------------------------------------|---------|-------|--------------|-------|--|
| I                     | 24UCCF11                 | FINANCIAL ACCOUNTING I |      |      |      |      | 60                                 | 4       |       |              |       |  |
| Course Outcomes (COs) | Programme Outcomes (POs) |                        |      |      |      |      | Programme Specific Outcomes (PSOs) |         |       |              |       |  |
|                       | PO 1                     | PO 2                   | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2   | PSO 3 | PSO 4        | PSO 5 |  |
| CO-1                  | 3                        | 2                      | 3    | 3    | 2    | 3    | 3                                  | 2       | 2     | 3            | 3     |  |
| CO-2                  | 3                        | 2                      | 3    | 2    | 2    | 2    | 3                                  | 3       | 3     | 2            | 3     |  |
| CO-3                  | 3                        | 2                      | 3    | 2    | 2    | 2    | 3                                  | 3       | 2     | 3            | 2     |  |
| CO-4                  | 3                        | 2                      | 3    | 3    | 3    | 3    | 3                                  | 2       | 3     | 3            | 1     |  |
| CO-5                  | 3                        | 2                      | 3    | 2    | 2    | 2    | 3                                  | 2       | 2     | 2            | 3     |  |
|                       | <b>3-Strong,</b>         |                        |      |      |      |      | <b>2- Medium</b>                   |         |       | <b>1-Low</b> |       |  |

Prepared by : Dr. M. Syed Sulaiga Benazir    Checked by: Dr. K. Sheik Mydeen

Head of the Department

|                     |                                  |                   |                 |          |          |          |
|---------------------|----------------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - I</b> | <b>Principles of Management*</b> |                   | <b>24UCCF12</b> |          |          |          |
| <b>Core - II</b>    |                                  |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 4</b> | <b>Hrs./Semester : 60</b>        | <b>Marks :100</b> | <b>4</b>        | <b>-</b> | <b>-</b> | <b>4</b> |

\* Common to B.Com., B.Com. Finance and B.Com. Honours

### **General Objective:**

The course aims to provide learners with an understanding of basic management principles and concept

### **Learning Objectives**

| <b>LO</b> | <b>The learners will be able to:</b>   |
|-----------|--|
| LO-1      | To understand the basic management concepts and functions                    |
| LO-2      | To know the various techniques of planning and decision making               |
| LO-3      | To familiarize with the concepts of organisation structure                   |
| LO-4      | To gain knowledge about the various components of staffing                   |
| LO-5      | To enable the students in understanding the control techniques of management |

### **UNIT I - Introduction to Management**

Meaning- Definitions - Nature and Scope - Levels of Management - Importance - Management Vs. Administration - Management: Science or Art - Evolution of Management Thoughts - F. W. Taylor, Henry Fayol, Peter F. Drucker, Elton Mayo - Functions of Management - Trends and Challenges of Management. Managers - Qualification - Duties & Responsibilities.

### **UNIT II - Planning**

Planning - Meaning - Definitions - Nature - Scope and Functions - Importance and Elements of Planning - Types - Planning Process - Tools and Techniques of Planning - Management by Objective (MBO). Decision Making: Meaning - Characteristics - Types - Steps in Decision Making - Forecasting.

### **UNIT III - Organizing**

Meaning - Definitions - Nature and Scope - Characteristics - Importance - Types - Formal and Informal Organization - Organization Chart - Organization Structure: Meaning and Types - Departmentalization- Authority and Responsibility - Centralization and Decentralization - Span of Management.

### **UNIT IV - Staffing**

Introduction - Concept of Staffing- Staffing Process - Recruitment - Sources of Recruitment - Modern Recruitment Methods - Selection Procedure - Test- Interview- Training: Need - Types- Promotion -

Management Games – Performance Appraisal - Meaning and Methods – 360 degree Performance Appraisal – Work from Home - Managing Work from Home [WFH].

### **UNIT V – Directing**

Motivation –Meaning - Theories – Communication – Types - Barriers to Communications – Measures to Overcome the Barriers. Leadership – Nature - Types and Theories of Leadership – Styles of Leadership - Qualities of a Good Leader – Successful Women Leaders – Challenges faced by women in workforce - Supervision.

### **Co-ordination and Control**

Co-ordination – Meaning - Techniques of Co-ordination.

Control - Characteristics - Importance – Stages in the Control Process - Requisites of Effective Control and Controlling Techniques – Management by Exception [MBE].

### **Textbooks:**

- 1.Gupta.C.B, -Principles of Management-L.M. Prasad, S.Chand& Sons Co. Ltd, New Delhi.
- 2.Dinkar Pagare, Principles of Management, Sultan Chand & Sons Publications, New Delhi.

### **Reference Books:**

- 1.K Sundhar, Principles Of Management, Vijay Nichole Imprints Limited, Chennai
- 2.Harold Koontz, Heinz Weirich, Essentials of Management, McGraw Hill, Sultan Chand and Sons, New Delhi.
- 3.Griffin, Management principles and applications, Cengage learning, India.

### Course Outcomes

| CO   | Upon completion of this course, students would have learned to:                       | PSOs Addressed | Cognitive Level |
|------|---|----------------|-----------------|
| CO-1 | Demonstrate the importance of principles of management.                               | 1,2,4          | K2              |
| CO-2 | Paraphrase the importance of planning and decision making in an organization.         | 1,2,4          | K3              |
| CO-3 | Comprehend the concept of various authorizes and responsibilities of an organization. | 1,2,4          | K4              |
| CO-4 | Enumerate the various methods of Performance appraisal                                | 2,4            | K5              |
| CO-5 | Discuss the notion of directing, co-ordination and control in the management.         | 1,2,           | K6              |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;  
K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course      |      |      |      |      | Hours                              | Credits |              |       |       |
|-----------------------|--------------------------|--------------------------|------|------|------|------|------------------------------------|---------|--------------|-------|-------|
| I                     | 24UCCF12                 | Principles of Management |      |      |      |      | 60                                 | 4       |              |       |       |
| Course Outcomes (COs) | Programme Outcomes (POs) |                          |      |      |      |      | Programme Specific Outcomes (PSOs) |         |              |       |       |
|                       | PO 1                     | PO 2                     | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2   | PSO 3        | PSO 4 | PSO 5 |
| CO-1                  | 3                        | 3                        | 3    | 3    | 2    | 2    | 3                                  | 3       | 2            | 3     | 2     |
| CO-2                  | 3                        | 2                        | 3    | 3    | 2    | 3    | 3                                  | 3       | 1            | 3     | 1     |
| CO-3                  | 3                        | 3                        | 3    | 3    | 3    | 2    | 3                                  | 3       | 1            | 3     | 2     |
| CO-4                  | 3                        | 3                        | 3    | 3    | 1    | 2    | 2                                  | 3       | 2            | 3     | 1     |
| CO-5                  | 3                        | 3                        | 3    | 3    | 1    | 1    | 3                                  | 3       | 2            | 2     | 1     |
|                       | <b>3-Strong,</b>         |                          |      |      |      |      | <b>2- Medium</b>                   |         | <b>1-Low</b> |       |       |

Prepared by : Dr. K. Sheik Mydeen

Checked by: Dr. K. Sheik Mydeen  
Head of the Department

|                      |                           |                   |                 |          |          |          |
|----------------------|---------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - I</b>  | <b>Business Economics</b> |                   | <b>24UAEC11</b> |          |          |          |
| <b>EC-I (Allied)</b> |                           |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b>  | <b>Hrs./Semester : 90</b> | <b>Marks :100</b> | <b>5</b>        | <b>1</b> | <b>-</b> | <b>5</b> |

**General Objectives:**

To make the students to understand the fundamental concepts of Economic principles in business perspectives.

**Learning Objectives**

| <b>LO</b>   | <b>The learners will be able to:</b>  |
|-------------|---|
| <b>LO-1</b> | Understand the approaches to economic analysis                                    |
| <b>LO-2</b> | Know the various determinants of demand   |
| <b>LO-3</b> | Gain knowledge on concept and features of consumer behaviour                      |
| <b>LO-4</b> | Learn the laws of variable proportions  |
| <b>LO-5</b> | Enable the students to understand the objectives and importance of pricing policy |

**Unit I - Introduction to Economics**

Introduction to Economics - Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics - Definition - Scope and Importance of Business Economics - Concepts: Production Possibility frontiers - Opportunity Cost - Accounting Profit and Economic Profit - Incremental and Marginal Concepts - Time and Discounting Principles - Concept of Efficiency- Business Cycle: - Theory, Inflation, Depression, Recession, Recovery, Reflation and Deflation

**Unit II - Demand & Supply Functions**

Meaning of Demand - Demand Analysis: Demand Determinants, Law of Demand and its Exceptions. Elasticity of Demand: Definition, Types, Measurement and Significance. Demand Forecasting - Factors Governing Demand Forecasting - Methods of Demand Forecasting, Law of Supply and Determinants.

**Unit III - Consumer Behaviour**

Consumer Behaviour - Meaning, Concepts and Features - Law of Diminishing Marginal Utility - Equi-Marginal Utility - Cardinal and Ordinal concepts of Utility -Indifference Curve: Meaning, Definition, Assumptions, Significance and Properties - Consumer's Equilibrium. Price, Income and Substitution Effects. Types of Goods: Normal, Inferior and Giffen Goods - Derivation of Individual Demand Curve and Market Demand Curve with the help of Indifference Curve.

**Unit IV - Theory of Production**

Concept of Production - Production Functions: Linear and Non - Linear Homogeneous Production Functions - Law of Variable Proportion - Laws of Returns to Scale - Difference between Laws of variable proportion and returns to scale - Economies of Scale - Internal and External Economies - Internal and External Diseconomies - Producer's equilibrium

**Unit V - Market Structure**

Price and Output Determination under Perfect Competition, Short Period and Long Period Price Determination, Objectives of Pricing Policy, its importance, Pricing Methods and Objectives - Price Determination under Monopoly, kinds of Monopoly, Price Discrimination, Determination of Price in Monopoly -Monopolistic Competition - Price Discrimination, Equilibrium

of Firm in Monopolistic Competition-Oligopoly - Meaning - features, “Kinked Demand” Curve

**Textbooks**

1. H.L. Ahuja, Business Economics–Micro & Macro - Sultan Chand & Sons, New Delhi.
2. Aryamala. T, Business Economics, Vijay Nocole, Chennai.

**Reference Books**

1. T.P Jain, Business Economics, Global Publication Pvt. Ltd, Chennai.
2. D.M. Mithani, Business Economics, Himalaya Publishing House, Mumbai.
3. S.Shankaran, Business Economics–Margham Publications, Chennai.
4. P.L.Mehta, Managerial Economics–Analysis, Problems & Cases, Sultan Chand & Sons, New Delhi.
5. Ram Singh and Vinaykumar, Business Economics, Thakur Publication Pvt. Ltd, Chennai.

