

**BACHELOR OF COMMERCE  
IN  
ACCOUNTING AND FINANCE**

**CURRICULAM AND SYLLABUS  
(For Students admitted from academic year 2018 – 2019 onwards)**

**UNDER CHOICE BASED CREDIT SYSTEM**

**DEPARTMENT OF CORPORATE SECRETARYSHIP AND ACCOUNTING &  
FINANCE  
FACULTY OF SCIENCE AND HUMANITIES  
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
SRM NAGAR, KATTANKULATHUR – 603203**

**BACHELOR OF COMMERCE – B.Com**  
**(Accounting & Finance)**  
**(For students admitted from the academic year 2018-19 onwards)**  
**Curriculum**

**I YEAR - SEMESTER I**

Career Stream Title	Subject Code	Subject title	L	T	P	Total of LTP	C
Language	ULT18101	Tamil - I	4	1	0	5	4
	ULH18101	Hindi - I					
	ULF18101	French - I					
	ULE18101	English - I					
Compulsory Core	UAF18101	Financial Accounting –I	4	1	0	5	4
	UAF18102	Principles of Management	4	1	0	5	4
	UAF18103	Business Communication	4	0	0	4	4
Allied	UAF18104	Managerial Economics	4	0	0	4	4
Supportive Course (Internal Evaluation)	CAC 18101	Soft Skills	2	0	0	2	2
<b>Total</b>			<b>26</b>	<b>4</b>	<b>0</b>	<b>30</b>	<b>26</b>

**I YEAR - SEMESTER II**

Career Stream Title	Subject Code	Subject title	L	T	P	Total of LTP	C
Language	ULT18201	Tamil – II	4	1	0	5	4
	ULH18201	Hindi – II					
	ULF18201	French - II					
	ULE18201	English - II					
Compulsory Core	UAF18201	Financial Accounting - II	4	1	0	5	4
	UAF18202	Business Environment	4	1	0	5	4
	UAF18203	Banking Theory law and practice	4	0	0	4	4
Allied	UAF18204	Indian Economy	4	0	0	4	4
Supportive Course (Internal Evaluation)	CAC18201	Quantitative Aptitude and Logical Reasoning – I	2	0	0	2	2

Extension Activities	UNS18201	NSS	0	0	0	0	1
	UNC18201	NCC					
	UNO18201	NSO					
	UYG 18201	YOGA					
<b>Total</b>			<b>26</b>	<b>4</b>	<b>0</b>	<b>30</b>	<b>27</b>

### II YEAR SEMESTER – III

Career Stream Title	Subject Code	Subject title	L	T	P	Total of LTP	C
Compulsory Core	UAF18301	Advanced Company Accounts – I	4	1	0	5	4
	UAF18302	Legal System in Business	4	1	0	5	4
	UAF18303	Marketing	4	1	0	5	4
Allied	UAF18304	Business Statistics – I	4	1	0	5	4
Skill Based Elective 1	UAF18E51	Financial Services	4	2	0	6	3
	UAF18E52	Fundamentals of Insurance					
Non-Major Elective 1		Open Elective – I	2	0	0	2	2
Supportive course (Internal Evaluation)	CAC18301	Quantitative Aptitude and Logical Reasoning –II	2	0	0	2	2
<b>Total</b>			<b>24</b>	<b>6</b>	<b>0</b>	<b>30</b>	<b>23</b>

### II YEAR - SEMESTER IV

Career Stream Title	Subject Code	Subject title	L	T	P	Total of LTP	C
Compulsory Core	UAF18401	Advanced Company Accounts –II	4	1	0	5	4
	UAF18402	Corporate Finance	4	1	0	5	4
	UAF18403	Goods and Services Tax	4	1	0	5	4
Allied	UAF18404	Business Statistics-II	4	1	0	5	4
Skill Based Elective 2	UAF18E53	Sales Management	4	2	0	6	3
	UAF18E54	Organizational Behaviour					
Non Major Elective 2		Open Elective – II	2	0	0	2	2
Supportive course (Internal Evaluation)	CAC18401	Verbal Ability and Reasoning	2	0	0	2	2
<b>Total</b>			<b>24</b>	<b>6</b>	<b>0</b>	<b>30</b>	<b>23</b>

### III YEAR - SEMESTER V

Career Stream Title	Subject Code	Subject title	L	T	P	Total of LTP	C
Compulsory Core	UAF18501	Practical Cost Accounting	4	1	0	5	4
	UAF18502	Income Tax Law Theory & Practice –I	4	1	0	5	4
	UAF18503	Financial Management	4	1	0	5	4
	UAF18504	Investment Analysis and Portfolio Management	4	0	0	4	4
Core Elective I	UAF18E01	Customer Relationship Management	3	1	0	4	3
	UAF18E02	Human Resource Management					
Core Elective II	UAF18E03	Bank Credit Management	3	1	0	4	3
	UAF18E04	Practical Auditing					
Supportive course (Internal Evaluation)	UES18501	Environmental Studies	3	0	0	3	3
<b>Total</b>			<b>25</b>	<b>5</b>	<b>0</b>	<b>30</b>	<b>25</b>

### III Year - SEMESTER VI

Career Stream Title	Subject Code	Subject title	L	T	P	Total of	C
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						LTP	
Compulsory Core	UAF18601	Management Accounting and Practices	4	1	0	5	4
	UAF18602	Income Tax Law Theory & Practice – II	4	1	0	5	4
Compulsory Core Lab	UAF18603	Computer Application in Business-Tally	0	0	5	5	3
Project	UAF18604	Project work and Viva voce	0	5	0	5	5
Core Elective -III	UAF18E05	Entrepreneurial Development	3	1	0	4	3
	UAF18E06	Working Capital Management					
Core Elective -IV	UAF18E07	Financial Derivatives and Risk Management	3	1	0	4	3
	UAF18E08	Research Methodology					
Supportive course (Internal Evaluation)	CAC18601	Communication Skills	2	0	0	2	2
<b>Total</b>			<b>16</b>	<b>9</b>	<b>5</b>	<b>30</b>	<b>24</b>

### Department of Corporate Secretaryship and Accounting Finance

#### Program Educational Objectives (PEOs)

- PEO1. Ensure the graduates possess the necessary knowledge and skill-set to shine in their professional careers in commerce and other related fields.
- PEO2. Transforming the graduates into competitive & vibrant human resource by fine-tuning their professionalism, communication, leadership skills and socially responsible behavior.
- PEO3. Preparing the graduates to fit into the global standards & Industrial needs.
- PEO4. Inspire the Graduates to become entrepreneurs, leaders, or responsible officials in government machinery by providing hands on approach teaching-learning experience and technical know-how.
- PEO5. Encourage the graduates to be technically and professionally sound in managing all spheres of business units..

#### Student outcomes (SOs)

The curriculum and syllabus for Bachelor degrees (2018) conform to outcome based teaching learning process. In general, FOURTEEN STUDENT OUTCOMES (a-o) have been identified and the curriculum and syllabus have been

structured in such a way that each of the courses meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further each course in the program spells out clear instructional objectives which are mapped to the student outcomes.

- a. An ability to apply knowledge of analyzing concepts accounting, and basic sciences appropriate to the discipline
- b. An ability to analyze a problem, and identify and define the human and mechanical requirements appropriate to its solution
- c. An ability to understand, adapt and improve on global benchmarking practices in the concerned disciplines.
- d. An ability to function effectively on teams to accomplish a common goal
- e. An understanding of professional, ethical, legal, security and social issues and responsibilities
- f. An ability to communicate effectively with a range of audiences
- g. An ability to analyze the local and global impact of issues on individuals, organizations, and society
- h. Recognition of the need for and an ability to engage in continuing professional development
- i. An ability to use current techniques, skills, and tools necessary for commercial practices.
- j. An ability to use and apply current technical concepts and practices in the core accounting & commerce related disciplines
- k. An ability to identify and analyze user needs and take them into account in the selection, creation, evaluation, and administration of product or services
- l. An ability to effectively integrate IT-based solutions into the user environment
- m. An understanding of best practices and global standards and their application conforming to the global benchmarking practices
- n. An ability to assist in the creation of an effective project plan.
- o. An ability to behave socially responsible way in the competitive globalised world without compromising on socially, ethically & environmental friendly practices.

**முதல் பருவம்**

குறியீட்டு எண்	பாடம்	L	T	P	Total LTP	C
ULT18101	தமிழ் – I	4	1	0	5	4

பாடத்திட்டத்தின் நோக்கம்		Student Outcomes				
1.	இரண்டாயிரம் ஆண்டுகாலத் தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.	e	f	h	m	n
2.	காலந்தோறும் தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.	e	f	h	n	
3.	வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.	e	f	d	n	

**அலகு – 1**

**இக்காலக் கவிதைகள் - 1**

1. பாரதியார் – கண்ணன் என் சேவகன்
2. பாரதிதாசன் – தமிழ்ப்பேறு
3. அப்துல் ரகுமான் – அவதாரம்
4. மீரா – கனவுகள் + கற்பனைகள் = காகிதங்கள்
5. து. நரசிம்மன் – மன்னித்துவிடு மகனே

**அலகு – 2**

**இக்காலக் கவிதைகள் - 2**

1. ராஜா சந்திரசேகர் – கைவிடப்பட்ட குழந்தை
2. அனார் – மேலும் சில இரத்தக் குறிப்புகள்
3. சுகிர்தராணி – அம்மா
4. நா.முத்துக்குமார் – தூர்

### அலகு - 3

#### சிற்பிலக்கியம்

1. கலிங்கத்துப் பரணி - பொருடடக்கை வாள் எங்கே... ( பாடல் - 485)
2. அழகர்களினை விடு தூது - இதமாய் மனிதருடனே... (கண்ணி - 45)
3. நந்திக் கலம்பகம் - அம்பொன்று வில்லொடிதல்... ( பாடல் - 77)
4. முக்கூடற் பள்ளு - பாயும் மருதஞ் செழிக்கவே... (பாடல் - 47)
5. குற்றாலக் குறவஞ்சி - ஓடக் காண்பதுமே... (பாடல் - 9)

#### காப்பியங்கள்

மணிமேகலை - உலகவறவி புக்க காதை - “மாகூஇல் வால்ஒளி! - இந்நாள் போலும் இளங்கொடி கெடுத்தனை” . (28 அடிகள்)

### அலகு - 4 - தமிழ் இலக்கிய வரலாறு

- 1) சிற்பிலக்கியம் - தோற்றமும் வளர்ச்சியும், 2) புதுக்கவிதை - தோற்றமும் வளர்ச்சியும், 3) சிறுகதை - தோற்றமும் வளர்ச்சியும், 4) புதினம் - தோற்றமும் வளர்ச்சியும், 5) உரைநடை - தோற்றமும் வளர்ச்சியும்

### அலகு -5

#### மொழிப்பயிற்சி :

1. கலைச்சொல்லாக்கம், 2. அகரவரிசைப்படுத்துதல், 3. மரபுத்தொடர் / பழமொழி, 4. கலை விமர்சனம், 5. நேர்காணல்

#### உரைநடைப் பகுதி :

1. உ.வே.சாமிநாதையர் - சிவதருமோத்திரச் சுவடி பெற்ற வரலாறு,
2. தஞ்சாவூர்க் கவிராயர் - கூஜாவின் கோபம்,
3. இரா.பச்சியப்பன் - மாடல்ல மற்றையவை

#### பார்வை நூல்கள்

1. கைலாபதி, க., தமிழ் நாவல் இலக்கியம் ,குமரன் பதிப்பகம், வடபழனி. 1968.
2. சுந்தராஜன், பெ.கோ ., சிவபாதசுந்தரம், சோ., தமிழில் சிறுகதை வரலாறும் வளர்ச்சியும், க்ரியா, சென்னை, 1989.
3. பரந்தாமனார், அ.கி., நல்ல தமிழ் எழுத வேண்டுமா, பாரி நிலையம், சென்னை, 1998,
4. பாக்யமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி. எச். பதிப்பகம், சென்னை, 2011
5. வல்லிக்கண்ணன், புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும், அன்னம், சிவகங்கை, 1992.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULH18101	HINDI-I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To express and communicate literature which is part of life	e	f	h	m	n
2.	To incorporate day to day personal and professional life's need to communicate in the language.	e	f			
3.	To help the students to imagine and express their mind through literature	e	f			

### UNIT – I - PROSE

(35 Hours)

- BADE GHAR KI BETI - PREMCHAND
- VAISHNAV KI FISLAN (VYANGYA KATHA) - HARISHANKAR PARSAI
- BENAM RISHTA - MRIDULA GARG
- UTSAH - RAMCHANDAR SHUKLA (NIBAND)
- PURUSKAR - JAYSHANKAR PRASAD
- HARDAM.COM - ALKA SINHA

### UNIT – 2- ONE ACT PLAY

(15 Hours)

- MAHABHARAT KI EK SANJH - BHARAT BHUSHAN AGRAWAL
- REED KI HADDI - JAGDISH CHANDR MATHUR

### UNIT -3- CORRESPONDENCE

(10 Hours)

- OFFICIAL LETTER
- DEMI-OFFICIAL LETTER

### UNIT -4- CINEMA

(10 Hours)

- |                   |                        |
|-------------------|------------------------|
| 1. PANCHLIGHT     | - PHANISHWAR NATH RENU |
| 2. CHANDI KA JUTA | - BAL SHAURI REDDI     |

### UNIT -5- TECHNICAL TERMINOLOGY

(5 Hours)

#### REFERENCES

1. PRAYOJAN MULAK HINDI – MADHAV SONTAKKE
2. A PRACTICAL GUIDE TO ENGLISH TRANSLATION AND COMPOSITION – K.P. THAKUR

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle I Test I	Cycle II Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULF18101	French-I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To encourage greater written skills through comprehension writing and composition writing	e	f	h	m	n
2.	Improve their oral and written skills through a combination of theory and practice.	e	f			
3.	Extend and expand their savoir-faire through the acquisition of latest skills and techniques by practical training.	e	f			

#### Unité-I (15 heures)

**Salut**-Saluer- Entrer en contact avec quelqu'un – se présenter – s'excuser- *tu* ou *vous*? Les jours de la semaine – Quelques formules de politesse – L'alphabet – Quelques consignes de classe – Je, tu, vous, il. Elle – Etre – Quelques nationalités – Masculin et féminin –Les nombres de 0 à 10 – Quelques sigles.

#### Unité-II (15 heures)

**Enchanté-** Demander de se présenter – Présenter quelqu'un – La négation : ne...pas – Les adjectifs possessifs –Etre, avoir+quelques verbes en –er – C'est, il est – L'interrogation par l'intonation – Quelques professions – Les nombres de 11 à 69 – Oui, non, si. **J'adore !-** Exprimer ses goûts –échanger sur ses projet – Aller – Moi aussi – Nous, ils, elles – La conjugaisons des verbes en –er être et avoir – Faire du, de l', de la +sport – Les nombres après 69 – On=nous – Le futur proche – Quelques indicateurs de temps – Les adjectifs possessifs.

**Unité-III (15 heures)**

**Tu veux bien** – Demander à quelqu'un de faire quelque chose – Demander poliment – Parler d'actions passées –Il y a – Les articles définis et indéfinis – Les marques du pluriel des noms – Les pronoms après une préposition (avec lui, chez, moi) – Le passé composé – Pouvoir, vouloir, venir, connaître.

**Unité-IV (15 heures)**

**On se voit quand ?** - Proposer, accepter, refuser une invitation – indiquer la date – Prendre et fixer un rendez-vous –Demandez et indiquer l'heure –Les pronoms compléments directs me, te, nous, vous –Pourquoi ? Parce que – Quel(s), Quelle(s) – L'interrogation avec est-ce que – Finir- Savoir – L'heure et la date – Les mois de l'année – Quelques indicateurs de temps

**Unité-V (15 heures)**

**Bonne idée !** – Exprimer son point de vue positif et négatif – s'informer sur le prix – S'informer sur la quantité – Exprimer la quantité – La négation : ne ...pas de – Les articles partitifs – Combien ? –Un peu de, beaucoup de,... –Qu'est-ce que, combien – offrir, croire – Penser à, penser de – Plaire à – Les couleurs – Le masculin et le féminin des adjectifs – Les pronoms compléments directs le, la, les.

**Référence:**

“**Latitudes-1**” Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							50%
<b>Total</b>							100%

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
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ULE18101	English-I	4	1	0	5	4
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INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the students to think in English	e	f	h	m	n
2.	To become aware of the regional literature and the writers.	e	f	d		
3.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.	e	f	d		

### UNIT I - Poetry

(15 Hours)

1. Yayum Nyayum – Kurunthogai 40
2. My Grandmother's House – Kamala Das
3. Transgender – Olivia Kent
4. Obituary – A K Ramanujam

### UNIT II - Prose

(15 Hours)

1. On Marriages – Nirad C Choudhary
2. Response to Welcome addresses ii) Why Do We Disagree – Swami Vivekananda
3. I have a dream – Martin Luther King

### UNIT III - Short Story

(15 Hours)

A Nincompoop – Anton Chekhov

1. The Rat – Ashokamitran
2. Quantum of Solace – Ian Flemming
3. Squirrel - Ambai

### UNIT III - Popular Literature

(15 Hours)

1. Shabdo -Kaushik Ganguli
2. TEDX Talks
3. John Lennon - Imagine
4. Bob Marley - No woman no cry

### UNIT V Language Component

(15 Hours)

1. Spot the Errors
2. Jumbled Sentence
3. Homophones & Homonyms
4. Idioms and Phrases
5. Antonyms and Synonyms
6. Story through Images
7. Hints Development

8. Autobiography of Concrete Objects
9. Advertisements
10. Slogan Writing

### TEXT BOOK

1. Cambridge University Press, Raymond Murphy, *Essential Grammar in Use* 3<sup>rd</sup> Edition 2010

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18101	FINANCIAL ACCOUNTING – I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To provide knowledge on the fundamental of financial accounting.	a	m	f		
2.	To expose the student to various financial transaction and its current application.	j	n	f		
3.	To make the students viable in accounting aspects	f				

### UNIT I - ACCOUNTING CONCEPTS

Meaning and scope of accounting, basic accounting concepts and conventions - objectives of accounting - accounting transactions- double entry book keeping - journal, ledger, preparation of trial balance- preparation of cash book.

### UNIT II - FINAL ACCOUNTS

Average due date and account current - preparation of final accounts of a sole trading concern - adjustments - closing stock, outstanding and prepaid items, depreciation, provision of bad debts, provision for discount on debtors, interest on capital and drawing.

### UNIT III - ERROR AND BRS

Classification of errors- rectification of errors- preparation of suspense account - bank reconciliation statement (only simple problems)

#### UNIT IV - DEPRECIATION

Depreciation - meaning, causes, types - straight line method - written down value method (change in method excluded). Insurance claims- average clauses (loss of stock only)

#### UNIT V - SINGLE ENTRY SYSTEM

Single entry system - meaning, features, defects, differences between single entry and double entry system- statement of affairs method – conversion method (only simple problems)

**Note: (Theory : 20%; Problem : 80%)**

#### TEXT BOOKS

1. Reddy T.S. & Murthy A. (2013): “*Financial Accounting*”- Margham Publication- Chennai. (all the 5 units)
2. Jain & Narang (2013): “*Financial Accounting*”, Kalyani Publications, New Delhi.

#### REFERENCES

1. Gupta R.L. & Gupta V.K. (2011): “*Advanced Accounting*”- Sultan Chand Publication - New Delhi.
2. Jawahar Lal, Seema (2012) “*Financial accounting*”, S. Chand & Company Publication, New Delhi.
- 3.

<b>Course Nature : Theory</b>									
Assessment Method (Max.Marks: 100)									
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total		
	Marks	10	10	20	5	5	50%		
<b>End Semester Weightage</b>							<b>50%</b>		
Total							100%		
Subject Code	Title of the Subject				L	T	P	Total of LTP	C
UAF18102	PRINCIPLES OF MANAGEMENT				4	1	0	5	4

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To introduce the student to the various management concepts	a	c			

2	To explain the various function of management.	d	f			
3.	To make the students get managerial skills to enhance in working Life	h	i			

### UNIT - I

Introduction-concept, nature, process and significance of management- managerial roles and skills- contributions made by Taylor, Henry fayol, Elton mayo .

### UNIT - II

Planning: Nature-Importance-Forms-Types-Steps in Planning-Objectives-Policies- Procedures and Methods-Nature and Types of Policies-Decision-making-Process of Decision-making-Types.

### UNIT - III

Organizing: Types of Organisations- (Line and staff, Committees, projects, matrix)Informal Organisation, Organisation Structure-Span of Control -delegation- Departmentation-Authority- Uses of authority- Diff between Authority and Power, Responsibility- Decentralisation–Distn Between Centralisation and Decentralisation.

### UNIT - IV

Staffing- meaning and functions. Directing- nature, purpose and Scope. Leadership- Traits and types

### UNIT - V

Co-ordination-Need, Type and Techniques –Distn between Co-ordination and Co-operation- Requisites for excellent Co-ordination-Controlling-Meaning and Importance - Control Process – Techniques.

### TEXT BOOK

1. T.Ramasamy, V.Surekha, Jeyashankar, Management Principles- Margham Publications.

### REFERENCES

1. Manmohan Prasad (2012): *Management –Concepts and Practices*, Himalayan Publishing House, Pvt. Ltd., New Delhi
2. Gupta R N (2011): *Principles of Management*, Chand S., New Delhi
3. Charles W L Hill, Steven McShane, *Principles of Management*, McGraw –Hill
4. Harold Koontz and Cyril O'Donnell (2010) *Principles of Management, An Analysis of managerial Functions*, McGraw Hill Book Company, New Delhi.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In	Assessment	Cycle	Cycle	Model	Assignment	Attendance	Total

Semester	Tool	Test I	Test II	Examination			
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18103	BUSINESS COMMUNICATION	4	0	0	4	4

INSTRUCTIONAL OBJECTIVES					Student Outcomes		
At the end of this course the learner is expected:							
1.	To learn the basic theories in business communication			a	f	n	
2	To understand the various communication models and tools required to run a business			h	i		
3.	To make the students well equipped in all aspects letter writing formats			f	m		

### UNIT I - INTRODUCTION

Definition – objectives – Types - Principles of effective communication - Barriers to communication - Business Letters - Layout

### UNIT II – KINDS OF LETTERS

Kinds of Business Letters: Interview – Appointments – Acknowledgement – Promotion – Enquires - Replies- Orders- Sales- Circular- complaints.

### UNIT III – CORRESPONDENCE LETTERS

Bank Correspondence- Insurance Correspondence- agency Correspondence- Correspondence with shareholders, Directors

### UNIT IV – REPORT WRITING

Reports Writing- characteristics of good report- classification of report- Agenda, Minutes of Meeting- Memorandum- Office order- Circular-Notes.

### UNIT V – MODERN COMMUNICATIONS

Modern Forms of Communication: Fax- e-mail- Video conferencing- internet- Website and their use in Business.

### TEXT BOOK

1. Varinder Kumar, Bodh Raj(2013 Edn), Business Communication, Kalyani Publishers, New Delhi, (all the 5 units)

## REFERENCES

1. Urmila Rai, S.M Rai (2013), “*Business Communication*”, Himalaya Publishing House, Mumbai, Edn.
2. Sundar K & Kumara Raj A(2012 Edn) “*Business Communication*”, Vijay Nicole, Chennai.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18104	MANAGERIAL ECONOMICS	4	0	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To learn the basic theories in economics in connection with business	a	f	f		
2.	To understand the various economics models and tools required to run a business	h	f	f		
3.	To make the students to have importance and need of business economics	f				

### UNIT - I

Introduction to economics- wealth, welfare and scarcity views on economics- positive and normative economics - managerial economics definition –scope and importance of managerial economics-objectives of business firm-basic economic problem- and other concepts used in managerial economics.

### UNIT - II

Demand function: meaning of demand-determinants and distinction of demand- law of demand –elasticity of demand: types of elasticity of demand–Meaning of demand forecasting: objectives of demand forecasting – types of demand forecasting- Methods of demand forecasting

### UNIT - III

Consumer behavior: law of diminishing marginal utility – equi-marginal utility-indifference curve-definition, properties and consumers equilibrium.

### UNIT - IV

Production: law of variable proportion- law of returns to scale- producer's equilibrium-economics of scale - cost classification –break even analysis.