**Course Outcome**

| CO  | Upon completion of this course, students would have learned to:   | PSOs Addressed | Cognitive Level    |
|-----|---|----------------|--------------------|
| CO1 | Explain the positive and negative approaches in economic analysis | 2,3            | K1, K2, K4         |
| CO2 | Understood the factors of demand forecasting                      | 1,3            | K2, K3, K4, K5     |
| CO3 | Know the assumptions and significance of in difference curve      | 2,4            | K4, K5, K6         |
| CO4 | Outline the internal and external economies of scale              | 1,5            | K1, K2, K3, K4     |
| CO5 | Relate and apply the various methods of pricing                   | 2,5            | K1, K2, K3, K4, K5 |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;**

**K5 – Evaluating; K6 – Creating**

**Relationship Matrix**

| Semester              | Course Code              | Title of the Course |      |      |      |      |                                    | Hours | Credits |       |       |  |  |
|-----------------------|--------------------------|---------------------|------|------|------|------|------------------------------------|-------|---------|-------|-------|--|--|
| I                     | 24UAEC11                 | Business Economics  |      |      |      |      |                                    | 90    | 5       |       |       |  |  |
| Course Outcomes (COs) | Programme Outcomes (POs) |                     |      |      |      |      | Programme Specific Outcomes (PSOs) |       |         |       |       |  |  |
|                       | PO 1                     | PO 2                | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2 | PSO 3   | PSO 4 | PSO 5 |  |  |
| CO-1                  | 3                        | 2                   | 2    | 3    | 2    | 2    | 1                                  | 2     | 2       | 2     | 3     |  |  |
| CO-2                  | 3                        | 2                   | 3    | 2    | 2    | 2    | 2                                  | 3     | 3       | 3     | 3     |  |  |
| CO-3                  | 3                        | 2                   | 3    | 2    | 2    | 2    | 2                                  | 3     | 2       | 2     | 2     |  |  |
| CO-4                  | 3                        | 2                   | 2    | 3    | 2    | 3    | 2                                  | 2     | 3       | 3     | 3     |  |  |
| CO-5                  | 3                        | 2                   | 3    | 2    | 2    | 2    | 2                                  | 2     | 2       | 2     | 3     |  |  |

**STRONG (3), MEDIUM (2) and LOW (1)**

|            | Prepared by          | Checked by                          |
|------------|----------------------|-------------------------------------|
| Name:      | Dr.M.Sulthana Barvin | Dr. M. Sulthana Barvin              |
| Signature: |                      | Head of the Department of Economics |



|                      |                                |                   |                 |          |          |          |
|----------------------|--------------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - I</b>  | <b>Indian Financial System</b> |                   | <b>24UABA13</b> |          |          |          |
| <b>EC-I (Allied)</b> |                                |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b>  | <b>Hrs./Semester : 90</b>      | <b>Marks :100</b> | <b>5</b>        | <b>1</b> | <b>-</b> | <b>5</b> |

### **General Objective:**

The course introduces Indian financial system and current development

### **Learning Objectives**

| <b>LO</b> | <b>The learners will be able to:</b>  |
|-----------|---|
| LO-1      | To understand the basic concept of financial system.                              |
| LO-2      | To know the various types of financial institutions                               |
| LO-3      | To comprehend the RBI Measures for NBFCs  |
| LO-4      | To understand the objectives and functions of financial service                   |
| LO-5      | To gain the knowledge on role and functions of financial markets & stock exchange |

### **UNIT I - Overview of Financial System**

Indian Financial System – Features, Constituents of Financial System – Financial Institutions, Financial Services, Financial Markets and Financial Instruments. Overview of Global Financial System

### **UNIT II - Financial Institutions**

Meaning of Financial Institutions, Special Characteristics, Broad Categories – Money Market Institutions and Capital Market Institutions. Industrial Finance Corporation of India, Industrial Development Bank of India, State Financial Corporations, Industrial Credit and Investment Corporation of India, EXIM Bank of India, National Small Industrial Development Corporation, National Industrial Development Corporation, Life Insurance Corporation of India, Unit Trust of India. UNIT III – Depreciation and Bills of Exchange.

### **UNIT III–Non-Banking Financial Institutions**

Meaning, Registration, Principal Business of NBFCs, Structure, Supervision, RBI Measures for NBFCs, Other Measures.

### **UNIT IV-Financial Services**

Concept, Objectives / Functions, Characteristics, Financial Services – Concept, Classification, Regulatory Framework. Merchant Banking, Mutual Funds, Leasing, Credit

### **UNIT V- Financial Markets & Stock Exchange**

Meaning and definition, Role and Functions of financial markets, constituents of Financial Markets, Money Market and instruments, Capital Markets and Instruments.

#### **Stock Exchange**

Meaning and Definition, Role and Functions, Regulatory Framework of Stock Exchange, Profile of Indian Stock Exchanges, Listing, Trading, Rating.

#### **Textbooks:**

1. Vasantha Desai: The Indian Financial System, HPH
2. G. Ramesh Babu; Indian Financial System. HPH
3. Dr.BharatishRao, B.R. Bharghavi – Indian Financial System, VBH

#### **Reference Books:**

1.D.K. Murthy and Venugopal : Indian Financial System I.K.

International Publishers

2.P N Varshney & D K Mittal: Indian Financial System, Sulthan Chand & Sons.

3.S.C. Sharma and Monica : Indian Financial System I.K. International Publishers.

### Course Outcomes

| CO   | Upon completion of this course, students would have learned to:                               | PSOs Addressed | Cognitive Level |
|------|---|----------------|-----------------|
| CO-1 | Students will be able to understand the fundamentals of financial system.                     | 1,2,4          | K2              |
| CO-2 | Student will be able to build the various types of financial institutions                     | 1,2,4          | K3              |
| CO-3 | Students will be able to know the RBI Measures for NBFCs                                      | 3,4            | K4              |
| CO-4 | Students will be able to Explain the objectives and functions of financial service            | 1,2,4          | K5              |
| CO-5 | Students will be able to Discuss the role and functions of financial markets & stock exchange | 1,2,4          | K6              |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;  
K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course     |      |      |      |      |                                    | Hours | Credits |              |       |  |  |
|-----------------------|--------------------------|-------------------------|------|------|------|------|------------------------------------|-------|---------|--------------|-------|--|--|
| I                     | 24UABA13                 | Indian Financial System |      |      |      |      |                                    | 90    | 5       |              |       |  |  |
| Course Outcomes (COs) | Programme Outcomes (POs) |                         |      |      |      |      | Programme Specific Outcomes (PSOs) |       |         |              |       |  |  |
|                       | PO 1                     | PO 2                    | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2 | PSO 3   | PSO 4        | PSO 5 |  |  |
| CO-1                  | 3                        | 2                       | 3    | 3    | 3    | 3    | 2                                  | 3     | 3       | 2            | 3     |  |  |
| CO-2                  | 3                        | 2                       | 2    | 3    | 3    | 2    | 2                                  | 3     | 3       | 2            | 3     |  |  |
| CO-3                  | 3                        | 2                       | 3    | 3    | 3    | 2    | 2                                  | 3     | 3       | 2            | 3     |  |  |
| CO-4                  | 3                        | 2                       | 3    | 3    | 3    | 2    | 3                                  | 3     | 2       | 3            | 2     |  |  |
| CO-5                  | 3                        | 2                       | 3    | 3    | 3    | 2    | 2                                  | 3     | 2       | 3            | 2     |  |  |
|                       | <b>3-Strong,</b>         |                         |      |      |      |      | <b>2- Medium</b>                   |       |         | <b>1-Low</b> |       |  |  |

Prepared by : Dr. S. Shahul Hameed      Checked by: Dr. S. Shahul Hameed  
Head of the Department

|                      |                               |                   |                 |          |          |          |
|----------------------|-------------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - I</b>  | <b>Business Communication</b> |                   | <b>24UACF11</b> |          |          |          |
| <b>EC-I (Allied)</b> |                               |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b>  | <b>Hrs./Semester : 90</b>     | <b>Marks :100</b> | <b>5</b>        | <b>1</b> | <b>-</b> | <b>5</b> |

**General Objective:**

To enable the students to know communication and its importance

**Learning Objectives**

| <b>LO</b> | <b>The learners will be able to:</b>   |
|-----------|--|
| LO-1      | To enable the students to know about the principles, objectives and importance of communication in commerce and trade. |
| LO-2      | To develop the students to understand about trade enquiries  |
| LO-3      | To make the students aware about various types of business correspondence.   |
| LO-4      | To develop the students to write business reports.   |
| LO-5      | To enable the learners to update with various types of interview   |

**UNIT I - Introduction to Business Communication**

Definition – Meaning – Importance of Effective Communication – Modern Communication Methods – Barriers to Communication – E-Communication - Business Letters: Need - Functions – Essentials of Effective Business Letters – Layout

**UNIT II -Trade Enquiries**

Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circular Letters.

**UNIT III Banking Correspondence**

Banking Correspondence – Types – Structure of Banking Correspondence – Elements of a Good Banking Correspondence – Insurance – Meaning and Types – Insurance Correspondence – Difference between Life and General Insurance – Meaning of Fire Insurance – Kinds – Correspondence Relating to Marine Insurance – Agency Correspondence – Introduction – Kinds – Stages of Agent Correspondence – Terms of Agency Correspondence.

#### **UNIT IV – Secretarial Correspondence**

Company Secretarial Correspondence – Introduction – Duties of Secretary – Classification of Secretarial Correspondence – Specimen letters – Agenda and Minutes of Report writing – Introduction – Types of Reports – Preparation of Report Writing

#### **UNIT V –Application Letters**

Application Letters – Preparation of Resume – Interview: Meaning – Objectives and Techniques of Various Types of Interviews – Public Speech – Characteristics of a Good Speech

#### **Text book**

1. Rajendra Pal & J.S. Korlahalli, Essentials of Business Communication- Sultan Chand & Sons- New Delhi.
2. Gupta and Jain, Business Communication, Sahityabahvan Publication, New Delhi.