### UNIT - V

Product pricing: price and output determination under perfect competition, monopoly, monopolistic competition-oligopoly- pricing objectives and methods

### REFERENCES

1. Satish Munjal, Business Economics, RBSA Publishers, Delhi
2. Sarma Mankar, Business Economics, Himalayan Publishing House, New Delhi



SMART goals, Blue print for success, Short term, Long term, Life time goals, Value of time, Diagnosing time management and Prioritizing work

**UNIT IV – PUBLIC SPEAKING (6 Hours)**

Activities for evaluation (Surveying and reporting, Debate, Group discussion)

**UNIT V – CREATIVITY (6 Hours)**

Out of box thinking, lateral thinking

**REFERENCES**

1. Covey Sean, Seven habits of highly effective teens, New York, Fireside Publishers, 1998.
2. Carnegie Dale, How to win friends and influence people, New York, Simon and Schuster, 1998.
3. Thomas A Harris, I am ok, you are ok, New York, Harper and Row, 1972.
4. Assessment Method (Max.Marks: 100)

CAC18101	
Class Room Activities	20 marks
Communication Activities	50 marks
LMS	20 marks
Participation	10 marks
Total	100 marks

**இரண்டாம் பருவம்**

குறியீட்டு எண்	பாடம்	L	T	P	Total LTP	C
ULT18201	தமிழ் – II	4	1	0	5	4

பாடத்திட்டத்தின் நோக்கம்		Student Outcomes				
1.	இரண்டாயிரம் ஆண்டுகாலத் தமிழின் தொன்மையையும் வரலாற்றையும் அதன் விழுமியங்களையும் பண்பாட்டையும் எடுத்துரைப்பதாக இப்பாடத்திட்டம் அமைக்கப்பட்டுள்ளது.	e	f	h	m	n
2.	காலந்தோறும் தமிழ் இலக்கியம் உள்ளடக்கத்திலும், வடிவத்திலும் பெற்ற மாற்றங்கள், அதன் சிந்தனைகள், அடையாளங்கள் ஆகியவற்றை காலந்தோறும் எழுதப்பட்ட இலக்கியங்களின் வழியாகக் கூறுவதாகவும், மொழியின் கட்டமைப்பைப் புரிந்து கொள்வதாகவும் பாடத்திட்டம் வடிவமைக்கப்பட்டுள்ளது.	e	f	d		
3.	வாழ்வியல் சிந்தனைகள், ஒழுக்கவியல் கோட்பாடுகள், சமத்துவம், சூழலியல் எனப் பல கூறுகளை மாணவர்களுக்கு எடுத்துரைக்கும் விதத்தில் இப்பாடத்திட்டம் உருவாக்கப்பட்டுள்ளது.	e	f	n		

**அலகு – 1**

- எட்டுத்தொகை :** 1. குறுந்தொகை (பாடல் - 130), 2. நற்றிணை (பாடல் - 27), 3. அகநானூறு ( பாடல் - 86)
- பத்துப்பாட்டு** - சிறுபாணாற்றுப்படை (அடிகள் - 126-143)
- பதினெண் கீழ்க்கணக்கு :** திருக்குறள் - வெகுளாமை (அதிகாரம் 31), காதல் சிறப்புரைத்தல் (அதிகாரம் 113)

**அலகு – 2**

- எட்டுத்தொகை :** 1. ஐங்குறுநூறு (பாடல் - 203), 2. கலித்தொகை - பாலைத்திணை (பாடல் - 9), 3. புறநானூறு (பாடல் - 235)
- பத்துப்பாட்டு** - முல்லைப்பாட்டு (அடிகள் - 6 – 21)
- பதினெண் கீழ்க்கணக்கு** - 1. நாலடியார் - நல்லார் எனத்தான் (221), 2. திரிகடுகம் - கோலஞ்சி வாழும் குடியும் (33),

3. இனியவை நாற்பது - குழவி தளர்நடை (14), கார் நாற்பது - நலமிகு கார்த்திகை (26),  
 5. களவழி நாற்பது - கவளங்கொள் யானை (14)

### அலகு - 3

#### சைவம் – பன்னிரு திருமுறைகள்

- |                     |                                          |
|---------------------|------------------------------------------|
| 1. திருஞானசம்பந்தர் | - வேயறு தோளிபங்கள் (இரண்டாம் திருமுறை)   |
| 2. திருநாவுக்கரசர்  | - மனமெனும் தோணி (நான்காம் திருமுறை)      |
| 3. சுந்தரர்         | - ஏழிசையாய் இசைப்பயனாம் (ஏழாம் திருமுறை) |
| 4. மாணிக்கவாசகர்    | - ஆதியும் அந்தமும் இல்லா (திருவெம்பாவை)  |
| 5. திருமூலர்        | - அன்பு சிவம் இரண்டு (திருமந்திரம்)      |

#### வைணவம் – நாலாயிரத் திவ்யப் பிரபந்தம்

- |                           |                                  |
|---------------------------|----------------------------------|
| 1. பேயாழ்வார்             | - திருக்கண்டேன் பொன்மேனி ...     |
| 2. பெரியாழ்வார்           | - கருங்கண் தோகை மயிற் றீலி...    |
| 3. தொண்டரடிப்பொடி ஆழ்வார் | - பச்சைமாமலை போல்...             |
| 4. ஆண்டாள்                | - கருப்பூரம் நாறுமோ? கமலப்பூ ... |
| 5. திருமங்கையாழ்வார்      | - வாடினேன் வாடி வருந்தினேன்      |

#### இஸ்லாமியம்

சீறாப்புராணம் - மானுக்குப் பிணை நின்ற படலம் - - 5 பாடல்கள் (பாடல் எண்கள் : 61 - 65)

#### கிறித்துவம்

இரட்சணிய யாதீகம் - கடைதிறப்புப் படலம் - 5 பாடல்கள் (பாடல் எண்கள் : 3,9,10,15,16)

### அலகு - 4

#### தமிழ் இலக்கிய வரலாறு

1. சங்க இலக்கியங்கள், 2. நீதி இலக்கியங்கள், 3.பக்தி இலக்கியங்கள், 4. காப்பியங்கள்

### அலகு - 5

#### சிறுகதைகள்

- |                    |                                |
|--------------------|--------------------------------|
| 1. புதுமைப்பித்தன் | - அகலிகை                       |
| 2. ந.பிச்சமூர்த்தி | - வேப்பமரம்                    |
| 3. அகிலன்          | - ஒரு வேளைச் சோறு              |
| 4. ஜி. நாகராஜன்    | - பச்சக் குதிரை                |
| 5. கி.ராஜநாராயணன்  | - கதவு                         |
| 6. சா.கந்தசாமி     | - தக்கையின் மீது நாங்கு கண்கள் |

7. ஆண்டாள் பிரியதர்ஷினி – மாத்திரை
8. வண்ணதாசன் – ஒரு உல்லாசப் பயணம்
9. சு. தமிழ்ச்செல்வன் – வெயிலோடு போய்
10. பாரததேவி – மாப்பிள்ளை விருந்து

**பார்வை நூல்கள்**

1. அரசு, வீ., இருபதாம் நூற்றாண்டுச் சிறுகதைகள் நூறு, அடையாளம் பதிப்பகம், திருச்சி, 2013
2. அருணாசலம், ப., பக்தி இலக்கியங்கள், பாரி நிலையம், சென்னை, 2010
3. தமிழண்ணல், புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சி புத்தக நிலையம், மதுரை, 2000
4. பாக்யமேரி, வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, என்.சி.பி. எச். பதிப்பகம், சென்னை, 2011
5. பசுபதி, ம.வே. செம்மொழித்தமிழ் இலக்கண இலக்கியங்கள், தமிழ்ப் பல்கலைக்கழகம், தஞ்சாவூர், 2010.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

## SEMESTER II

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULH18201	HINDI-II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To express and communicate literature which is part of life	e	f	h	m	n
2.	To incorporate day to day personal and professional life's need to communicate in the language.	e	f			
3.	To help the students to imagine and express their mind through literature	e	f			

### UNIT I - POETRY

**(30 Hours)**

1. KABIR, TULSI, RAHIM, BIHARI
2. KAI DI AUR KOKILA - MAKHAN LAL CHATURVEDI
3. AB AUR NAHI - OM PRAKASH VALMIKI
4. PREM KA ROG - KUNWAR NARAYAN
5. MAA GAON ME HAI - DIVIK RAMESH
6. ADHIK NAYA HOTA HUN - LILADHAR MANDLOI

### UNIT II - STORY

**(25 Hours)**

1. VAISHNAVI - YASHPAL
2. DOPAHAR KA BHOJAN - AMARKANT
3. JUNGLE - CHITRA MUDGAL
4. KINARE SE DOOR - RAKESH BIHARI
5. PRECIOUS BABY - ANITA NAIR

### UNIT III

**(10 Hours)**

1. ADMINISTRATIVE WORDS, ANUVAD : ANUVAD KI PARISHASHA EVAM BHED

### UNIT – IV

**(10 Hours)**

1. ANUVAD : ENGLISH TO HINDI

## REFERENCES

1. PRAYOJAN MULAK HINDI – MADHAV SONTAKKE
2. A PRACTICAL GUIDE TO ENGLISH TRANSLATION AND COMPOSTITION – K.P. THAKUR

Course Nature: Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULF18201	French-II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	Improve their oral and written skills through a combination of theory and practice.	e	f	h		
2.	Consolidate the knowledge of theoretical aspects of French grammar with examples provided from different angles: from present day literature, day to day conversation.	e	f	m		

### Unité-I (15 heures)

**C'est où ?** – Demander et indiquer une direction – Localiser (près de, en face de,...)  
 - L'impératif – Quelques prépositions de lieu- Les articles contractés au, à la .... – Le passé composé et l'accord du participe passé avec être –Les nombres ordinaux – Ne...plus, ne ... jamais – Les adjectifs numériques ordinaux – Faire.

### Unité-II (15 heures)

**N'oubliez pas !** - Exprimer l'obligation ou l'interdit – Conseiller – En dans les constructions avec de – Quelque chose, rien – Quelqu'un, personne – Il faut, devoir – Qui, que, où – Les pronoms compléments indirects (me, te, lui, leur...). **Belle vue sur la mer !** – Décrire un lieu –Situer – se situer dans le temps – La place des adjectifs – Des, De devant un adjectif – Le genre des noms de pays – Les prépositions et les

noms de villes, de pays, de continents – Tout(e) (s), tous – Y, pronoms complément – Les adjectifs démonstratifs.

**Unité-III (15 heures)**

**Quel beau voyage !-** Raconter – Décrire les étapes d'une action – Exprimer l'intensité et la quantité – Interroger- Les verbes pronominaux – à la pièce, au kilo – un sachet de, un litre de ... -d'abord, puis ... - peu, assez, trop... - En pronom complément – L'interrogation par l'inversion et révision de l'interrogation – Partir.

**Unité-IV (15 heures)**

**Oh !joli !-** Décrire quelqu'un – comparer – Exprimer l'accord ou le désaccord – Se situer dans le temps –L'imparfait – L'imparfait ou le passé composé – la description d'une personne.

**Unité-V (15 heures)**

**Et après ? -** Parler de l'avenir- Exprimer des souhaits – Décrire quelqu'un- S'en aller, partir, quitter – Les indicateurs de temps (en, dans) – Le futur simple – Le subjonctif présent- La place des pronoms à l'impératif.

**Référence:**

“**Latitudes-1**” Méthode de français, REGIME MERIEUX, YVES LOISEAU Les éditions Didier, Paris, 2012.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
ULE18201	English-II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To enable the students to think in English	e	f	h	m	n
2.	To become aware of the world literature and the writers	e	f	d		
3.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.	e	f	d		

### UNIT I - Poetry

(15 Hours)

1. The Unknown citizen – Auden
2. Nada Kondro Kada Kondro- Pura Naanooru 187
3. On being Trans- Lee Mokobe
4. Girl Child – Pawani Mathur

### UNIT II - Prose

(15 Hours)

1. Men and Women – Virginia Woolf
2. Farewell Speech of Mark Antony – William Shakespeare
3. The Autobiography of an unknown Indian –Nirad C.Chaudhuri

### UNIT III - Short Stories and Play

(15 Hours)

1. A Wrong Man in Worker's Paradise – Rabindranath Tagore
2. Refund – Karen E.Bender
3. Paper Money – Razia Fasih Ahmad
4. Karukku - Bama

### UNIT IV - Popular Literature

(15 Hours)

1. Paul Simon –The Sound of Silence
2. Tedx Talks – If I had a daughter
3. John Lennon – I have a dream
4. Pink Floyd – Brick in the Wall

### UNIT V Language Component

(15 Hours)

1. Spot the Errors & Punctuation
2. Antonyms and Synonyms
3. Parts of speech
4. Articles

5. Vowels
6. Road Mapping
7. Movie Review
8. Crossword Puzzles
9. Open ended Stories
10. Quiz

### TEXT BOOKS

1. Cambridge University Press, Raymond Murphy, *Essential Grammar in Use 3<sup>rd</sup> Edition* 2010

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF 18201	FINANCIAL ACCOUNTING-II	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected:					
1.	To understand the preparation of accounting for branch and departments	a	f	i	
2.	To understand the treatment of partnership accounting	a	f	i	
3.	To make the students to learn the various aspects of dissolutions methods	h	i		

### UNIT I - BRANCH ACCOUNTING

Branch Accounting – meaning – Objectives - types of branches – accounting treatment – debtors system - Stock and debtors system-Distinction between wholesale profit and retail profit -Independent branch (foreign branches excluded)

### UNIT II - DEPARTMENT ACCOUNTING

Departmental Accounting - Basis for allocation of expenses - Inter departmental transfer at cost or selling price.

### UNIT III - HIRE PURCHASE

Hire purchase - accounting treatment - calculation of interest - Default, partial repossession- complete repossession - installment system (simple problems)

### UNIT IV - PARTNERSHIP

Partnership- definition-Capital Accounts of Partners-Profit sharing ratios- treatment of Goodwill - Admission of a partner-Retirement of a partner-Death of a partner.

### UNIT V - DISSOLUTION

Dissolution of a Partnership-Insolvency of a Partner (Application of Indian Partnership Act 1932) Insolvency of all partners- Garner Vs Murray - Gradual realization of assets and piecemeal distribution.

**Note:** (Theory: 20%; Problem: 80%)

### TEXT BOOKS

1. Reddy T.S. & Murthy A. (2013): "*Financial Accounting*"- Margham Publication- Chennai. (all the 5 units)
2. Jain & Narang (2012): "*Financial Accounting*", Kalyani Publications, New Delhi.

### REFERENCES

1. Gupta R.L. & Gupta V.K., (2008): "*Advanced Accounting*"- Sultan Chand Publication - New Delhi.
2. Jawahar Lal, Seema, "*Financial accounting*", S. Chand & Company Publication, New Delhi.
3. Shulka & Grewal (2010): "*Advanced Accounting*"- S Chand Publication – New Delhi.

<b>Course Nature: Theory</b>								
Assessment Method (Max.Marks: 100)								
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total	
	Marks	10	10	20	5	5	50%	
<b>End Semester Weightage</b>							<b>50%</b>	
<b>Total</b>							<b>100%</b>	
Subject Code	Title of the Subject			L	T	P	Total of LTP	C
UAF18202	BUSINESS ENVIRONMENT			4	1	0	5	4

<b>INSTRUCTIONAL OBJECTIVES</b>						<b>Student Outcomes</b>				
At the end of this course the learner is expected:										
1.	To understand business environment					a	h	f	i	
2.	To understand its significance in business.					f	g	j		

3	To make the students to understand the importance of the environment.	i	f	h		
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### UNIT I - BUSINESS ENVIRONMENT

The concept of Business Environment – cultural, legal, and social environment - their impact on business strategic decisions

### UNIT II - POLITICAL ENVIRONMENT

Political Environment-Government and Business relationship in India-Provisions of Indian constitution pertaining to business

### UNIT III - SOCIAL ENVIRONMENT

Social environment-Cultural heritage-social attitudes-Impact of foreign culture-castes and communities-joint family systems-linguistic and religious groups-Types of social organization-social responsibilities of business

### UNIT IV - ECONOMIC ENVIRONMENT

Economic Environment-Economic systems and their Impact of business-Macroeconomic parameters like GDP-growth rate population-Urbanization-Fiscal deficit-Plan investment-Per capita income and their impact on business decisions-Five Year Planning.

### UNIT V - FINANCIAL ENVIRONMENT

Financial Environment-Financial system-Commercial banks-Financial Institutions-Reserve Bank of India (RBI) - Stock Exchange-Industrial Development Bank of India(IDBI)-Non Banking Financial Companies.

### TEXT BOOK

- Justin Paul(2012), “*Business Environment*”, Tata McGraw Hill Publishing, Co. Ltd., New Delhi
- Suresh Bedi, Mdu, Rohtak (2010), “*Business Environment*”, Excel Publishing, India.

### REFERENCES

- Shaikh Saleem, “*Business Environment*”, Pearson Education Pvt. Ltd., India
- Chidambaram, “*Business Environment*”, Vikas Publishing House Pvt., India
- John Kew, John Stredwick, “*Business Environment*”, Jaico Publishing House, New Delhi.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test	Model Examination	Assignment	Attendance	Total

			II				
	<b>Marks</b>	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18203	BANKING THEORY LAW & PRACTICE	4	0	0	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected						
1.	To provide knowledge about the various banking terms.	a	f	i		
2	To educate the students on the practical applications of banking services.	a	f			
3	To make the students to learn importance of banking service in the modern days	i	j			

#### UNIT - I

Origin of banks – Banking Regulation Act, 1949 (definition of banking, licensing, opening of branches, functions of banks, (inspection) – Role of banks and economic development – Central Banking and Role of RBI and their functions.

#### UNIT - II

Commercial banks – Functions – Accepting deposits – Lending of funds, e-banking – ATM cards, Debit cards, Credit cards, Personal Identification Number – Online enquiry and update facility – Electronic Fund Transfer – Electronic Clearing System – RTGS-CBS.

#### UNIT - III

Opening of an account – types of deposit account – types of customers (individuals, firms, trusts and companies) – Importance of customer relations – Customer grievances and redressal – ombudsman.

#### UNIT - IV:

Principles and types of lending– precautions to be taken by a banker.

#### UNIT - V

Negotiable instruments promissory note – bills of exchange, Cheque, Draft – definitions, features – Crossing – Endorsement – Material alteration – Paying banker – Rights and duties – statutory protection – Dishonour of cheques – Role of collecting banker.

### TEXT BOOK

1. B.Santhanam Banking theory Law and Practive – (Margham Publishers)

### REFERENCES

1. Gordon E and K Natarajan (Edn 2013) , “*Banking Theory Law and Practice*”, Himalayan Publishing, Mumbai,
2. Guruswamy (Edn 2013) S “*Banking Theory Law and Practice*”, Vijay Nicole Imprints Ltd, Chennai.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF 18204 /UCM 18204/UCC18204	INDIAN ECONOMY	4	0	0	4	4

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes				
1.	To expose the students to different sectors and issues of the Indian Economy.	a	i	f		
2	To Understood the nature and structure of Indian Economy	d	f	i		
3	To gain skills in identifying different issues and examining them in the globalized era.	a	a	i		

### UNIT I - INDIA AS A DEVELOPING ECONOMY

Economy growth and Economic development - Features of a Developing Economy - Indicators of Economic Development.

### UNIT II - NATIONAL INCOME

National Income - Trends- Structural changes - Regional Development and Disparities.

### UNIT III - AGRICULTURAL ECONOMY OF INDIA

Agriculture - Contribution to economic development - Agricultural productivity - Green Revolution - Land reforms - Sources of farm credit - Food subsidy and Public distribution system

### UNIT IV - INDUSTRIAL ECONOMY OF INDIA

Industry - Role of industries in economic development - Industrial development under the planning regime - New economic policy 1991 - Role of public sector and restructuring the public sector - Role of small scale industries in economic development - Information technology industry.

### UNIT V - FOREIGN TRADE

Foreign trade – composition, direction, Export-Import policy, balance of payments, role of foreign direct investments in Indian economy.

## REFERENCES

1. Gaurav Datt and Ashwani Mahajan C: (2014) Datt and Sundaram's Indian Economy, S.Chand, New Delhi. Government of India (2007): India Vision 2020, Academic Foundation, New Delhi.
2. Mishra and Puri, (2005) Indian Economy, Himalaya Publishing House, New Delhi.
3. Rangarajan, C. (1998): Indian Economy: Essays on Money and Finance, UBS, New Delhi.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
CAC18201	QUANTITATIVE APTITUDE AND LOGICAL REASONING-I	2	0	0	2	2

<b>COURSE OBJECTIVE</b>	To enhance holistic development of students and improve their employability skills
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INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes					
1.	To improve aptitude, problem solving skills and reasoning ability of the students	a	b	i	j	m	n
2.	To help them qualify the written test of competitive exams, campus placements and PSUs	a	b	i	j	m	n
3.	To collectively solve problems in teams and groups	a	b	d	i	j	m n
4.	To adopt new techniques in solving problem	a	b	h	i	j	m n

### UNIT – I

(6 Hours)

Numbers: Classification of numbers – Test of divisibility – Unit digit – HCF and LCM – Remainder theorem – Progression – Simplification – Averages – Combined mean (simple problems)

### UNIT – II

(6 Hours)

Simple interest and compound interest – Word problems

**UNIT – III (6 Hours)**

Problems related to permutation and combination – Probability (simple problems)

**UNIT – IV (6 Hours)**

Reasoning (Analytical and logical): Odd man out – Word series – Number series – Direction test – Blood relationship – Coding and decoding – Seating arrangements

**UNIT – V (6 Hours)**

Problems related to clocks and calendar

**REFERENCES**

1. Dinesh Khattar-The Pearson guide to quantitative aptitude for competitive examinations.
2. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited.
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill, 3<sup>rd</sup> Edition.
4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata Mcgraw Hill, 4<sup>th</sup> Edition.
5. <http://fw.freshersworld.com/placementweek/papers.asp>

Assessment Method (Max.Marks: 100)

CAC18201/CAC18301/CAC18401	
Assignment 1	20 marks
Assignment 2	20 marks
Surprise Test 1	25 marks
Surprise Test 2	25 marks

### SEMESTER III

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF 18301/UCC18301	ADVANCED COMPANY ACCOUNTS – I	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To gain knowledge on accounting methods relating to business.	f	m	n	e	
2.	To prepare the students to take professional examinations viz., CA, ICWA, ACS.	g	f	m	e	
3.	To make the students specialized in the accounting	k	h	e		

#### UNIT I - ISSUE OF SHARES

Issue of Shares and Debentures- Various Kinds – Forfeiture – Re-issue- Underwriting of Shares and Debentures.

#### UNIT II - REDEMPTION OF SHARES

Redemption of Preference Shares and Debentures – Profits prior to Incorporation

#### UNIT III - COMPANY FINAL ACCOUNTS

Preparation of Company Final Accounts – revised Schedule VI – Part I and Part II – Treatment of Fictitious Assets as per AS 26 - Computation of Managerial Remuneration - Corporate social Responsibility

#### UNIT IV - VALUATION OF GOODWILL

Valuation of Goodwill – Need – Factors Effecting the Valuation – Methods – Average Profit, Super Profit, Annuity and Capitalization Methods, Valuation of Shares: Need – Factors Effecting the Valuation – Net Asset, Yield and Fair Value Methods.

#### UNIT V - ALTERATION OF SHARE CAPITAL

Alteration of Shares Capital – Internal Reconstruction and Reduction of Capital

**Note: (Theory: 20%; Problem: 80%)**

#### TEXT BOOKS

- Reddy T.S. & Murthy A(2013), “*Corporate Accounting*” – Margham Publications, Chennai (all the 5 units)
- Gupta R.L. & Radhaswamy M(2012), “*Sultan Chand & Sons*”, New Delhi

#### REFERENCES

1. Jain & Narang(2010), “Advanced Accountancy” – Kalyani Publishers
2. Iyengar S.P, “Advanced Accounting” - Sultan Chand & Sons, New Delhi
3. Shukla M.C.Grewal, T.S.Gupta S.C., “Advanced Accounts” – S.Chand & Co. Ltd, New Delhi.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18302	LEGAL SYSTEM IN BUSINESS	4	1	0	5	4

<b>INSTRUCTIONAL OBJECTIVES</b>					<b>Student Outcomes</b>		
At the end of this course the learner is expected:							
1.	To gain knowledge on legal aspects of business	e	f	g			
2	To prepare the students to understand sale of goods act	e	f	g			
3	To make the students specialized Information Technology act 2005 and its importance	i	m	n			

### UNIT I -LAW OF CONTRACT

Law of contract – Nature of contract- Classification - Essential elements of a valid contract - Performance of contract – Discharge of contract – Remedies for breach of contract (Special Contract excluded)

### UNIT II - SALE OF GOODS ACT

Sale of goods Act – Definition – Sale - Agreement to Sell – Distinction between sale and Agreement of Sell – Condition and Warranties – Distinction between conditions and Warranties.