#### **Course Outcomes**

| <b>CO</b> | <b>Upon completion of this course, students would have learned to:</b>                 | <b>PSOs Addressed</b> | <b>Cognitive Level</b> |
|-----------|--|-----------------------|------------------------|
| CO-1      | Acquire the basic concept of business communication.                                   | 1,4,5                 | K2                     |
| CO-2      | Exposed to effective business letter   | 1,2,4                 | K3                     |
| CO-3      | Paraphrase the concept of various correspondences.                                     | 1,2,4                 | K4                     |
| CO-4      | Prepare Secretarial Correspondence like agenda, minutes and various business reports . | 1,4,5                 | K5                     |
| CO-5      | Acquire the skill of preparing an effective resume                                     | 1,4,5,                | K6                     |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;  
K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course           |      |      |      |      | Hours                              | Credits  |              |       |       |
|-----------------------|--------------------------|-------------------------------|------|------|------|------|------------------------------------|----------|--------------|-------|-------|
| <b>I</b>              | <b>24UACF11</b>          | <b>Business Communication</b> |      |      |      |      | <b>90</b>                          | <b>5</b> |              |       |       |
| Course Outcomes (COs) | Programme Outcomes (POs) |                               |      |      |      |      | Programme Specific Outcomes (PSOs) |          |              |       |       |
|                       | PO 1                     | PO 2                          | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2    | PSO 3        | PSO 4 | PSO 5 |
| CO-1                  | 3                        | 3                             | 2    | 3    | 2    | 2    | 2                                  | 3        | 2            | 3     | 2     |
| CO-2                  | 3                        | 2                             | 2    | 3    | 2    | 2    | 2                                  | 3        | 2            | 3     | 2     |
| CO-3                  | 3                        | 3                             | 2    | 3    | 2    | 2    | 2                                  | 2        | 2            | 2     | 2     |
| CO-4                  | 3                        | 3                             | 2    | 3    | 2    | 2    | 2                                  | 2        | 2            | 2     | 2     |
| CO-5                  | 3                        | 3                             | 2    | 3    | 2    | 2    | 2                                  | 2        | 2            | 2     | 2     |
|                       | <b>3-Strong,</b>         |                               |      |      |      |      | <b>2- Medium</b>                   |          | <b>1-Low</b> |       |       |

Prepared by : Dr. K. Sheik Mydeen

Checked by: Dr. K. Sheik Mydeen

Head of the Department

|                     |                           |                  |                 |          |          |          |
|---------------------|---------------------------|------------------|-----------------|----------|----------|----------|
| <b>Semester - I</b> | <b>ADVERTISING</b>        |                  | <b>24UNCF11</b> |          |          |          |
| <b>SEC-I (NME)</b>  |                           |                  | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 2</b> | <b>Hrs./Semester : 30</b> | <b>Marks :50</b> | <b>2</b>        | <b>-</b> | <b>-</b> | <b>2</b> |

**General Objective:**

To learn the role of advertising in commercial endeavours and to appreciate functions of advertising and advertising agencies

**Learning Objectives**

| <b>LO</b> | <b>The learners will be able to:</b>               |
|-----------|--|
| LO-1      | Interpret objectives behind advertising            |
| LO-2      | Identify the marketing research                    |
| LO-3      | Examine various advertising media                  |
| LO-4      | Explain the functions of Advertising Agency        |
| LO-5      | Discuss the ethical and legal issue of advertising |

**UNIT I - Advertising**

Advertising in Marketing Mix -Nature -Scope -Kinds -Advertising as a career-Economics aspects of advertising.

**UNIT II - Marketing research and advertising budget**

Marketing research for advertising - Consumer, media and product -Advertising Strategy - Objectives - Principles - DAGMAR - Advertising-budget -Process- Methods

**UNIT III Advertising copy and media**

Advertising campaign - Planning Creativity-Advertisement copy - Types- Components -Essentials - Copy layout - Visualization to layout -- Advertising Media -Types -Selection Scheduling -New media options: Internet.

**UNIT IV – Advertising agency**

Advertising Agency- Functions– Organisation - Agency relationship with client and with media selection of an agency- Agency compensation.

**UNIT V – Effectiveness of advertising**

Measuring effectiveness of advertising - Pre-testing – Post-testing-Advertising audit - Social, ethical and legal aspects of advertising -Control and regulation over advertising.

**Textbooks:**

S.A. Chunawalla,K. J Kumar, K.C. Sethia, G.V. Subramanian UG  
Suchark, Advertisingtheory and practice 4<sup>th</sup>Ed., Himalaya Publishers.

**Reference Books:**

1. Manendra Mohan – Advertising Management – Concepts and Cases, TMH
2. S.A.Chunawalla – Advertising Sales and Promotion Management , Himalaya Publishers.
3. M.N.Mishra – Sales Promotion and Advertising Management 2nd Ed, Himalaya Publishes

**Course Outcomes**

| <b>CO</b> | <b>Upon completion of this course, students would have learned to:</b> | <b>PSOs Addressed</b> | <b>Cognitive Level</b> |
|-----------|--|-----------------------|------------------------|
| CO-1      | Explain advertising in marketing mix.                                  | 3,4                   | K2                     |
| CO-2      | Apply marketing research for Advertising.                              | 2,3,4                 | K3                     |
| CO-3      | Examine Advertising Copy and media.                                    | 1,3,4                 | K4                     |
| CO-4      | Justify functions of Advertising agency.                               | 3,4,                  | K5                     |
| CO-5      | Discuss Effectiveness of Advertising.                                  | 2,3,4                 | K6                     |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating**

**Relationship Matrix**

| <b>Semester</b>              | <b>Course Code</b>              | <b>Title of the Course</b> |             |             |             |             | <b>Hours</b>                              | <b>Credits</b> |              |              |              |
|------------------------------|---------------------------------|----------------------------|-------------|-------------|-------------|-------------|---|----------------|--------------|--------------|--------------|
| <b>I</b>                     | <b>24UNCF11</b>                 | <b>Advertising</b>         |             |             |             |             | <b>30</b>                                 | <b>2</b>       |              |              |              |
| <b>Course Outcomes (COs)</b> | <b>Programme Outcomes (POs)</b> |                            |             |             |             |             | <b>Programme Specific Outcomes (PSOs)</b> |                |              |              |              |
|                              | <b>PO 1</b>                     | <b>PO 2</b>                | <b>PO 3</b> | <b>PO 4</b> | <b>PO 5</b> | <b>PO 6</b> | <b>PSO 1</b>                              | <b>PSO 2</b>   | <b>PSO 3</b> | <b>PSO 4</b> | <b>PSO 5</b> |
| CO-1                         | 3                               | 3                          | 3           | 3           | 2           | 2           | 2   | 3              | 3            | 3            | 2            |
| CO-2                         | 3                               | 3                          | 3           | 3           | 1           | 3           | 2   | 3              | 3            | 2            | 1            |
| CO-3                         | 3                               | 3                          | 3           | 3           | 3           | 1           | 3   | 2              | 2            | 3            | 3            |
| CO-4                         | 3                               | 3                          | 3           | 3           | 2           | 2           | 2   | 2              | 3            | 3            | 2            |
| CO-5                         | 3                               | 3                          | 3           | 3           | 1           | 2           | 1   | 1              | 3            | 3            | 1            |
|                              | <b>3-Strong,</b>                |                            |             |             |             |             | <b>2- Medium</b>                          |                | <b>1-Low</b> |              |              |

Prepared by : Dr. J. Asanya Fathima

Checked by: Dr. K. Sheik Mydeen  
Head of the Department



|                     |                           |                  |                 |          |          |          |
|---------------------|---------------------------|------------------|-----------------|----------|----------|----------|
| <b>Semester - I</b> | <b>FINANCIAL SERVICES</b> |                  | <b>24UNCF11</b> |          |          |          |
| <b>FC</b>           |                           |                  | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 2</b> | <b>Hrs./Semester : 30</b> | <b>Marks :50</b> | <b>2</b>        | <b>-</b> | <b>-</b> | <b>2</b> |

### **General Objective:**

To learn the important of development in the financial market and services

### **Learning Objectives**

| <b>LO</b> | <b>The learners will be able to:</b>  |
|-----------|---|
| LO-1      | Impart knowledge on the role and function of the Indian financial system.                     |
| LO -2     | Enrich their knowledge on key areas relating to management of financial products and services |
| LO -3     | Familiarize students about Venture Capital, Leasing.  |
| LO -4     | Make them understand the Credit Rating system.  |
| LO -5     | Provide insights into mutual funds and the operation of NSDL and CSDL.                        |

### **UNIT I - Introduction to Financial System**

Structure of Financial System – Role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations.

### **UNIT II - Introduction to Financial Services**

Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India.

### **UNIT III – Venture Capital and Leasing**

Venture Capital – Growth of Venture Capital in India – Financing Pattern under Venture Capital – Legal Aspects and Guidelines for Venture Capital, Leasing – Types of Leases – Evaluation of Leasing Option Vs. Borrowing.

### **UNIT IV – Credit Rating**

Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. Factoring, Forfeiting and Bill Discounting – Types of Factoring Arrangements – Factoring in the Indian Context.

### **UNIT V – Mutual Funds**

Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management – De-mat Services- Need and Operations- Role of NSDL and CSDL.

**Textbooks:**

1. Gurusamy.S, Financial Services, Tata McGraw Hill, Noida.
2. C. Rama Gopal, Financial Services, Vikas Publishing House, Noida.

**Reference Books:**

1. Mike Heffner, Business process management in Financial Services, F.W. Olin Graduate school of Business, United States.
2. Perry Stinson, Bank management and Financial Services, Clanrye International, USA.
3. E. Gordon and K. Natarajan, Financial Market and Services, Himalaya Publishing House, Mumbai.

**Course Outcomes**

| <b>CO</b> | <b>Upon completion of this course, students would have learned to:</b>                          | <b>PSOs Addressed</b> | <b>Cognitive Level</b> |
|-----------|---|-----------------------|------------------------|
| CO-1      | Explain the role and function of the financial system   | 1,2,4                 | K2                     |
| CO-2      | Gain practical knowledge on key areas relating to management of financial products and services | 1,2,4,                | K3                     |
| CO-3      | Categorize students about Venture Capital, Leasing.   | 1,2,4                 | K4                     |
| CO-4      | Infer the importance of the Credit Rating system.   | 2,4                   | K5                     |
| CO-5      | Discuss various types of Mutual funds schemes and the roles of NSDL and CSDL.                   | 2,4,5                 | K6                     |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;  
K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course |      |      |      |      | Hours                              | Credits |       |              |       |  |
|-----------------------|--------------------------|---------------------|------|------|------|------|------------------------------------|---------|-------|--------------|-------|--|
| I                     | 24UNCF11                 | FINANCIAL SERVICES  |      |      |      |      | 30                                 | 2       |       |              |       |  |
| Course Outcomes (COs) | Programme Outcomes (POs) |                     |      |      |      |      | Programme Specific Outcomes (PSOs) |         |       |              |       |  |
|                       | PO 1                     | PO 2                | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2   | PSO 3 | PSO 4        | PSO 5 |  |
| CO-1                  | 3                        | 3                   | 3    | 3    | 2    | 3    | 3                                  | 3       | 2     | 3            | 2     |  |
| CO-2                  | 3                        | 3                   | 2    | 3    | 1    | 3    | 3                                  | 3       | 2     | 3            | 2     |  |
| CO-3                  | 3                        | 3                   | 3    | 3    | 3    | 2    | 3                                  | 3       | 1     | 3            | 1     |  |
| CO-4                  | 3                        | 2                   | 3    | 3    | 2    | 2    | 2                                  | 3       | 2     | 3            | 2     |  |
| CO-5                  | 3                        | 3                   | 3    | 3    | 1    | 1    | 2                                  | 3       | 1     | 3            | 3     |  |
|                       | <b>3-Strong,</b>         |                     |      |      |      |      | <b>2- Medium</b>                   |         |       | <b>1-Low</b> |       |  |

Prepared by : Dr. M. Syed Sulaiga Benazir    Checked by: Dr. K. Sheik Mydeen  
 Head of the Department

|                      |                           |                   |                 |          |          |          |
|----------------------|---------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester – II</b> | <b>GRAMMAR</b>            |                   | <b>24ULAR21</b> |          |          |          |
| <b>LANG – I</b>      |                           |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b>  | <b>Hrs./Semester : 90</b> | <b>Marks :100</b> | <b>6</b>        | <b>-</b> | <b>-</b> | <b>3</b> |

**General Objective:** To make the students to develop the skill of basic Arabic Grammar and Translation skills from Arabic to English vice-versa.