### UNIT III - COMPANY ACT

Company – Types of companies - Memorandum of Association, Articles of Association, Prospectus – meaning and contents - Shares & Debentures – meaning - Classification – Distinction between Shares and Debentures – Company Meetings –

types and requisites of a valid meeting

#### **UNIT IV - INFORMATION TECHNOLOGY ACT - 2000**

Information Technology Act – objectives – scope & application – significance - advantages

#### **UNIT V - INTELLECTUAL PROPERTY**

Intellectual Property Rights - meaning of intellectual property rights –protection of intellectual property rights - Patents, Trademarks and Copy Rights

#### **TEXT BOOK**

1. Saravanavel P., Sumathi S.- “*Legal Systems in Business*”

#### **REFERENCES**

1. Balachandam V & Thothari S (2013), “*Legal Aspects of Business*”, Vijay Nicole Imprints Pvt Ltd,
2. Kapoor N.D., S.Chand – “*Legal System in Business* “
3. Garg K C, Sareen V K Mukesh Sharma(2013),” *Legal System in Business*”, R C Chawla,Kalyani Publishers

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18303	MARKETING	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the student to understand the concepts of marketing.	c	f	g		
2	To understand how marketing helps to bridge the production and consumption gaps	i	j	h		
3	To make the students to understand the components of marketing and its pattern.	h	i	j		

### UNIT I - FUNCTIONS OF MARKETING

Marketing - meaning and definition - evolution of marketing concept –Functions of marketing - features of modern marketing.

### UNIT II - MARKET SEGMENTATION

Market Segmentation- Definition – need for segmentation – methods of market segmentation Consumer Behavior – meaning & definition –importance and factors influencing consumer behavior.

### UNIT III - MARKETING MIX

Marketing Mix: Product – meaning –classification of goods – Product Life Cycle – Stages in New Product Development – Pricing –meaning - kind of pricing – pricing objectives & policies – new product pricing

### UNIT IV - CHANNELS OF DISTRIBUTION

Channels of Distribution – meaning - functions of channels. Promotional Mix – meaning – Sales Promotion - Advertising - Personal Selling – Benefits of Promotional measures.

### UNIT V - RECENT TRENDS MARKETING

Recent Trends marketing –e-marketing - basics of marketing research and marketing information system.

### TEXT BOOKS

1. Rajan Nair, (2007) Marketing ,Sultan Chand & Sons, New Delhi
2. Jayasankar (2012) Marketing, Margham Publications, Chennai, (all the units)

### REFERENCES

1. Pillai R S N – ‘*Modern Marketing*’, S.Chand & Co.Ltd, New Delhi
2. Philip Kotler, “*Principles of Marketing*”, Prentice Hall, India, Edition 15.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
End Semester Weightage							50%
Total							100%

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UCM18304 / UCC18304 / UIS18304 / UAF18304	Business Statistics-I	4	1	0	5	4

**Common to B.Com (General / Accounting and Finance / Information and System Management / Corporate Secretaryship)**

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To provide a strong foundations in the principles of statistics.	b	e			
2.	To apply statistical techniques for business applications	a				
3.	To emphasis only applications no proof required	g				

**UNIT-I**

Definition of statistics –Importance, uses and limitations of statistical methods.

**UNIT-II**

Statistical enquiries – Census and sample enquiries- Various Sampling Methods - Importance of data collection - Primary data- Methods of collection of primary data- Secondary data-Sources and procedure for use.

### UNIT-III

Classification and tabulation of statistical data-Presentation of data through diagrams and graphs –Measures of Central tendency - Definition-Merits and limitations –Mean, Median, Mode- graphical method of locating Median.

### UNIT-IV

Measures of Dispersion –Definition and uses – Range - Quartile-Deviation, Mean Deviation and Standard deviation –Lorenz curve. Coefficient of skewness-Karl Pearson's and Bowley's.

### UNIT-V

Concept of Bivariate distribution -Correlation - Definition-Uses –Types – Karl Pearson's Correlation Co-efficient –Scatter diagram - Spearman's Rank Correlation Co-efficient - Regression equations –Regression Coefficient –Properties-Simple Problems.

### TEXT BOOK

- Gupta, S.P. (2012) , Statistical Methods ,4<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi.

**Unit I** : Vol(1): Chapters-1,(1-23)

**Unit II** : Vol(1): Chapters-3,4 (39-89)

**Unit III** : Vol(1): Chapters 5,6,7 (91-221)

**Unit IV** : Vol(1): Chapter 8,9 (271-335) (337 -342 )

**Unit V** : Vol(1)Chapter-10,11(389-411 ,414 – 423,451 – 460 )

**Question Paper Pattern: Theory:20% ; Problem: 80%.**

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Cycle Test I</b>	<b>Cycle Test II</b>	<b>Model Examination</b>	<b>Assignment</b>	<b>Attendance</b>	<b>Total</b>
	<b>Marks</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>5</b>	<b>5</b>	<b>50%</b>
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18E51	FINANCIAL SERVICES	4	2	0	6	3

INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes			
1.	To understand the basics of financial services and its various dimensions, evaluation and benefits to the economy;	e	f	i	k
2.	To identify the importance of diverse facets of the services in the development of Indian financial system.	e	f	ii	h
3.	To understand the credit rating methods and returns of the financial investments	e	f	i	k

### UNIT - I

Indian Financial System Meaning –features –constituents - Financial markets - Financial institutions - Financial instruments - Financial services - Trends in savings and investment - Savings and Investment in India

### UNIT - II

Merchant Banking and Venture Capital financing Merchant Banking: Origin - Development of Merchant Banking - importance –categories –defaults - functions - Venture Capital financing: Meaning –Features –method of evaluation –stages of financing - Venture capital in India

### UNIT - III

Lease Financing and Securitisation Lease Financing: Meaning –types –Difference between Lease and Hire Purchase - advantages –short comings - Evaluation of Leasing Proposal - Securitisation: Meaning - difference between Securitisation and Bonds - Securitisation Process –Merits - Securitisation in India

### UNIT - IV

Mutual fund and Credit Rating Mutual fund : Meaning –objectives –types –Merits –shortcomings - Credit Rating Agencies : Meaning – functions –types - benefits –disadvantages

### UNIT - V

Factoring and Forfeiting Meaning - Types - features - mechanism - Factoring vs Forfeiting –benefits - Factors Inhibiting the Growth

### TEXT BOOKS

1. Joseph Anbarasu, Boominathan, P. Manoharan and G. Gnanaraj, Financial Services, Sultan Chand & Sons - 2011

## REFERENCES

1. Khan M.Y., Financial Services, Tata McGraw-Hill, 2009
2. Gurusamy. S, Financial Services, Tata McGraw Hill Education Pvt. Ltd, 2011
3. Shashi & Gupta, Financial Services, Kalyani Publishers, 3rd Edition, 2010.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18E52	FUNDAMENTALS OF INSURANCE	4	2	0	6	3

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To understand the nature of insurance and the principles that governs general insurance.	g	h	m		
2.	To gain an insight on the nature of life insurance, fire insurance and marine insurance and to know the procedures for making claims against different kinds of insurance policies .	h	i	i		
3.	To understand the importance of burglary insurance and personal accident insurance.	g	i	k		

### UNIT - I

Insurance –An Overview Meaning, functions, nature and principles of insurance – importance of insurance to society, individuals, business and government.

### UNIT - II

Life Insurance Meaning and features of life insurance contract –classification of policies –Annuities –selection of risk –measurement of risk –calculation of premium – investment of funds –policy conditions –comparison between Life Insurance and general insurance.

### UNIT - III

Fire Insurance Meaning and features of fire insurance –classification of policies – policy conditions –payment of claim –Reinsurance –Double insurance

### UNIT - IV

Marine Insurance Meaning and elements of marine insurance –classification of policies –policy conditions –premium calculation –marine losses –clauses in marine insurance policy.

### UNIT - V

Miscellaneous Insurance Personal Accident Insurance –Motor Insurance –Burglary Insurance –Employers Liability Insurance.

### TEXT BOOK

1. Mishra M.N., Insurance Principles and Practice, S. Chand & Co. Ltd. , New Delhi, 2007

### REFERENCES

1. Bodla B.S., Garg M.C. & Singh K.P., Insurance Fundamentals, Environment and Procedure, Deep & Deep Publications Pvt. Ltd., New Delhi, 2004
2. Ganguly Anand, Insurance Management, New Age International Publishers, New Delhi

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
CAC18301	QUANTITATIVE APTITUDE AND LOGICAL REASONING-II	2	0	0	2	2

<b>COURSE OBJECTIVE</b>	To enhance holistic development of students and improve their employability skills
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INSTRUCTIONAL OBJECTIVES At the end of this course the learner is expected:		Student Outcomes					
1.	To improve aptitude, problem solving skills and reasoning ability of the student	a	b	i	j	m	n
2.	To help them qualify the written test of competitive exams, campus placements and PSUs	a	b	i	j	m	n
3.	To collectively solve problems in teams and group	a	b	d	i	j	m
4.	To adopt new techniques in solving problem	a	b	h	i	j	m

#### UNIT – I

Percentage - Profit or loss - Discount

#### UNIT – II

Ratio, proportion - Mixtures and solutions

#### UNIT – III

Time and work - Time, Speed and distance; Problems related to pipes and cisterns, Problems related to train, Problems related to boats and streams, Problems related to races

#### UNIT – IV

Set theory - Geometry and mensuration - Cubes

#### UNIT – V

Data sufficiency - Data interpretation

## REFERENCES

1. Dinesh Khattar-The Pearson Guide to QUANTITATIVE APTITUDE for competitive examinations.
2. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited
3. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill, 3<sup>rd</sup> Edition
4. Edgar Thrope, Test Of Reasoning for Competitive Examinations, Tata Mcgraw Hill, 4<sup>th</sup> Edition
5. <http://fw.freshersworld.com/placementweek/papers.asp>

Assessment Method (Max.Marks: 100)	
CAC18201/CAC18301/CAC18401	
Assignment 1	20 marks
Assignment 2	20 marks
Surprise Test 1	25 marks
Surprise Test 2	25 marks

### SEMESTER IV

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18401/UCC18401	ADVANCED COMPANY ACCOUNTS – II	4	1	0	5	4

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To gain knowledge on accounting methods relating to business.	i	f	e		
2	To prepare the students to take professional examinations viz., CA, ICWA, ACS.	i	f	e		
3	To make the students specialized in the accounting	i	f	e		

#### **UNIT I - AMALGAMATION AND ABSORPTION**

Amalgamation, Absorption and External Reconstruction: Purchase Consideration – Methods – Amalgamation in the Nature of Merger and Purchase – Absorption – ASI4 – (Simple Problems Only)

#### **UNIT II - BANK ACCOUNTS**

Bank Accounts: Preparation of Profit and Loss Account and Balance Sheet with Relevant Schedules (As per New provisions).

#### **UNIT III – INSURANCE COMPANY ACCOUNTS**

Preparation of Final Accounts for General Insurance: (As per IRDA provisions) – Form A – RA, Form B- PL, Form C- BS – (Excluding Life Insurance)

#### **UNIT IV - LIQUIDATION OF COMPANY ACCOUNTS**

Liquidation Accounting – Order of Payments – Preferential Payments – Liquidators Final Statement of Account – Remuneration – Statement of Affairs

#### **UNIT V - INFLATION ACCOUNTING & FINANCIAL REPORTING**

Inflation Accounting (Accounting for Price level changes) – Methods - Limitations – Accounting Standards - Indian Accounting Standards – International Accounting Standards – Financial Reporting.

Note: Theory 20% Problem 80%)

#### **TEXT BOOKS**

- Reddy T.S. & Murthy A (2013): “*Corporate Accounting – Margham Publications*”, Chennai. (all the 5 units)
- Gupta R.L. & Radhaswamy M (2013):, Sultan Chand & Sons, New Delhi.