### Learning Objectives

| <b>LO</b> | <b>The learners will be able to:</b>            |
|-----------|---|
| LO 1      | Understand basic Arabic grammar.                |
| LO 2      | Understand the correct usage of Arabic grammar. |
| LO 3      | Employ sentence making.                         |
| LO 4      | Enhance vocabulary.                             |
| LO 5      | Improve reading and writing skills.             |

**UNIT I** - Lessons 1 to 4 (Text Book – 1) من الدرس الأول إلى الدرس الرابع

**UNIT II** - Lessons 5 to 8 (Text Book – 1) من الدرس الخامس إلى الدرس الثامن

**UNIT III** – Lessons 9 to 12 (Text Book – 1) من الدرس التاسع إلى الدرس الثاني عشر

**UNIT IV** – Lessons 13 to 16 (Text Book – 1) من الدرس الثالث عشر إلى الدرس السادس عشر

**UNIT V** – Lessons 17 to 20 (Text Book – 1) من الدرس السابع عشر إلى الدرس العشرون

### Textbooks:

1. قواعد اللغة العربية الأساسية، الدكتور سيد رحمة الله، رئيس سابق لقسم اللغة العربية، الكلية الجديدة، شنائي

Basic Arabic Grammar, By Dr. Syed Rahmathullah

### Reference Books:

النحو الواضح – علي الجارم ومصطفى أمين  
 دليل النحو الواضح – الدكتور بشير أحمد جمالي  
 سهل العوامل \_ الدكتور تاج الدين المناني  
 النحو الميسر للكبار والصغار – علي محمود عقيلي  
 القواعد التطبيقية في اللغة العربية – الدكتور نديم دعكور

[www.alnahw.com](http://www.alnahw.com)

### Course Outcomes

| CO   | Upon completion of this course, students would have learned to: | PSOs Addressed | Cognitive Level |
|------|---|----------------|-----------------|
| CO-1 | Able to use basic grammatical structure.                        | PSO-1,2,4      | K2              |
| CO-2 | Develop reading skills and reading speed                        | PSO-1,2        | K2              |
| CO-3 | Acquire new vocabulary in Arabic                                | PSO-1,2,3      | K3              |
| CO-4 | Understand the different types of sentences.                    | PSO-1,2,3      | K4              |
| CO-5 | Able to construct simple sentences in Arabic                    | PSO-1,2,5      | K5              |

**K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;  
K5 - Evaluating; K6 - Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course |      |      |      |      | Hours                              | Credits |      |      |      |  |
|-----------------------|--------------------------|---------------------|------|------|------|------|------------------------------------|---------|------|------|------|--|
| II                    | 24ULAR21                 | GRAMMAR             |      |      |      |      | 90                                 | 3       |      |      |      |  |
| Course Outcomes (COs) | Programme Outcomes (POs) |                     |      |      |      |      | Programme Specific Outcomes (PSOs) |         |      |      |      |  |
|                       | PO 1                     | PO 2                | PO 3 | PO 4 | PO 5 | PO 6 | PSO1                               | PSO2    | PSO3 | PSO4 | PSO5 |  |
| CO-1                  | 3                        | 2                   | 2    | 2    | 2    | 2    | 3                                  | 2       | 2    | 2    | 1    |  |
| CO-2                  | 2                        | 2                   | 2    | 3    | 1    | 3    | 2                                  | 2       | 2    | 3    | 1    |  |
| CO-3                  | 3                        | 3                   | 3    | 2    | 2    | 1    | 3                                  | 3       | 3    | 2    | 2    |  |
| CO-4                  | 3                        | 3                   | 2    | 3    | 3    | 2    | 3                                  | 3       | 2    | 3    | 3    |  |
| CO-5                  | 2                        | 2                   | 1    | 2    | 3    | 2    | 2                                  | 2       | 1    | 2    | 3    |  |

**STRONG - 3, MEDIUM - 2 , LOW - 1**

Prepared by : Dr. J. Ubaiyathulla

Checked by: Dr. J. Ubaiyathulla

Head of the Department

|                      |                                 |                   |                 |          |          |          |
|----------------------|---------------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - II</b> | <b>பொதுத்தமிழ் - 2</b>          |                   | <b>24ULTA21</b> |          |          |          |
| <b>LANG - I</b>      | <b>தமிழ் இலக்கிய வரலாறு - 2</b> |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b>  | <b>Hrs./Semester : 90</b>       | <b>Marks :100</b> | <b>6</b>        | <b>-</b> | <b>-</b> | <b>3</b> |

### General Objective:

- தமிழ் இலக்கியப் போக்குகளையும் இலக்கணங்களையும் மாணவர் .
- அறியுமாறு செய்து அவர்களின் படைப்பாற்றலைத் தூண்டுதல்
- தமிழ் இலக்கியம் சார்ந்த போட்டித் தேர்வுகளுக்கு ஏற்ப கற்பித்தல்.
- நடைமுறைகளை மேற்கொள்ளுதல்

### Learning Objectives:

| <b>LO</b> | <b>The Learners will be able to:</b>   |
|-----------|--|
| LO - 1    | சிற்றிலக்கியங்களின் வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுதல்   |
| LO - 2    | புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்   |
| LO - 3    | திராவிட இயக்க இலக்கியங்களைக் கற்பதன் மூலம் மொழி உணர்வு , இன உணர்வு, சமத்துவம் சார்ந்த சிந்தனைகளை ஊட்டுதல்  |
| LO - 4    | தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்ளுதல்   |
| LO - 5    | போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் மேடைப்பேச்சு மற்றும் கட்டுரை, கதை எழுதுவதற்கு பயிற்சி பெறுதல். |

### அலகு 1 தமிழ் இலக்கிய வரலாறு அறிமுகம்

1. சிற்றிலக்கியம் குறவஞ்சி, கலம்பகம், உலா, பரணி, பள்ளு, பிள்ளைத்தமிழ், தூது, அந்தாதி.
2. தனிப்பாடல் அறிமுகம்.
3. இக்கால இலக்கியம், கவிதை, சிறுகதை, நாடகம், உரைநடை , திராவிட இயக்கம் வளர்த்த தமிழ்

### அலகு 2 சிற்றிலக்கியமும் தனிப்பாடலும்

#### சிற்றிலக்கியம்

1. கலிங்கத்துப் பரணி- விருந்தினரும் வறியவரு நெருங்கி யுண்ணரும் - முதல் - கேட்பாரைக் காண்மின் காண்மின் வரை.
2. திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கனிகொடுத்து.
3. முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத்.
4. அபிராமி அந்தாதி- கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்).

5. திருவரங்கக் கலம்பகம் – மறம் -பிள்ளைப் பெருமாள் ஐயங்கார்-  
பேசுவந்த தூத செல்லரித்த ஓலை செல்லுமோ.
6. தமிழ்விடு தூது முதல் பத்து கண்ணிகள்

#### தனிப்பாடல்

1. வான்குருவியின் கூடு - ஓளவையார்
2. ஆமணக்குக்கும் யானைக்கும் சிலேடை - முத்திருக்கும்  
கொம்பசைக்கும் முரித்தண்டே - காளமேகப் புலவர்
3. இம்பர் வான் எல்லை இராமனையே பாடி - வீரராகவர்
4. நாராய் நாராய் - சத்தி முத்தப் புலவர்

#### அலகு 3 இக்கால இலக்கியம் - 1

1. பாரதியார் - பாரத சமுதாயம் வாழ்கவே
2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா
3. நாமக்கல் கவிஞர்- கத்தியின்றி
4. தமிழ் ஒளி – மீன்கள் (அந்தி நிலா பார்க்க வா)
5. ஈரோடு தமிழன்பன் – எட்டாவது சீர் (வணக்கம் வள்ளுவ)

#### சிறுகதைகள்

1. புதுமைப்பித்தன் - கடிதம்
2. ஜெயகாந்தன் - வாய்ச் சொற்கள் (மாலை மயக்கம் - தொகுப்பு)
3. ஆர். சூடாமணி - அந்நியர்கள்

#### உரைநடை

1. மு வ கடிதங்கள் - தம்பிக்கு நூலில் முதல் இரண்டு கடிதங்கள்

#### அலகு 4 இக்கால இலக்கியம் - 2

1. தந்தை பெரியார் – திருக்குறள்( மாநாட்டு) உரை
2. பேரறிஞர் அண்ணா – இரண்டாம் உலகத் தமிழ் மாநாட்டு உரை
3. கலைஞர் மு. கருணாநிதி – தொல்காப்பிய பூங்கா –எழுத்து -முதல்  
நூற்பா கட்டுரை

#### நாடகம் - திரைத்தமிழ்

1. வேலைக்காரி –திரைப்படம்
2. ராஜா ராணி -சாக்ரடீஸ் -ஓரங்க நாடகம்

#### இதழியல் தமிழ்:

#### முரசொலி கடிதம்

1. செம்மொழி வரலாற்றில் சில செப்பேடுகள்

#### அலகு 5 மொழிப் பயிற்சி

#### சொல் வேறுபாடு / பிழை தவிர்த்தல்

- ரகர – றகர வேறுபாடுகள்  
நகர – ணகர – னகர வேறுபாடுகள்  
லகர – ளகர – ழகர வேறுபாடுகள்

## பாட நூல்:

பதிப்பாசிரியர் முனைவர் ச.மகாதேவன், பொதுத்தமிழ் 2,  
சதக்கத்துல்லாஹ் அப்பா கல்லூரி வெளியீடு 2024 – 2025(முதற் பதிப்பு).