## REFERENCES

1. Shukla M.C.Grewal, T.S.Gupta S.C., “Advanced Accounts”– S.Chand & Co. Ltd, New Delhi.
2. Jain & Narang, “Advanced Accountancy” – Kalyani Publishers.
3. Iyengar S.P, “Advanced Accounting” - Sultan Chand & Sons, New Delhi.
4. Dr.S.Ganesan and S.R.Kalavathy, *Thirumalai Publications*, Nagarkoil.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

Subject Code	Title of the Subject 1	L	T	P	Total of LTP	C
UAF18402	CORPORATE FINANCE	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES				Student Outcomes			
At the end of this course the learner is expected:							
1.	To make the students to have through knowledge about corporate sector..	d	g	i			
2.	To enable the students to obtain the corporate social responsibility	f	h	m			

### UNIT I - CORPORATE FINANCE

Corporate Finance - Nature and Importance – Objectives – Functions of Finance Manager – Sources of raising finance - Long term – short term.

### UNIT II - FINANCIAL PLANNING

Corporate Financial Planning – Importance - need – Problems in Corporate Financial Planning - Overtrading – Under trading – Over and Under Capitalisation.

### UNIT III - CAPITAL MARKETS

Capital Markets - Primary Markets – Secondary Market – Functions - SEBI Guidelines relating to Capital markets – Recent trend in Capital market.

### UNIT IV - INDUSTRIAL FINANCIAL INSTITUTIONS

Industrial Financial Institutions – IFCI – SFC – IDBI – ICICI – IRCI – Credit Guarantee

Corporation – Challenges of financing Corporate growth – Public corporations – Private Corporation – Government Policies on Industrial Finance.

### UNIT V - CORPORATE GOVERNANCE

Corporate Governance – Meaning – Objectives – Shareholding Structure – Management Structure and Processes – Stakeholders relationship - Transparency and disclosures – Financial Disciplines.

### TEXT BOOK

1. Kucghal S.C. (2010) “*Corporate Finance*”, Sultan Chand Publications, New Delhi
2. Gurusamy S. (2013) “*Financial Services*”, Margham Publications, Chennai

### REFERENCE

1. Kulkarni P.V. (2006), “*Corporation Finance Principles*”, Sultan Chand Publications, New Delhi.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	Credit
UAF18403	GOODS AND SERVICES TAX	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To enable the student to understand the importance of GST.	e	f	i		
2.	To understand the various GST levied in India	k	h	f		
3.	To provide the genesis of GST and its rates on various goods and services	m	i	j		

### UNIT I - BASICS

Tax Vs Duty; Direct Tax Vs Indirect Tax – Powers of Union/States – Varieties of Indirect Taxes.

### UNIT II - FACTORS FOR LEVY OF CUSTOMS DUTY

First Principles of valuation – Procedure for assessment and payment of Customs Duty – Types of Customs Duty – Warehousing – Drawbacks.

### UNIT III - AN OVERVIEW OF GOODS & SERVICES TAX (GST)

Introduction of Goods & Services Tax in India – Constitutional Amendment under Pre-Goods & Service Tax Regime & Transitional Provisions. Goods & Service Tax: Concepts, Meaning, Significance, Dual GST, features and benefits. GST common portal - Taxes & Duties not subsumed in GST – Rates of GST in India.

### UNIT IV - GOODS AND SERVICE TAX (GST) COUNCIL AND ITS ROLE

Registration and returns – Functions and services performed by Goods and Services Tax Network (GSTN) – E-Way Bill Compliance – Doctrine of unjust enrichment – Anti - Profiteering – Important definitions.

### UNIT V GOODS AND SERVICE TAX (GST) INCIDENCE

Challenges for the Government after implementation of GST – Principle of Supply; meaning, classification, time and valuation of supply. Integrated Goods and Services Tax mechanism; features, Interstate Vs Intra state supply. Input Tax Credit (ITC): Eligibility and conditions to avail ITC – Reverse charge mechanism.

**Note : 100% theory**

### TEXT BOOK

- Reddy T.S.& Dr. Hariprasad Reddy(2013), "*Business Taxation –Margham* Publications, Edition 2013 (all the 5 units)

### REFERENCES

1. Central Excise & Customs Act.
2. Central Sales Act
3. Radhakrishnan, “*Business Taxation* “–Kalyani Publishers, Edition 2013

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UCM18404 / UAF18404 / UIS18404 / UCC18404	<b>BUSINESS STATISTICS-II</b>	4	1	0	5	4

**Common to B.Com (General / Accounting and Finance / Information and System Management / Corporate Secretary ship)**

<b>INSTRUCTIONAL OBJECTIVES</b>						<b>Student Outcomes</b>				
At the end of this course the learner is expected:										
1.	To apply Statistical analysis for decision making process					a	b	i		
2.	To apply Statistical tools for business applications.					b	f	j		

### UNIT - I

Index Numbers -Definition-Uses – Weighted Index Number and Unweighted Index Number-Laspeyre’s - Paasche’s - Irving Fisher’s Index Number --Time Reversal Test and Factor Reversal Test-Construction of Cost of Living Index Number-Family Budget Method and Aggregate Expenditure Method.

### UNIT - II

Analysis of Time Series – Components of Time Series – fitting of trend by the method of least squares – Moving Average method – Computation of Seasonal Indices by Simple Average Method.

### UNIT - III

Interpolation and Extrapolation – Newton’s and Lagrange’s formulae.

### UNIT - IV

Basics of Operations Research (OR): Characteristics of O.R – Importance of O.R in Industry – O.R and Decision making – Role of computers in O.R- Linear programming: Formulations and Graphical solutions , Canonical & Standard form of

Linear Programming problems.

### UNIT - V

Transportation model: Definition – formulation and solution of transportation models – Initial Basic feasible solution by the methods of North west corner, the row – minima, column – minima, matrix minima( Least cost method) and Vogel's approximation method – Assignment problem by Hungarian method .

### TEXT BOOKS

1. Gupta, S.P. (2012) ,Applied Statistical Methods ,4<sup>th</sup> Edition, Sultan Chand & Sons, New Delhi.
2. Sundaresan, V, Ganapathy Subramanian, K.S. and Ganesan,K(2011),Resource Management Techniques, A.R.Publications-Nagapattinam.

### Treatment as in:

1. Gupta, S.P. (2012), Applied Statistical Methods, 4th Edition, Sultan Chand & Sons, New Delhi.  
**Unit I:** Chapter-13(535-579)  
**Unit II:** Chapter-14(611-640 and 650-661)  
**Unit III:** Chapter-15(673-675 and 681-689)
2. Resource Management Techniques by Prof.V.Sundaresan, K.S.Ganapathy Subramanian, K. Ganesan.  
**Unit IV:** Chapter 1 (1.1 to 1.8) and Chapter 2, Chap 3 (3.1.1 to 3.1.4, 3.2.1)  
**Unit V:** Chapter 7(7.1), Chap 8.

**Question Paper Pattern: Theory:20% ; Problem: 80%.**

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	Credit
UAF18E53	SALES MANAGEMENT	4	2	0	6	3

INSTRUCTIONAL OBJECTIVES	Student Outcomes
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At the end of this course the learner is expected:						
1.	To provide an understanding of Sales management and its significance	a	b	i		
2	To expose the students to the practical aspects of making sales and managing customers	b	f	j		
3	To help the students to inculcate personal selling skills	c	i	j		

### UNIT I

Sales Management and Organisation Introduction-Objectives of Sales Management – Importance –Factors affecting Sales Management - Sales Executive as a Coordinator - Sales Management and Control - Sales Organisation - Purpose & Types

### UNIT II

Personal Selling Objectives and theories of personal selling - Analysing market potential & sales potential - Sales forecasting method & evaluation - Determining sales related marketing policies - Product policies - Distribution policies - Pricing policies – Personality of a salesperson

### UNIT III

Sales Operations Meaning –Importance of Sales Operations - Purpose & Goals - Sales budget - Sales territories - Sales Quota-Control of sales-Sales meeting and sales contest-Organizing display - Showroom and Exhibitions – back office operations (inside sales management) –script, appointment fixing, identifying, tele-calling

### UNIT IV

Salesmanship Importance of Salesmanship - Sales manager - Qualities and functions - Types of sales channels - Prospecting (farming, hunting, account management), pre-approach & approach - Selling sequence - Psychology of customers –

### UNIT V

Sales force Management Recruitment & Selection –Training & Development on Selling Skills - Motivation of Sales Personnel - Compensation of Sales Personnel - Evaluation and supervision (review and reports) of Sales Personnel –Sales Force Management in Modern Business

### TEXT BOOK

1. Still Richard R., Cundiff Edward W. & Govani Norman A. P., Sales Management, Decisions, Strategies & Cases, 5th Edition, Pearson Education, 1988

### REFERENCES

1. Dwight Earl, Tunner Jeff, Honeycut Earl D., Errffmeyer Robert. C., Sales Management - Shaping the Future, Prentice Hall Publication, 1st Edition, 2009
2. Thomas N Ingram, Raymond W Laforge, Ramon A Avila, Sales Management Analysis & Decision Making, 7th Edition, M.E. Sharpe Inc, 2009.
3. Hair F. Joe, Anderson Rolph E., Mehta Rajiv, nd babin J. Barry., Sales

Management: Building Customer Relationship and Partnership, South Western College Pub, 1st edition, 2008

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18E54	ORGANIZATIONAL BEHAVIOUR	4	2	0	6	3

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To focus student attention on what happens in the organization.	d	f	m		
2.	To understand the various human potential.	g	i	m		

### UNIT I - ORGANIZATIONAL BEHAVIOR

Need and scope of organizational behavior – theories of organization – individual difference Vs group intelligence tests – measurement of intelligence – personality tests – nature – types and uses of protection.

### UNIT II - ORGANIZATIONAL CULTURE AND CLIMATE

Organizational culture and climate – organizational effectiveness – organizational counseling and guidance.

### UNIT III - MOTIVATION

Motivation – motivational techniques – job stratification – meaning factors – theories measurement – morale – importance – employee attitudes and behavior and their significance to employee productivity.

### UNIT IV - WORK ENVIRONMENT

Work environment – good housekeeping practice design of work place – fatigue – cause and prevention and their importance – leadership – types of leadership.

### UNIT V - GROUP DYNAMICS

Group dynamics – cohesiveness – cooperation – competition – conflicts – resolution – sociometry – group norms – role position status.

### TEXT BOOK

1. Vipan B kumar, S Gopinadhan (2013), Organisational Behaviour, Himalayan Publishing House, New Delhi
2. Fayyaz Ahmad, Nazir Ahmad Gilkar, Javid Ahmed Darzi (2011), Organisation Behaviour, Atlantic Publishing, India.

### REFERENCES

1. Suja R Nair, Organisational Behaviour, Himalayan Publishing House, New Delhi
2. Shajahan S & Linu Shajahan, Organisation Behaviour, New Age International (P) Ltd., Delhi.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
CAC18401	VERBAL ABILITY AND REASONING	2	0	0	2	2

<b>COURSE OBJECTIVE</b>	To instill confidence in students and develop skills necessary to face the challenges of competitive exams and placements
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<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To enable the students understand the syntax of English and develop their lexical skills	d	f	h	n	
2.	To develop comprehension and interpretation skills	d	e	f	h	n
3.	To enhance vocabulary skills and improve repertoire of words	d	f	h	m	n

4.	To help the students succeed in competitive exams and placements	j	m	n		
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### UNIT – I

Spotting error, Change of speech, Change of voice

### UNIT – II

Synonyms, Antonyms, Idioms, Phrasal verbs, One word substitution

### UNIT - III

Sentence improvement, Sentence completion (Grammar based)

### UNIT - IV

Sentence completion (Vocabulary based), Odd word

### UNIT - V

Reading comprehension, Word analogy, Para jumble

### REFERENCES

1. Hari Mohan Prasad and Meenakshi Upadhyay, Objective English for Competitive Examinations, McGraw Hill Education.
2. Norman Lewis, Word Power Made Easy New Revised and Expanded Edition, Goyal publication, 2011
3. Raymond Murphy, Intermediate English Grammar, Cambridge University Press, 2007

Assessment Method (100Marks)	
CAC18201/CAC18301/CAC18401	
Assignment 1	20 marks
Assignment 2	20 marks
Surprise Test 1	25 marks
Surprise Test 2	25 marks



1. Iyengar S P(2010), Cost Accounting Principles and Practice, Sultan Chand & Sons, New Delhi.
2. R S N Pillai & V Bagavathi(2009), Cost Accounting, S.Chand
3. Maheswari S N, Problems and Solutions in Cost Accounting, Sultan Chand Sons, New Delhi.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18502	INCOME TAX LAW THEORY & PRACTICE – I	4	1	0	5	4

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To impart knowledge on the basic principles of direct tax laws.	d	e	i		
2	To equip students about the computation of income and taxation.	f	h	n		
3	To enable the students to be well-equipped in the taxation policy and its operations	h	n	h		

### **UNIT I - MEANING OF INCOME TAX**

Meaning of Income – Canons of Taxation and the Income Tax Act – Important definitions under the Income Tax Act, Scope of Total Income - Residential Status – Incomes exempt from Tax.

### **UNIT II - HEADS OF INCOME**

Heads of Income – Salaries – Allowances – Perquisites and their Valuations – Deductions from salary – Other related provisions – Gratuity – Pension – Commutation of Pension – Provident Fund – Rebate.

### **UNIT III - INCOME FROM HOUSE PROPERTY**

Income from house property – Definition of annual value - deductions - Computation

of a let out and a self-occupied property.

#### UNIT IV - INCOME FROM BUSINESS OR PROFESSION

Income from business or profession – Allowable and not allowable expenses - General deductions – Its principles – Provisions relating to depreciation – deemed business profits – Computation of income from business or profession.

#### UNIT V - FILING OF RETURN

Filing of return of income assessment procedure in brief – due date of Filing the return – defective return – Belated return – revised return – self assessment – Best judgment assessment – various income tax authorities.

**Note: (Theory : 20%; Problem : 80%)**

#### TEXT BOOK

1. H.C Mehrotra, Income Tax Law and Accounts, Sahitya Bhavan Publications, Agra.

#### REFERENCES

1. Bhagavathi Pasad , Income Tax Law and Account – Vishwa Prakasan, New Delhi
2. Vinod K. Singhanian, Students Guide to Income Tax, Taxman. Publication, New Delhi
3. Reddy T S & Hariprasad Reddy Y - Income Tax Theory, Law and Practice, Margham Publication, Chennai

<b>Course Nature : Theory</b>							
<b>Assessment Method (Max.Marks: 100)</b>							
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Cycle Test I</b>	<b>Cycle Test II</b>	<b>Model Examination</b>	<b>Assignment</b>	<b>Attendance</b>	<b>Total</b>
		<b>Marks</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>5</b>	<b>5</b>
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18503	FINANCIAL MANAGEMENT	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To understand the various finance sources	e	n	h		
2	To understand how to take capital budgeting and investment decisions	h	f	c		
3	To inculcate and make the students to be viable in the financial investments effectively	i	n	e		

### OBJECTIVES

- To understand the various finance sources
- To understand how to take capital budgeting and investment decisions

### UNIT I

Finance Functions Financial Management - Meaning and Significance-Objectives and Goals of Financial management –Finance Functions - Factors affecting Financial Decision - Functions of Finance Manager – Time value of money

### UNIT II

Capital Structure Meaning –Factors affecting capital structure-EBIT-EPS Analysis-Indifferent Point of EBIT - Capital Structure theories-Leverage-Meaning and types of Leverages

### UNIT III

Cost of capital Meaning and Significance - Theories of Cost of Capital-Cost of Debt, Preference Share and Eq- unity - Weighted Average Cost of Capital

### UNIT IV

Capital Budgeting Meaning and Significance –Capital Budgeting Process –Project Appraisal techniques –Selection Process under Capital Rationing

### UNIT V

Working Capital Management Working Capital Management –Factors affecting Working Capital- methods of forecasting working capital

**Note:(Theory 20% problem 80%)**

## TEXT BOOK

1. Maheshwari S.N., Financial Management, Sultan Chand & Sons, New Delhi, 2006

## REFERENCES

1. Khan M.Y. and Jain P. K., Management Accounting & Financial Analysis, 2<sup>nd</sup> Edition, Tata McGraw Hill Publishers, New Delhi, 2006
2. Pandey I.M., Financial Management, Penguin Books Ltd., 10th Edition, New Delhi, 2010
3. Kishore M Ravi, Financial Management, Taxmann, New Delhi, 2011

Note: (Question Paper Pattern 100% Theory)

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18504	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	4	0	0	4	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected:					
1.	To impart skills on the fundamentals of investment and security analysis.	d	j	e	
2	To impart the knowledge of portfolio investment and its safety operations.	e	k	f	
3	To make the students to learn capital structure theory	h	i	i	

## UNIT I - INVESTMENT

Investment - Meaning and process of Investment Management – Speculation – Gambling – Concepts - Distinguish between Investment and Gambling - Investment and Speculation- Investment Avenues in India – Role of Capital Markets.

## UNIT II - FUNDAMENTAL ANALYSIS

Fundamental Analysis – Concepts – Different kinds - Economy, Industry Analysis –

Technical Analysis – Concept – Tools – Dow Theory – Random Walk Theory and Efficient Market Hypothesis Theory.

### UNIT III - COMPANY ANALYSIS

Company Analysis – Components – Financial Statements Analysis – EPS – DPS – Dividend Yield Ratio – ROI – Risk Management – Meaning – Types – Risk Measurement – Significance of Beta.

### UNIT IV - INTRODUCTION TO PORTFOLIO MANAGEMENT

Introduction to portfolio management, Traditional and Modern Portfolio Theory – Objectives – Process – portfolio Planning, Selection, Evaluation, Revision and Analysis - Markowitz Model -

### UNIT V - CAPITAL MARKET THEORY

Capital Market Theory-Assumption–CAPM–CML–SML- Arbitrage pricing theory – Derivatives, Options, Futures and Swaps: Concept – Features - Types.

### TEXT BOOKS

1. Prasanna Chandra (2010), Investment Analysis and Portfolio Management, Second Edition, Tata mc Grew Hil, New Delhi. (all the units)
2. S. Kevin, Security Analysis and Portfolio Management, Prentice Hall of India.

### REFERENCES

1. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publication.
2. V.K. Bhalla, Portfolio Analysis and Management - Sultan Chand & Co., New Delhi
3. V.A. Avadhani - Investment Management - Himalaya Publication House, Mumbai

<b>Course Nature : Theory</b>								
Assessment Method (Max.Marks: 100)								
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total	
	Marks	10	10	20	5	5	50%	
<b>End Semester Weightage</b>							<b>50%</b>	
<b>Total</b>							<b>100%</b>	
Subject Code	Title of the Subject			L	T	P	Total of LTP	C
UAF18E01	CUSTOMER RELATIONSHIP MANAGEMENT			3	1	0	4	3

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>			
At the end of this course the learner is expected:					
1.	To understand the various methods of CRM	e	i	n	
2.	To understand the CRM strategy	f	j	h	
3.	To enable the learning and importance of CRM	h	n	i	

### UNIT I - INTRODUCTION

Concept of CRM - characteristics and peculiarities of CRM – steps in CRM - relevance of CRM – customer expectations (branding identity, loyalty, innovation).

### UNIT II - CUSTOMER

Customer profile – customer values – customer life cycle – economics of customer care – characteristics of outstanding customer service – managing customer satisfaction.

### UNIT III - CUSTOMER CENTRIC MARKETING

Customer centric business - Customer centric marketing – bonding of customer relationship.

### UNIT IV - CRM STRATEGY

Customer defection – contact centre's for CRM – CRM strategy.

### UNIT V - CRM IN ACTION

Client retention programmes – reorganization – customer loyalty – customer rewards programmes – CRM in action – e-solution.

### TEXT BOOK

1. Shainesh & Jagdish Seth, *CRM, a strategic perspective*, Macmillan, 2006.
2. Graham Roberts & Phillips, *CRM*, Viva books pvt. Ltd., 2003.

### REFERENCES

1. Jhon Gosney & Thompsbochm, *CRM essentials*, Prentie hall, 2016
2. Bryan Bergeron Jhon wiley & Sons, *essentials of CRM*, 2012

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%

<b>End Semester Weightage</b>	<b>50%</b>
<b>Total</b>	<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	Credit
UAF18E02	HUMAN RESOURCE MANAGEMENT	3	1	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To understand the basic concepts or Human Resource Management and its relevance incorporate world.	e	j	f		
2	To explores the present national and International scenario Level of Knowledge on human resource	f	e	n		
3	To make the students understand the importance of HRM	i	n	i		

### UNIT I - HUMAN RESOURCE MANAGEMENT

Human resource management – meaning – definition – scope – importance – objectives – qualities of HR managers – functions of HRM - HR policies–evolution of of HRM.

### UNIT II - HUMAN RESOURCE REQUIREMENTS

Human Resource requirements - Job Analysis - Job Description - Human Resource Planning – Recruitment - Sources of Recruitment - selection Process - Methods – Interview.

### UNIT III - TRAINING AND DEVELOPMENT

Training and development - objectives- importance – training process - methods of training – development - performance appraisal - various types of performance appraisal, career development

### UNIT IV - MOTIVATION

Motivation - meaning – importance - theories of motivation – Leadership – meaning – functions of leader- qualities of leader – leadership styles - theories of Leadership – promotion – demotion - transfer.

### UNIT V - LABOUR RELATIONS

Labour relations – Overview of Industrial Relation - Industrial disputes – Negotiation - Discipline-Dispute settlement - Recent Challenges in HR - Recent developments in

HR-Strategic Human resource Management - Global trend &their influence on Practices.

**TEXT BOOKS**

1. Dr. C.B Gupta (2012), Human Resource Management, Sultan Chand Publications, New Delhi
2. Tripathi, (2010): Human Resource Management, Sultan Chand Publications, New Delhi (all the 5 units)

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18E03	BANK CREDIT MANAGEMENT	3	1	0	4	3

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To focus student attention on what kinds of loans and advances.	e	h	n		
2.	To understand the RBI norms to NPAs.	i	n	i		
3.	To focus on the banking operations and its recent trends	j	g	n		

**UNIT - I**

Bank Credit-Meaning Definition – Overview of lending activity: principles and Objectives of credit management- credit policy in banks – regulatory framework.

**UNIT - II**

Prudential Norms: prudential norms on capital adequacy and credit risk Management - Types of borrowers –credit evaluation –term loans – procedures in Repayment.

**UNIT - III**

Working capital finance – methods – Dynamics of foreign exchange – types of Credit facilities – documentation.

#### **UNIT - IV**

Monitoring and follow up – recovery management- issues and challenges

#### **UNIT - V**

Micro finance - emerging issues in Micro finance - development aspects of micro Finance.

**Note:** Question paper shall cover 100% Theory

#### **REFERENCES**

1. Murali S & Subbakrishna .K.R “ Bank Credit Management ” Himalaya Publishing House Pvt.Ltd, New Delhi
2. Glen Bullivant “Credit Management “Gower Publishing Limited, England.
3. Andrew Fight “Credit Risk Management” Elsevier Butterworth- Heinemann Linacrehome, Jordon Hill Oxford, Burling don
4. Arnand De Servigny and Oliver Renault “Measuring and Management Credit Risk, Mc Graw -Hill, New Delhi.

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18E04	PRACTICAL AUDITING	3	1	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To appreciate the role of auditing in accounting for business.	e	g	c		
2	To familiarize with the provisions of the companies act relating to the appointment, conduct and liabilities of an auditor	f	i	g		
3	To make the students to understand the importance and its role in the accounting field.	n	n	i		

### UNIT - I

Introduction Auditing –Definitions –Objective –Classification –Advantages and limitations of Auditing –Investigation vs. Auditing - Auditing standards

### UNIT - II

Statutory Auditor Company Auditor –Qualities, Qualification, Disqualification, Appointment and Removal of auditors –Rights, Duties and Liabilities of auditors – Audit report –Types of opinion

### UNIT - III

Audit Planning & Control Audit files –Audit programme –Audit note book –Audit working paper – Internal Control –Internal check –Internal audit –Internal audit vs. external audit

### UNIT - IV

Vouching Vouching –objects –Importance –Vouching of cash transaction; receipts and Payments –vouching of trade transaction –Vouching of Impersonal Ledgers

### UNIT - V

Verification and Valuation Mode and object of verification –Verification and valuation of assets –Verification of liabilities –Auditor's duty as regards verification and valuation of Assets and Liabilities –Audit of provisions and reserves

### TEXT BOOK

1. Dinkar Pagare, Principles & Practice of Auditing, Sultan Chand & Sons, New Delhi, 2011

## REFERENCE

- Spicer & Pegler, Auditing, MacMillan Publication, New Delhi, 2000
- Tandon B.N., Practical Auditing, S.Chand Publishers, New Delhi, 2010

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Subject Title	L	T	P	Total of LTP	C
UES18501	ENVIRONMENTAL STUDIES	3	0	0	3	3

<b>INSTRUCTIONAL OBJECTIVES</b> At the end of this course the learner is expected:		<b>Student Outcomes</b>			
1.	To gain knowledge on the importance of natural resources and energy	a			g
2.	To understand the structure and function of an ecosystem		b		h
3.	To imbibe an aesthetic value with respect to biodiversity, understand the threats and its conservation and appreciate the concept of interdependence				f
4.	To understand the causes of types of pollution and disaster management			e	j
5.	To observe and discover the surrounding environment through field work				m n

**UNIT I - INTRODUCTION TO NATURAL RESOURCES/ENERGY (9 Hours)**

Natural Resources – Definition – Scope and Importance – Need for Public Awareness – Renewable and Non-renewable Resources: Natural resources and associated problems. Forest resources and over-exploitation – Water resources and over-utilization – Mineral resource extraction and its effects - Food resources - food problems and Modern agriculture - Energy resources and its future.