## பார்வை நூல்கள் :

1. மு. வரதராசன், தமிழ் இலக்கிய வரலாறு, சாகித்ய அகாதெமி, புதுடெல்லி.
2. மது. ச. விமலானந்தன், தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை.
4. தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், முனைவர்.சொ.சேதுபதி
5. புதிய தமிழ் இலக்கிய வரலாறு – முனைவர்.சிற்பி பாலசுப்ரமணியம், நீல.பத்மநாபன்
6. தமிழ் இலக்கிய வரலாறு - டாக்டர்.அ.கா.பெருமாள்
7. தமிழ் இலக்கிய வரலாறு - முனைவர். ப.ச.ஏசுதாசன்
8. தமிழ் இலக்கிய வரலாறு – ஸ்ரீகுமார்
9. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு – பாக்கியமேரி.
10. தமிழ் பயிற்றும் முறை, பேராசிரியர் ந. சுப்புரெட்டியார் - மணிவாசகர் பதிப்பகம், சிதம்பரம்

- <https://www.chennaiLibrary.com/>
- <https://www.sirukathaigal.com>
- <https://www.tamilvirtualuniversity.org>
- <https://www.noolulagam.com>
- <https://www.katuraitamilblogspot.com>



### Course Outcomes

| CO   | Upon completion of this course, students will be able to   | PSO Addressed | Cognitive Level |
|------|--|---------------|-----------------|
| CO-1 | சிற்றிலக்கியங்களின்வழி இலக்கியச் சுவையினையும் பண்பாட்டு அறிவினையும் பெறுவர்  | 2,4           | K2, K3          |
| CO-2 | புதுக்கவிதை வரலாற்றினை அறிந்து கொள்வர்   | 1,4           | K2              |
| CO-3 | திராவிட இயக்க இலக்கியங்களைக் கற்பதன் மூலம் மொழி உணர்வு, இன உணர்வு, சமத்துவம் சார்ந்த சிந்தனைகளைப் பெறுவர்  | 2,4,5         | K4,K5           |
| CO-4 | தமிழ்மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கவும் அறிந்து கொள்வர்   | 1,3           | K3,K6           |
| CO-5 | போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தினைப் பயன்கொள்ளும் வகையில் மேடைப்பேச்சு மற்றும் கட்டுரை, கதை எழுதுவதற்கு பயிற்சி பெறுவர் பயிற்சி பெறுவர். | 1,2,3,4       | K4, K6          |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course      | Hours | Credits |      |      |                                    |       |       |       |       |
|-----------------------|--------------------------|--------------------------|-------|---------|------|------|------------------------------------|-------|-------|-------|-------|
| II                    | 24ULTA21                 | தமிழ் இலக்கிய வரலாறு - 2 | 90    | 3       |      |      |                                    |       |       |       |       |
| Course Outcomes (COs) | Programme Outcomes (POs) |                          |       |         |      |      | Programme Specific Outcomes (PSOs) |       |       |       |       |
|                       | PO 1                     | PO 2                     | PO 3  | PO 4    | PO 5 | PO 6 | PSO 1                              | PSO 2 | PSO 3 | PSO 4 | PSO 5 |
| CO-1                  | 3                        | 2                        | 3     | 3       | 3    | 2    | 2                                  | 2     | 3     | 2     | 3     |
| CO-2                  | 3                        | 3                        | 2     | 2       | 2    | 3    | 2                                  | 3     | 3     | 2     | 2     |
| CO-3                  | 3                        | 2                        | 3     | 3       | 2    | 2    | 2                                  | 3     | 2     | 3     | 3     |
| CO-4                  | 3                        | 3                        | 3     | 2       | 2    | 2    | 3                                  | 2     | 3     | 2     | 2     |
| CO-5                  | 3                        | 3                        | 2     | 2       | 2    | 3    | 3                                  | 2     | 2     | 2     | 2     |

**3 - STRONG, 2 - MEDIUM, 1- LOW**

Prepared by : Dr. A.S. Shaik Sindha

Checked by: Dr.S.Mahadevan

Head of the Department

|                      |                           |                   |                 |          |          |          |
|----------------------|---------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - II</b> | <b>General English-II</b> |                   | <b>24ULEN21</b> |          |          |          |
| <b>LANG – II</b>     |                           |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b>  | <b>Hrs./Semester : 90</b> | <b>Marks :100</b> | <b>6</b>        | <b>-</b> | <b>-</b> | <b>3</b> |

### **General Objective:**

To teach the four skills viz. Listening, Speaking, Reading and Writing to train the students the skills necessary for social and academic interactions.

### **Learning Objectives (LO)**

| <b>LO</b> | <b>The learners will be able to:</b>                  |
|-----------|---|
| LO-1      | To make students realize the importance of resilience |
| LO-2      | To enable them to become good decision makers         |
| LO-3      | To enable them to develop problem-solving skills      |
| LO-4      | To enable them to use tenses appropriately            |
| LO-5      | To help them use English effectively at workplace.    |

### **Unit – I**

#### **The Skill Focussed: Resilience**

##### **Poetry**

1. “Don’t Quit” – Edgar A. Guest
2. “Still Here” – Langston Hughes

##### **Short Story**

- 3 Engine Trouble – R.K. Narayan
- 4 Rip Van Winkle – Washington Irving

### **Unit – II**

#### **The Skill Focussed: Decision Making**

##### **Short Story**

1. The Scribe – Kristin Hunter
2. The Lady or the Tiger - Frank Stockton

##### **Poetry**

3. “The Road not Taken” – Robert Frost
4. “Snake” – D. H Lawrence

### **Unit – III**

#### **The Skill Focussed: Problem Solving**

##### **Autobiography**

1. How I taught My Grandmother to Read – Sudha Murthy
2. How Frog Went to Heaven – A Tale of Angolo
3. Wings of Fire (Chapters 1,2,3) by A.P.J Abdul Kalam

### **Unit – IV**

#### **Grammar**

##### **Tenses**

1. Present
2. Past
3. Future
4. Concord

### **Unit - V**

#### **English in the Workplace**

1. e-mail – Invitation, Enquiry, Seeking Clarification
2. Circular
3. Memo
4. Minutes of the Meeting

#### **Textbook:**

1. Board of Editors. General English – II. Tamil Nadu State Council for Higher Education (TANSCHE). Chennai: 2024.

#### **Reference Books:**

1. Martin Hewings, *Advanced English Grammar*, Cambridge University Press, 2000.
2. SP Bakshi, Richa Sharma, *Descriptive English*, Arihant Publications (India) Ltd., 2019.
3. Sheena Cameron, Louise Dempsey, *The Reading Book: A Complete Guide to Teaching Reading*, S&L. Publishing, 2019.
4. Barbara Sherman, *Skimming and Scanning Techniques*, Liberty University Press, 2014.
5. ShaikhMoula, *Communication Skills: A Practical Approach*.
6. Ramendra Kumar, *Stories of Resilience*, Blue Rose Publications, 2020.

### Course Outcomes

| CO   | Upon completion of this course, students will be able to | PSO Addressed | Cognitive Level |
|------|--|---------------|-----------------|
| CO-1 | Understand the importance of resilience                  | 1, 2, 4       | K1, K2          |
| CO-2 | Acquire knowledge to make good decisions                 | 1, 2, 3, 4    | K2, K3          |
| CO-3 | Develop problem-solving skills                           | 1, 2, 3, 4    | K3, K4          |
| CO-4 | Evaluate the uses of tenses in English                   | 1, 2, 3       | K4, K5          |
| CO-5 | Use English effectively at the workplace.                | 2, 4, 5       | K5, K6          |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;  
K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester                                | Course Code              | Title of the Course  |      |      |      |      |                                    | Hours | Credits |       |       |  |  |
|---|--------------------------|----------------------|------|------|------|------|------------------------------------|-------|---------|-------|-------|--|--|
| II                                      | 24ULEN21                 | General English - II |      |      |      |      |                                    | 90    | 3       |       |       |  |  |
| Course Outcomes (COs)                   | Programme Outcomes (POs) |                      |      |      |      |      | Programme Specific Outcomes (PSOs) |       |         |       |       |  |  |
|   | PO 1                     | PO 2                 | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2 | PSO 3   | PSO 4 | PSO 5 |  |  |
| CO-1                                    | 3                        | 3                    | 1    | 3    | 1    |      | 1                                  | 3     | 3       | 3     | 1     |  |  |
| CO-2                                    | 3                        | 3                    | 3    | 3    | 2    |      | 3                                  | 3     | 3       | 3     | 2     |  |  |
| CO-3                                    | 3                        | 3                    | 3    | 3    | 1    |      | 3                                  | 3     | 3       | 3     | 1     |  |  |
| CO-4                                    | 3                        | 3                    | 3    | 2    | 1    |      | 3                                  | 3     | 3       | 1     | 2     |  |  |
| CO-5                                    | 1                        | 3                    | 2    | 3    | 3    |      | 3                                  | 3     | 3       | 3     | 3     |  |  |
| <b>STRONG – 3, MEDIUM – 2 , LOW – 1</b> |                          |                      |      |      |      |      |                                    |       |         |       |       |  |  |

Prepared by : Dr.L.Faustina Leo

Checked by: Dr. S. Mohamed Haneef

Head of the Department

|                      |                                 |                   |                 |          |          |          |
|----------------------|---------------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - II</b> | <b>FINANCIAL ACCOUNTING II*</b> |                   | <b>24UCCF21</b> |          |          |          |
| <b>Core-III</b>      |                                 |                   | <b>24UCCO21</b> |          |          |          |
| <b>Hrs./Week: 4</b>  | <b>Hrs./Semester : 60</b>       | <b>Marks :100</b> | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
|                      |                                 |                   | <b>4</b>        | <b>-</b> | <b>-</b> | <b>4</b> |

\* Common to B.Com., B.Com. Finance and B.Com. Honours

### General Objective:

To knowledge on the preparation of various accounts and to acquaint the students with accounting practices of different traders

### Learning Objectives

| <b>LO</b> | <b>The learners will be able to:</b>  |
|-----------|---|
| LO-1      | The students are able to prepare different kinds of accounts such Higher purchase and Instalments System. |
| LO-2      | To understand the allocation of expenses under departmental accounts                                      |
| LO-3      | To gain an understanding about partnership accounts relating to Admission and retirement                  |
| LO-4      | Provides knowledge to the learners regarding Partnership Accounts relating to dissolution of firm         |
| LO-5      | To know the requirements of international accounting standards  |

### UNIT I - Hire Purchase and Instalment System

Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account - Instalment System - Calculation of Profit

### UNIT II - Branch and Departmental Accounts

Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded) - Departmental Accounts: Basis of Allocation of Expenses – Inter- Departmental Transfer at Cost or Selling Price.

### UNIT III – Partnership Accounts – I

Partnership Accounts: –Admission of a Partner – Treatment of Goodwill - Calculation of Hidden Goodwill –Retirement of a Partner – Death of a Partner.

### UNIT IV – Partnership Accounts – II

Dissolution of Partnership - Methods – Settlement of Accounts Regarding Losses and Assets – Realization account – Treatment of Goodwill – Preparation of Balance Sheet - One or more Partners insolvent – All Partners

insolvent – Application of Garner Vs Murray Theory – Accounting Treatment - Piecemeal Distribution – Surplus Capital Method – Maximum Loss Method.

**UNIT V – Accounting Standards for financial reporting (Theory only)**

Objectives and Uses of Financial Statements for Users-Role of Accounting Standards - Development of Accounting Standards in India

-Role of IFRS- IFRS Adoption vs Convergence Implementation Plan in India- Ind AS- An Introduction - Difference between Ind AS and IFRS.

**Textbooks:**

2. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi..
3. M.C. Shukla T.S. Grewal & S.C. Gupta, Advance Accounts, S Chand Publishing, New Delhi.
3. R.L. Gupta and V.K. Gupta, “Financial Accounting”, Sultan Chand, New Delhi.

**Reference Books:**

1. Dr. S.N. Maheswari: Financial Accounting, Vikas Publications, Noida.
2. Dr. Venkataraman& others (7 lecturers): Financial Accounting, VBH, Chennai.Course Outcomes

**Course outcomes**

| <b>CO</b> | <b>Upon completion of this course, students would have learned to:</b>           | <b>PSOs Addressed</b> | <b>Cognitive Level</b> |
|-----------|--|-----------------------|------------------------|
| CO-1      | To Understand the Hire purchase accounts and Instalment systems                  | 1,2,4                 | K2                     |
| CO-2      | To prepare Branch accounts and Departmental Accounts                             | 1,2,4                 | K3                     |
| CO-3      | To Evaluate the accounting treatment for admission and retirement in partnership | 1,4                   | K4                     |
| CO-4      | To know Settlement of accounts at the time of dissolution of a firm.             | 1,2,4                 | K5                     |
| CO-5      | To elaborate the role of IFRS  | 1,4                   | K6                     |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course     |      |      |      |      | Hours                              | Credits |              |       |       |
|-----------------------|--------------------------|-------------------------|------|------|------|------|------------------------------------|---------|--------------|-------|-------|
| II                    | 24UCCF21                 | FINANCIAL ACCOUNTING II |      |      |      |      | 60                                 | 4       |              |       |       |
| Course Outcomes (COs) | Programme Outcomes (POs) |                         |      |      |      |      | Programme Specific Outcomes (PSOs) |         |              |       |       |
|                       | PO 1                     | PO 2                    | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2   | PSO 3        | PSO 4 | PSO 5 |
| CO-1                  | 3                        | 3                       | 3    | 3    | 2    | 1    | 3                                  | 3       | 2            | 3     | 2     |
| CO-2                  | 3                        | 3                       | 3    | 2    | 1    | 2    | 3                                  | 3       | 1            | 3     | 1     |
| CO-3                  | 3                        | 2                       | 3    | 3    | 2    | 1    | 3                                  | 2       | 1            | 3     | 1     |
| CO-4                  | 3                        | 3                       | 2    | 3    | 1    | 2    | 3                                  | 2       | 1            | 3     | 2     |
| CO-5                  | 3                        | 3                       | 3    | 3    | 2    | 1    | 3                                  | 2       | 2            | 3     | 1     |
|                       | <b>3-Strong,</b>         |                         |      |      |      |      | <b>2- Medium</b>                   |         | <b>1-Low</b> |       |       |

Prepared by : Dr. J.A.M. Omeray Farook

Checked by: Dr. K. Sheik Mydeen

Head of the Department

|                      |                           |                   |          |   |          |          |          |
|----------------------|---------------------------|-------------------|----------|---|----------|----------|----------|
| <b>Semester - II</b> | <b>BUSINESS LAW*</b>      |                   |          | <b>24UCCF22<br/>24UCCO22<br/>24UCHC22</b> |          |          |          |
| <b>Core-IV</b>       |                           |                   |          | <b>L</b>                                  | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 4</b>  | <b>Hrs./Semester : 60</b> | <b>Marks :100</b> | <b>4</b> | <b>-</b>                                  | <b>-</b> | <b>4</b> |          |

\* Common to B.Com., B.Com. Finance and B.Com. Honours

### **General Objective:**

To students to learn fundamentals of contract act and to the fundamental knowledge on sale of goods act and Indian partnership act

### **Learning Objectives**

| <b>LO</b> | <b>The learners will be able to:</b>   |
|-----------|--|
| LO-1      | To know the nature and objectives of Mercantile law and the essentials of valid contract |
| LO-2      | To gain knowledge on performance contracts   |
| LO-3      | To be acquainted with the rules of Indemnity and Guarantee                               |
| LO-4      | To make aware of the essentials of Bailment and pledge                                   |
| LO-5      | To understand the provisions relating to sale of goods                                   |

### **UNIT I - Elements of Contract**

Indian Contract Act 1872: Definition of Contract, Essentials of Valid Contract, Classification of Contract, Offer and Acceptance – Consideration – Capacity to Contract – Free Consent - Legality of Object – Contingent Contracts – Void Contract.

### **UNIT II - Performance of Contract**

Meaning of Performance, Offer to Perform, Devolution of Joint liabilities & Rights, Time and Place of Performance, Reciprocal Promises, Assignment of Contracts - Remedies for Breach of contract - Termination and Discharge of Contract - Quasi Contract.

### **UNIT III – Contract of Indemnity and Guarantee**

Contract of Indemnity and Contract of Guarantee - Extent of Surety's Liability, Kinds of Guarantee, Rights of Surety, Discharge of Surety.

### **UNIT IV – Bailment and Pledge**

Bailment and Pledge – Bailment – Concept – Essentials - Classification of Bailments, Duties and Rights of Bailor and Bailee – Law of Pledge – Meaning – Essentials of Valid Pledge, Pledge and Lien, Rights of Pawner and Pawnee.

### **UNIT V – Sale of Goods Act 1930:**

Definition of Contract of Sale – Formation - Essentials of Contract of Sale - Conditions and Warranties - Transfer of Property – Contracts involving Sea



Routes - Sale by Non-owners - Rights and duties of buyer - Rights of an Unpaid Seller.

**Textbooks:**

1. N.D. Kapoor , Business Laws- Sultan Chand and Sons, New Delhi.
2. R.S.N. Pillai – Business Law, S.Chand, New Delhi.
3. M C Kuchhal& Vivek Kuchhal, Business law, S Chand Publishing, New Delhi

**Reference Books:**

1. Preethi Agarwal, Business Law, CA foundation study material, Chennai.
2. Business Law by Saravanel, Sumathi, Anu, Himalaya Publications, Mumbai.

**Course Outcomes**

| CO   | Upon completion of this course, students would have learned to: | PSOs Addressed | Cognitive Level |
|------|---|----------------|-----------------|
| CO-1 | Understand the Objectives and significance of Mercantile law    | 1,4,5          | K2              |
| CO-2 | Explain the clauses and exceptions of Indian Contract Act.      | 1,4,5          | K3              |
| CO-3 | Outline the contract of indemnity and guarantee                 | 4,5            | K4              |
| CO-4 | Familiar with the provision relating to Bailment and Pledge     | 1,4,5          | K5              |
| CO-5 | Explain the various provisions of Sale of Goods Act 1930        | 4,5            | K6              |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating**

**Relationship Matrix**

| Semester              | Course Code              | Title of the Course |      |      |                  |      | Hours                              | Credits |       |       |       |  |
|-----------------------|--------------------------|---------------------|------|------|------------------|------|------------------------------------|---------|-------|-------|-------|--|
| II                    | 24UCCF22                 | BUSINESS LAW        |      |      |                  |      | 60                                 | 4       |       |       |       |  |
| Course Outcomes (COs) | Programme Outcomes (POs) |                     |      |      |                  |      | Programme Specific Outcomes (PSOs) |         |       |       |       |  |
|                       | PO 1                     | PO 2                | PO 3 | PO 4 | PO 5             | PO 6 | PSO 1                              | PSO 2   | PSO 3 | PSO 4 | PSO 5 |  |
| CO-1                  | 3                        | 3                   | 3    | 3    | 2                | 2    | 3                                  | 3       | 2     | 3     | 2     |  |
| CO-2                  | 3                        | 2                   | 3    | 2    | 2                | 3    | 3                                  | 2       | 2     | 3     | 1     |  |
| CO-3                  | 3                        | 2                   | 2    | 2    | 3                | 2    | 2                                  | 3       | 1     | 2     | 2     |  |
| CO-4                  | 2                        | 2                   | 3    | 3    | 2                | 2    | 2                                  | 3       | 2     | 3     | 2     |  |
| CO-5                  | 3                        | 3                   | 3    | 3    | 2                | 2    | 3                                  | 3       | 2     | 2     | 1     |  |
|                       |                          | <b>3-Strong,</b>    |      |      | <b>2- Medium</b> |      | <b>1-Low</b>                       |         |       |       |       |  |

Prepared by : Mr.Mohamed Salman

Checked by: Dr. K. Sheik Mydeen

Head of the Department

|                       |                                    |                   |                 |          |          |          |
|-----------------------|------------------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - II</b>  | <b>Indian Economic Development</b> |                   | <b>24UAEC21</b> |          |          |          |
| <b>EC-II (Allied)</b> |                                    |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b>   | <b>Hrs./Semester : 90</b>          | <b>Marks :100</b> | <b>5</b>        | <b>1</b> | <b>-</b> | <b>5</b> |

### General Objectives:

To educate the students on environment that impact the business.

### Learning Objectives

| <b>LO</b>   | <b>The learners will be able to:</b>                         |
|-------------|--|
| <b>LO-1</b> | Understand the concepts of Economic growth and development   |
| <b>LO-2</b> | Know the features and factors affecting economic development |
| <b>LO-3</b> | Gain understanding about the calculation of national income  |
| <b>LO-4</b> | Examine the role of public finance in economic development   |
| <b>LO-5</b> | Understand the causes of inflation                           |

### Unit I - Economic Development and Growth

Meaning & Definition - Concepts of Economic Growth and Development. Differences between Growth and Development. Measurement of Economic Development: Per Capita Income, Basic Needs, Physical Quality of Life Index, Human Development Index and Gender Empowerment Measure- Factors affecting Economic Development

### Unit II - Classification of Nations on the basis of development

Characteristics of Developing Countries and Developed Countries - Population and Economic Development- Theories of Demographic Transition. Human Resource Development and Economic Development

### Unit III - National Income

Meaning, Importance, National Income -Concept, types of measurement, Comparison of National Income at Constant and Current Prices. Sectorial Contribution to National Income. National Income and Economic Welfare

### Unit IV - Public Finance

Meaning, Importance, Role of Public Finance in Economic Development, Public Revenue-Sources, Direct and Indirect taxes, Impact and Incidence of Taxation, Public Expenditure-Classification and Cannons of Public Expenditure, Public Debt-Need, Sources and Importance, Budget-Importance, Types of Deficits -Revenue, Budgetary, Primary and Fiscal, Deficit Financing.

### Unit V - Money Supply

Theories of Money and Its Supply, Types of Money-Broad, Narrow and High Power, Concepts of M1, M2 and M3. Inflation and Deflation - Types, Causes and Impact, - Price Index- CPI and WPI, Role of Fiscal Policy in Controlling Money supply

### Textbooks

1. Dutt and Sundaram, Indian Economy, S.Chand, New Delhi
2. Remesh Singh, Indian Economy, McGraw Hill, Noida.

### Reference Books

1. Nitin Singhania, Indian Economy, McGraw Hill, Noida.
2. Sanjeverma, The Indian Economy, unique publication, Shimla.
3. GhatakSubrata: Introduction to Development Economics, Routledge Publications, New Delhi.
4. SukumoyChakravarthi: Development Planning- Indian Experience, OUP, New Delhi.
5. Ramesh Singh, Indian Economy, McGraw Hill, Noida.

### Course Outcome

| CO  | Upon completion of this course, students would have learned to:        | PSOs Addressed | Cognitive Level    |
|-----|--|----------------|--------------------|
| CO1 | Elaborate the role of State and Market in Economic Development         | 1,2,3          | K1, K2, K3         |
| CO2 | Explain the Sectorial contribution to National Income                  | 2,3            | K1, K2, K3, K4, K5 |
| CO3 | Illustrate and Compare National Income at constant and current prices. | 1,4            | K3, K4, K5, K6     |
| CO4 | Describe the canons of public expenditure                              | 4,5            | K2, K3, K4,        |
| CO5 | Understand the theories of money and supply                            | 1,2,5          | K2, K3, K4, K5, K6 |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course         |      |      |      |      |                                    | Hours | Credits |       |       |  |  |
|-----------------------|--------------------------|-----------------------------|------|------|------|------|------------------------------------|-------|---------|-------|-------|--|--|
| II                    | 24UAEC21                 | Indian Economic Development |      |      |      |      |                                    | 90    | 5       |       |       |  |  |
| Course Outcomes (COs) | Programme Outcomes (POs) |                             |      |      |      |      | Programme Specific Outcomes (PSOs) |       |         |       |       |  |  |
|                       | PO 1                     | PO 2                        | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2 | PSO 3   | PSO 4 | PSO 5 |  |  |
| CO-1                  | 3                        | 2                           | 2    | 3    | 2    | 2    | 2                                  | 2     | 2       | 2     | 3     |  |  |
| CO-2                  | 3                        | 2                           | 3    | 2    | 2    | 2    | 2                                  | 3     | 3       | 3     | 3     |  |  |
| CO-3                  | 3                        | 2                           | 3    | 2    | 2    | 2    | 2                                  | 3     | 3       | 2     | 2     |  |  |
| CO-4                  | 3                        | 2                           | 3    | 3    | 2    | 3    | 2                                  | 2     | 3       | 3     | 3     |  |  |
| CO-5                  | 3                        | 2                           | 3    | 2    | 2    | 2    | 2                                  | 2     | 2       | 2     | 3     |  |  |

**STRONG (3), MEDIUM (2) and LOW (1)**

|            | Prepared by          | Checked by                          |
|------------|----------------------|-------------------------------------|
| Name:      | Dr.M.Sulthana Barvin | Dr. M. Sulthana Barvin              |
| Signature: |                      | Head of the Department of Economics |

|                      |                                      |                   |                 |          |          |          |
|----------------------|--------------------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - II</b> | <b>Insurance and Risk Management</b> |                   | <b>24UABA23</b> |          |          |          |
| <b>EC-II(Allied)</b> |                                      |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b>  | <b>Hrs./Semester : 90</b>            | <b>Marks :100</b> | <b>5</b>        | <b>1</b> | <b>-</b> | <b>5</b> |

**General Objective:**

To identify, measure, monitor, and control risks to protect an organization and its processes

**Learning Objectives**

| <b>LO</b> | <b>The learners will be able to:</b>                                      |
|-----------|---|
| LO-1      | To know the concepts and principles of contract of insurance              |
| LO-2      | To understand the basic concepts of life insurance                        |
| LO-3      | To gain knowledge on the principles of general insurance                  |
| LO-4      | To know the risk management process                                       |
| LO-5      | To examine the Insurance Regulatory and Development Authority 1999 (IRDA) |

**UNIT I - INTRODUCTION TO INSURANCE**

Definition of Insurance - Characteristics of Insurance – Principles of Contract of Insurance – General Concepts of Insurance – Insurance and Hedging – Types of Insurance – Insurance Intermediaries – Role of Insurance in Economic Development. Peter F. Drucker, Elton Mayo - Functions of Management - Trends and Challenges of Management. Managers – Qualification – Duties & Responsibilities

**UNIT II - Life Insurance**

Life Insurance Business - Fundamental Principles of Life Insurance – Basic Features of Life Insurance Contracts - Life Insurance Products –Traditional and Unit Linked Policies – Individual and Group Policies - With and Without Profit Policies – Types of Life Insurance Policies – Pension and Annuities – Reinsurance – Double Insurance

**UNIT III – General Insurance**

General Insurance Business - Fundamental Principles of General Insurance – Types - Fire Insurance – Marine Insurance – Motor Insurance – Personal

Accident Insurance – Liability Insurance – Miscellaneous Insurance – Claims Settlement.

#### **UNIT IV –Risk Management**

Risk Management – Objectives – Process – Identification and Evaluation of Potential Losses – Risk Reduction - Risk Transfer – Risk Financing - Level of Risk Management – Corporate Risk Management – Personal Risk Management.

#### **UNIT V –IRDA Act 1999**

Insurance Regulatory and Development Authority (IRDA) 1999 – Introduction – Purpose, Duties, Powers and Functions of IRDA – Operations of IRDA – Insurance Policyholders’ Protection under IRDA – Exposure/Prudential Norms - Summary Provisions of related Acts.

#### **Textbooks:**

1. Neeti Gupta, Anuj Gupta and Abha Chopra, Risk Management and Insurance, Kalyani Publishers, New Delhi.
2. Dr. N. Premavathy – Elements of Insurance, Sri Vishnu Publications, Chennai.
3. M.N. Mishra & S.B. Mishra, Insurance Principles and Practice, S Chand Publishers, New Delhi.

#### **Reference Books:**

1. John C. Hull, Risk Management and Financial Institutions (Wiley Finance), John Wiley & sons, New Jersey.
2. P.K. Gupta, Insurance and Risk Management, Himalaya Publications, Mumbai.
3. Dr. Sunilkumar, Insurance and Risk Management, Gollatia publishers, New Delhi.

### Course Outcomes

| CO   | Upon completion of this course, students would have learned to:        | PSOs Addressed | Cognitive Level |
|------|--|----------------|-----------------|
| CO-1 | Explain the workings of insurance and hedging                          | 1,4            | K2              |
| CO-2 | Identify the types of insurance policies and settlement                | 1,4            | K3              |
| CO-3 | Settle claims under various types of general insurance                 | 1,4,5          | K4              |
| CO-4 | Evaluate the assessment and retention of risk                          | 1,4,5          | K5              |
| CO-5 | Design the protection provided for insurance policy holders under IRDA | 1,4            | K6              |

**K1-Remembering; K2 - Understanding; K3 - Applying; K4 - Analyzing;  
K5 - Evaluating; K6 - Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course           |      |      |      |      | Hours                              | Credits |       |              |       |   |
|-----------------------|--------------------------|-------------------------------|------|------|------|------|------------------------------------|---------|-------|--------------|-------|---|
| II                    | 24UABA23                 | INSURANCE AND RISK MANAGEMENT |      |      |      |      | 90                                 | 5       |       |              |       |   |
| Course Outcomes (COs) | Programme Outcomes (POs) |                               |      |      |      |      | Programme Specific Outcomes (PSOs) |         |       |              |       |   |
|                       | PO 1                     | PO 2                          | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2   | PSO 3 | PSO 4        | PSO 5 |   |
| CO-1                  | 3                        | 2                             | 3    | 2    | 2    | 2    | 2                                  | 2       | 2     | 2            | 2     | 3 |
| CO-2                  | 3                        | 2                             | 3    | 2    | 2    | 2    | 2                                  | 2       | 2     | 2            | 2     | 3 |
| CO-3                  | 3                        | 2                             | 3    | 2    | 2    | 2    | 2                                  | 2       | 2     | 2            | 2     | 3 |
| CO-4                  | 3                        | 2                             | 3    | 2    | 2    | 2    | 2                                  | 2       | 2     | 2            | 2     | 2 |
| CO-5                  | 3                        | 2                             | 3    | 2    | 2    |      | 2                                  | 2       | 2     | 2            | 2     | 2 |
|                       | <b>3-Strong,</b>         |                               |      |      |      |      | <b>2- Medium</b>                   |         |       | <b>1-Low</b> |       |   |

Prepared by : Dr. S. Shahul Hameed      Checked by: Dr. S. Shahul Hameed  
Head of the Department

|                      |                                  |                   |                 |          |          |          |
|----------------------|----------------------------------|-------------------|-----------------|----------|----------|----------|
| <b>Semester - II</b> | <b>Fundamental of Investment</b> |                   | <b>24UACF21</b> |          |          |          |
| <b>EC-II(Allied)</b> |                                  |                   | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 6</b>  | <b>Hrs./Semester : 90</b>        | <b>Marks :100</b> |                 |          |          | <b>5</b> |

**General Objective:**

To enables the students to learn concept of investment

**Learning Objectives**

| <b>LO</b> | <b>The learners will be able to:</b>                                 |
|-----------|--|
| LO-1      | To know the concepts and types of Investments                        |
| LO-2      | To understand the various equity and debt instruments                |
| LO-3      | To gain knowledge on the fundamental analysis and technical analysis |
| LO-4      | To examine the portfolio risk and return                             |
| LO-5      | To know the stock exchange and SEBI                                  |

**UNIT I - Investment Environment**

The investment decision process, Types of Investments – Commodities, Real Estate and Financial Assets (Equity, Mutual funds, Debt), the Indian securities market, the market participants (Stock exchanges, Stock brokers, Clearing House, Depositories, Depository Participants, FIIs, Domestic institutional investors, Individual investors), Online and offline trading in securities, security market indices, sources of financial information, Concept of return and risk, Impact of Taxes and Inflation on returns.

**UNIT II - Analysis of Equity and Debt Instruments**

(a) Fixed Income Securities Bond features, types of bonds, estimating bond yields, Bond Pricing, types of bond risks, default risk and credit rating, Bond market indices. (b) Approaches to Equity Analysis

**UNIT III – Introduction to Fundamental Analysis**

Fundamental Analysis, Technical Analysis, dividend capitalisation models, and price-earnings multiple approach to equity valuation, Intrinsic value, Price to Book value ratio.

#### **UNIT IV –Portfolio Analysis and Financial Derivatives**

Portfolio and Diversification, Portfolio Risk and Return; Mutual Funds; Introduction to Financial Derivatives; Financial Derivatives Markets in India

#### **.UNIT V –Investor Protection**

Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investor awareness and activism.

#### **Textbooks:**

1. Fuller &Farrel, Modern Investments and Security Analysis, McGraw Hill International.
2. Singh Preeti, Investment Management, HPH

#### **Reference Books:**

1. Chandra Prasanna: Managing Investment – Tata Mc Gram Hill.
2. Ranganthan: Investment Analysis and Port folio Management.

#### **Course Outcomes**

| <b>CO</b> | <b>Upon completion of this course, students would have learned to:</b>             | <b>PSOs Addressed</b> | <b>Cognitive Level</b> |
|-----------|--|-----------------------|------------------------|
| CO-1      | Students will be able Understand the concepts and types of Investments             | 1,4,5                 | K2                     |
| CO-2      | Students will be able to identify the various equity and debt instruments          | 1,4,5                 | K3                     |
| CO-3      | Students will be able to analyzing the fundamental analysis and technical analysis | 1,2,4                 | K4                     |
| CO-4      | Students will be able to Evaluate and determine the portfolio risk and return      | 2,4,                  | K5                     |
| CO-5      | Students will be able to discuss and inference the stock exchange and SEBI         | 1,4,5                 | K6                     |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing;  
K5 – Evaluating; K6 – Creating**



### Relationship Matrix

| Semester              | Course Code              | Title of the Course              |      |      |      |      | Hours                              | Credits  |              |       |       |
|-----------------------|--------------------------|----------------------------------|------|------|------|------|------------------------------------|----------|--------------|-------|-------|
| <b>II</b>             | <b>24UACF21</b>          | <b>Fundamental of Investment</b> |      |      |      |      | <b>90</b>                          | <b>5</b> |              |       |       |
| Course Outcomes (COs) | Programme Outcomes (POs) |                                  |      |      |      |      | Programme Specific Outcomes (PSOs) |          |              |       |       |
|                       | PO 1                     | PO 2                             | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2    | PSO 3        | PSO 4 | PSO 5 |
| CO-1                  | 3                        | 2                                | 3    | 2    | 2    | 2    | 3                                  | 2        | 2            | 3     | 2     |
| CO-2                  | 3                        | 2                                | 3    | 2    | 2    | 2    | 3                                  | 2        | 2            | 3     | 2     |
| CO-3                  | 3                        | 2                                | 3    | 2    | 2    | 2    | 3                                  | 2        | 2            | 2     | 2     |
| CO-4                  | 3                        | 2                                | 3    | 2    | 2    | 2    | 3                                  | 2        | 2            | 3     | 2     |
| CO-5                  | 3                        | 2                                | 3    | 2    | 2    | 2    | 3                                  | 2        | 2            | 2     | 2     |
|                       | <b>3-Strong,</b>         |                                  |      |      |      |      | <b>2- Medium</b>                   |          | <b>1-Low</b> |       |       |

Prepared by : Dr. K. Sheik Mydeen

Checked by: Dr. K. Sheik Mydeen  
Head of the Department

|                      |                           |                  |                 |          |          |          |
|----------------------|---------------------------|------------------|-----------------|----------|----------|----------|
| <b>Semester - II</b> | <b>E-COMMERCE</b>         |                  | <b>24UNCF21</b> |          |          |          |
| <b>SEC-II (NME)</b>  |                           |                  | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 2</b>  | <b>Hrs./Semester : 30</b> | <b>Marks :50</b> | <b>2</b>        | <b>-</b> | <b>-</b> | <b>2</b> |

**General Objective:**

Course provides an introduction to information systems for business and management

**Learning Objectives**

| <b>LO</b> | <b>The learners will be able to:</b>                                   |
|-----------|--|
| LO-1      | To know the goals of Electronic commerce                               |
| LO-2      | To understand the various Business models in emerging E-commerce areas |
| LO-3      | To have an insight on the internet marketing technologies              |
| LO-4      | To understand the benefits and implementation of EDI                   |
| LO-5      | To examine the ethical issues of E-commerce                            |

**UNIT I - Introduction to E-Commerce**

Defining E - Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce - Process of E-Commerce - Types of E- Commerce; The World Wide Web, The Internet and the Web: Features, Role of Automation & Artificial Intelligence in E-Commerce

**UNIT II E-Commerce Business Models & Consumer Oriented E Commerce**

E-commerce Business Models, Major Business to Consumer (B2C) Business Models, Major Business to Business (B2B) Business Models, Business Models in Emerging E-Commerce Areas - E-tailing: Traditional Retailing and E- retailing, Benefits of E-retailing, Models of E-retailing, Features of E-retailing.

**UNIT III – E-Commerce Marketing Concepts (CASE STUDY)**

The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies – Marketing Strategy - E services: Categories of E-services, Web-Enabled Services, Information-Selling on the Web.

**UNIT IV – Electronic Data Interchange & Security**

Benefits of EDI, EDI Technology, EDI Standards, EDI Communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System - Digital Economy - Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption,

Protecting Web Server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.

### **UNIT V – Ethics in E-Commerce**

Issues in E Commerce Understanding Ethical, Social and Political Issues in E-Commerce: A Model for Organizing the Issues, Basic Ethical Concepts, Analysing Ethical Dilemmas, Candidate Ethical Principles Privacy and Information Rights: Information Collected at E-Commerce Websites

#### **Textbooks:**

1. Kenneth C. Laudon, E-Commerce : Business, Technology, Society, 4<sup>th</sup> Edition, Pearson Education Limited, New Delhi
2. S. J. Joseph, E-Commerce: an Indian perspective, PHI Learning Pvt. Ltd., New Delhi

#### **Reference Books:**

1. Agarwala, K.N. and D. Agarwala, Business on the Net : What's and How's of E-Commerce, McMillan Publisher India Pvt. Ltd., Chennai
2. Ravi Kalkota, Frontiers of E-Commerce, TM, Pearson Education Limited, New Delhi
3. Elias M Awad, Electronic Commerce : From Vision to Fulfillment. PHI Learning Pvt. Ltd., New Delhi

#### **Course Outcomes**

| <b>CO</b> | <b>Upon completion of this course, students would have learned to:</b> | <b>PSOs Addressed</b> | <b>Cognitive Level</b> |
|-----------|--|-----------------------|------------------------|
| CO-1      | Understand the role and features of world wide web                     | 1,4,5                 | K2                     |
| CO-2      | Explain the Benefits and model of e-tailing                            | 1,4                   | K3                     |
| CO-3      | Use the web enabled services   | 1,4,5                 | K4                     |
| CO-4      | Tackle the threats in internet security system                         | 1,3                   | K5                     |
| CO-5      | Know about the Ethical principles Privacy and Information Rights       | 1,4,5                 | K6                     |

**K1-Remembering; K2 – Understanding; K3 - Applying; K4 - Analyzing; K5 – Evaluating; K6 – Creating**

### Relationship Matrix

| Semester              | Course Code              | Title of the Course |      |      |      |      | Hours                              | Credits  |              |       |       |
|-----------------------|--------------------------|---------------------|------|------|------|------|------------------------------------|----------|--------------|-------|-------|
| <b>II</b>             | <b>24UNCF21</b>          | <b>E-COMMERCE</b>   |      |      |      |      | <b>30</b>                          | <b>2</b> |              |       |       |
| Course Outcomes (COs) | Programme Outcomes (POs) |                     |      |      |      |      | Programme Specific Outcomes (PSOs) |          |              |       |       |
|                       | PO 1                     | PO 2                | PO 3 | PO 4 | PO 5 | PO 6 | PSO 1                              | PSO 2    | PSO 3        | PSO 4 | PSO 5 |
| CO-1                  | 3                        | 3                   | 3    | 3    | 2    | 2    | 2                                  | 3        | 3            | 3     | 2     |
| CO-2                  | 2                        | 3                   | 2    | 2    | 2    | 3    | 3                                  | 3        | 3            | 2     | 2     |
| CO-3                  | 3                        | 2                   | 3    | 3    | 3    | 1    | 3                                  | 2        | 2            | 3     | 3     |
| CO-4                  | 3                        | 3                   | 2    | 2    | 2    | 2    | 2                                  | 2        | 3            | 3     | 2     |
| CO-5                  | 2                        | 2                   | 3    | 3    | 1    | 2    | 1                                  | 2        | 3            | 3     | 1     |
|                       | <b>3-Strong,</b>         |                     |      |      |      |      | <b>2- Medium</b>                   |          | <b>1-Low</b> |       |       |

Prepared by : Dr.M.Syed Sulaiga Benazir      Checked by: Dr. K. Sheik Mydeen

Head of the Department

| Semester – II | Value Education-I  |           | 24USVE2A |   |   |   |
|---------------|--------------------|-----------|----------|---|---|---|
| SEC-III       |                    |           | L        | T | P | C |
| Hrs./Week: 2  | Hrs./Semester : 30 | Marks :50 | 2        | - | - | 2 |

**General Objective:** To make students inculcate moral values, leading to faith and righteous action in their life.

**Unit – I:**Islam – Meaning – Importance – A complete Religion – The religion accepted by God – Five Pillars of Islam – Kalima – Prayers – Fasting – Zakat – Haj.

Iman – Monotheism – Angels – Books – Prophets – Dooms Day – Life after death – Heaven and Hell.

**Unit – II:**Quran – The Book of Allah – Wahi – Revelation to Prophet Muhammad(sal) – Compilation – Preservance – Structure – Content – Purpose – Source of Islamic Law– SuraFathiha, Kafirun, Iqlas, Falakh and Nas.

**Unit – III:**Hadith – Siha Sitha – Buhari – Muslim – Tirmithi – Abu Dawood – Nasai – Ibn Maja – Collection of Hadith – Meaning of 40 Hadith.

**Unit – IV:**Life History of Prophet Muhammad (sal) – AiamulJahiliya – Prophet’s Childhood and Marriage – Prophethood – Life at Mecca – Life at Medinah – Farewell Address – Seal of Prophethood.

**Unit – V:**Good character – Etiquettes – Halal and Haram – Duties towards Allah – Duties towards fellow beings – MasnoonDuas.

**Textbooks:**

**Publication of SadakathullahAppa College**

**Reference Books:**

1. V.A. Moahmed Ashrof – Islamic Dimensions – Reflection and Review on Quranic Themes.
2. The Presidency of Islamic Researchers – Revised & Edited – The Holy Quran.
3. M. Manzoor Nomani – Islamic Faith & Practice.
4. Ali Nadawi, Abul Hasan– Muhammad Rasulullah., Muassasathus Sahafawa Nashr publication Lucknow, India,1999.
5. K. Ali – A Study of Islamic History.
6. Abdul Rahuman Abdulla  
h – Islamic Dress code for Women.
7. Dr. Munir Ahamed Mughal – Code For Believers.
8. Abdul Malik Mujahid – Gems and Jewels.

|                      |                           |                  |                 |          |          |          |
|----------------------|---------------------------|------------------|-----------------|----------|----------|----------|
| <b>Semester – II</b> | <b>Value Education-II</b> |                  | <b>24USVE2B</b> |          |          |          |
| <b>SEC-III</b>       |                           |                  | <b>L</b>        | <b>T</b> | <b>P</b> | <b>C</b> |
| <b>Hrs./Week: 2</b>  | <b>Hrs./Semester : 30</b> | <b>Marks :50</b> | <b>2</b>        | <b>-</b> | <b>-</b> | <b>2</b> |

### **UNIT I**

Individual Morality – Objective of Moral life – Living in accordance with the code of Morality – the goodness of Morality – Morality and *Thirukural*- The need for faith.

### **UNIT II**

Adherence to higher code of Morality – Fear of God – Good Moral Values – Duty to Parents – Teacher, respecting elders – Moral Etiquettes – Right-minded Principle – High Principles for Proper conduct.

### **UNIT III**

Inculcating good attitudes – Open mindedness – Morale – analysing the pros and cons of good and bad – Service to others – Mind Power, tolerance, respecting others, showing love to others, patience – tranquility – Modesty, kindness and forgiveness.

### **UNIT IV**

Quotations and moral Stories expressing Good characters of Great personalities – Life History of Great people: Mahatma Gandhi, Abraham Lincoln, Dr. A.P.J. Abdul Kalam.

### **UNIT V**

Truth, the importance of uprightness, integrity, friendship – Health awareness on Alcohol and drug abuse – inculcating reading habit – reading good books – Hygiene – Dowry – Corruption.

### **Textbooks:**

Publication of Sadakathullah Appa College.