**UNIT II - ECOSYSTEMS (9 Hours)**

Concept of an ecosystem-structure and function of an ecosystem-producers, consumers and decomposers- ecological succession- food chains(any 2 Examples)-food webs(any 2 Examples)-ecological pyramids.

**UNIT III-ENVIRONMENTAL POLLUTION /DISASTER MANAGEMENT (9 Hours)**

Definition-causes, effects and control measures of: Air, Water and Soil pollution- e-waste management- Disaster management: Natural and man-made-food / earthquake / cyclone, tsunami and landslides.

**UNIT IV - SOCIAL ISSUES AND THE ENVIRONMENT (9 Hours)**

Sustainable development- Climate change: global warming, acid rain, ozone layer depletion and nuclear radiation- Environment Protection Act (any 2) air, water, wildlife and forest.

**UNIT V - HUMAN POPULATION AND THE ENVIRONMENT (9 Hours)**

Population growth, variation among nations - Population explosion—Family Welfare Programme - Environment and human health - Human rights - Value education - HIV/AIDS - Women and Child Welfare - Role of Information Technology in environment and human health.

**REFERENCES**

1. Bharucha Erach, (2013), Textbook of Environmental Studies for Undergraduate Courses (Second edition). Telangana, India: Orient BlackSwan.
2. Basu Mahua, Savarimuthu Xavier, (2017), SJ Fundamentals of Environmental Studies. Cambridge, United Kingdom: Cambridge University Press.
3. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
4. De A.K., Environmental Chemistry, Wiley Eastern Ltd.

**e-BOOK**

Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380013, India, Email:mapin@icenet.net (R)

<b>Course Nature : Theory</b>
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Assessment Method (Max.Marks: 100)
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In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

## SEMESTER VI

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18601	MANAGEMENT ACCOUNTING AND PRACTICES	4	1	0	5	4

INSTRUCTIONAL OBJECTIVES		Student Outcomes			
At the end of this course the learner is expected:					
1.	To understand the methods of cost accounting	e	f	n	
2	To familiarize the methods of application of costing techniques	i	g	j	
3	To strengthen the cost accounting policies and its applications	n	h	i	

### UNIT I - MANAGEMENT ACCOUNTING

Management Accounting - Meaning, objectives, functions - Advantages and limitations - Differences between Financial accounting and management accounting - Financial statement analysis –Various kinds of Techniques- Comparative and common size statements - Trend Analysis.

### UNIT II - RATIO ANALYSIS

Ratio analysis - Meaning, significance, advantages and limitations of Ratio analysis - Classification of accounting ratios - Basic purposes of various ratios - Liquidity, Solvency, Turnover and Profitability ratios - Computation of ratios.

### UNIT III - FUND FLOW ANALYSIS

Fund Flow Analysis - Meaning - Concept of fund - Sources and uses of funds - Fund flow statement - Uses of fund flow statement - Cash Flow Analysis - Meaning - Preparation of Cash Flow Statement - Objectives and limitations of cash flow statement - Differences between fund flow statement and cash flow statement as per AS 3

### UNIT IV - BUDGET AND BUDGETARY CONTROL

Budget and Budgetary control - Meaning, objectives, Advantages and limitations of budgetary control - Functional budget - Flexible Budget (Simple problems only)

### UNIT V - MARGINAL COSTING

Marginal Costing – Meaning, Definition- Difference between Absorption Costing and Marginal Costing – CVP Analysis – BEP Analysis – Break Even Chart. (Excluding

Decision – Making Problems) Rate of Return Method and Accounting Rate of Return Method

**Note: Theory : 20%; Problem : 80%**

### TEXT BOOK

1. S.N. Maheswari(2012) Management Accounting, Sultan Chand, New Delhi (all the 5 units)
2. T.S. Reddy and Hari Prasad Reddy (2013), Management Accounting, Margham Publications, Chennai (all the 5 units)

### REFERENCE

- 1 S.P. Gupta (2011),- Management Accounting, Sultan Chand, New Delhi.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	Credit
UAF18602	INCOME TAX LAW THEORY& PRACTICE – II	4	1	0	5	4

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To impart knowledge on the basic principles of direct tax laws.	e	f	h		
2	To equip students about the computation of income and taxation.	h	g	i		
3	To enable the students to be well-equipped in the taxation policy and its operations	i	n	g		

### UNIT I - INCOME UNDER CAPITALS GAINS

Income under capitals gains – short term, long term capital gains – transfer of capital assets – certain transactions not included as transfer – cost of acquisition – cost of improvement – indexation of cost – capital gains under different circumstances – Exempted capital gains – computation of capital gains.

### **UNIT II - INCOME FROM OTHER SOURCES**

Income from other sources – as a residuary head of income – their computation – grossing up – deduction in computing income under this head and other related provisions.

### **UNIT III - CLUBBING OF INCOME**

Clubbing of income – transfer of Income without the transfer asset – Circumstances under which the individual is assessable respect of remuneration of spouse – Assess ability of income from assets transferred to spouse, sons, wife, another person's for the benefit of spouse – assess ability in respect of income of minor child – Set off – Carry forward and Set off.

### **UNIT IV - PERMISSIBLE DEDUCTIONS**

Permissible deductions from gross total income – Sec 80 CC to 80 O

### **UNIT V - ASSESSMENT OF INDIVIDUALS**

Assessment of Individuals – Partnership firms and association of persons.

**Note: Theory : 20%; Problem : 80%**

### **TEXT BOOKS**

1. H.C Mehrotra, Income Tax Law and Accounts, Sahitya Bhavan Publications, Agra. (all the 5 units)
2. Reddy T S & Hariprasad Reddy Y, Income Tax Theory, Law and Practice, Margham (all the 5 units)

### **REFERENCES**

1. Bhagavathi Pasad , Income Tax Law and Account – Vishwa Prakasan, New Delhi
2. Vinod K. Singhanian, Students Guide to Income Tax, Taxman. Publication, New Delhi

<b>Course Nature : Theory</b>
Assessment Method (Max.Marks: 100)

In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18603	COMPUTER APPLICATION IN BUSINESS – TALLY	0	0	5	5	3

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>			
At the end of this course the learner is expected:					
1.	To equip students about the computer applications and operations	a	b	c	
2	To impart knowledge on the usage of tally	a	b	c	
3	To make the students well equipped preparing various accounts through computer	a	b	c	

## TALLY

- **Company Information**
  - Company creation
  - Select Company
  - Shut Company
  - Alter Company
  - Split Company Data
  - Backup and Restore
- **Gateway of Tally**
  - Accounts info
    - Groups
    - Ledgers
    - Voucher Types
  - b. Inventory info
    - Stock Group
    - Stock Category

- Stock item
- Unit of Measures
- Godown
- Accounting Vouchers
- Inventory Vouchers
- **Display**
  - Trial Balance
  - Day Book
  - Accounts Book
  - Statement of Accounts
  - Inventory Books
  - Statement of Inventory
  - Cash flow and Fund flow

<b>Course Nature : Practical</b>						
<b>Assessment Method (Max.Marks: 100)</b>						
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Observation Note Book</b>	<b>Output Result in time</b>	<b>Model Examination</b>	<b>Regularity and Discipline</b>	<b>Total</b>
	<b>Marks</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Record Note Book</b>	<b>Program Writing</b>	<b>Debugging</b>	<b>Result / Output</b>	<b>Total</b>
	<b>Marks</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>15</b>	<b>50</b>
<b>Total</b>						<b>100</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF 18604	PROJECT WORK & VIVA VOCE	0	5	0	5	5

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To equip students prepare the report and data collections	n	m	i		
2	To impart knowledge preparing the report writing	n	m	j		
3	To have practical exposure of collections of data and analysis for its results	n	m	h		

### Project Description

#### Guidelines

1. Project report is the compulsory component of the syllabus to bridge the gap between theory and practice.
2. The field of specialization is Human Resources, Marketing, Finance and related commerce and management based topics.
3. The project work should be neatly presented in not less than 60 pages and not more than 100 pages
4. Paper Size should be A4 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Arial / Font Size: 12 for text)
5. Subheading shall be typed in the Font style (Font: Arial / Font Size: 14 for headings) the report should be professionally prepared.
6. The candidate should submit periodical report of the project to the supervisor.
7. Two reviews will be conducted before the Viva Voce
8. Each candidate should submit hardcopy ( 3 copies) and a soft copy in CD to the Department. After the Evaluation of the project report one hard copy will be returned to the candidate

#### Evaluation Scheme

Project Evaluation and viva voce – Internal Examiner – 50Marks

Project Evaluation and viva voce – External Examiner – 50 Marks

**Note:Maximum: 100 marks (Internal: 50 marks; External: 50) Total Marks - 100 Marks**

If a candidate fails to submit the Project Work or fails to appear for the Viva Voce Examination then the Candidate should submit or appear only in the next Viva Voce Examination

<b>Course Nature : Project</b>						
Assessment Method (Max.Marks: 100)						
<b>In Semester</b>	<b>Assessment Tool</b>	<b>Review 1 (Abstract)</b>	<b>Review 2</b>	<b>Review 3</b>	<b>Attendance</b>	<b>Total</b>
	<b>Marks</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>50</b>
<b>End Semester</b>	<b>Assessment Tool</b>	<b>Report and Presentation</b>	<b>Analysis</b>	<b>Findings and Conclusion</b>	<b>Viva-Voce</b>	<b>Total</b>
	<b>Marks</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>50</b>

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<b>Subject Code</b>	<b>Title of the Subject</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total of LTP</b>	<b>C</b>
UAF18E05	ENTREPRENEURIAL DEVELOPMENT	3	1	0	4	3

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To equip students entrepreneurial thought and skills	e	d	i		
2	1. To encourage students to become entrepreneurs.	f	h	n		
3	To have practical exposure becoming and starting the business units	h	n	f		

### UNIT I - INTRODUCTION TO ENTREPRENEUR

Meaning of Entrepreneur – Entrepreneur and Enterprise – Entrepreneur and Manager – Entrepreneur and Intrapreneur – Qualities (Traits) of True Entrepreneur – Characteristics of Entrepreneur – Types of Entrepreneurs – Functions of an Entrepreneur – Roles of Entrepreneurs in the Economic Development

### UNIT II - ESTABLISHING AN ENTERPRISE

Establishing an Enterprise – Project Identification – Selection of the Product – Project Formulation – Assessment of Project Feasibility – Preparation of Project Report – Selection of Site (Location).

### UNIT III - TYPES OF ORGANIZATION

Selection of Types of Organization – Sole Proprietorship – Partnership Joint Stock Company – Factors Influencing the Choice of Organization – Sources of Project Finance – Sources of Long Term Finance – Sources of Short Term Finance.

### UNIT IV - INCENTIVES AND SUBSIDIES

Incentives and Subsidies – Meaning of Incentives and Subsidies – Need and Problems – Incentives for Development of Backward Area – Incentives for SSI Units in Backward Areas – Taxation Benefits to SSI Units.

### UNIT-V WOMEN ENTREPRENEURS

Women Entrepreneurs – Concept – Functions and Role – Problems of Women Entrepreneurs – Suggestions for Development of Women Entrepreneurs – Rural Entrepreneurship – Need – Problems – How to Develop Rural Entrepreneurship.

### TEXT BOOK

1. Gupta C.B. (2013), “*Entrepreneurship development in India* “– Sultan Chand (all the 5 units)
2. Khanka S.S. (2009), “*Entrepreneurial Development*”, S. Chand & Co., New Delhi.

### REFERENCES

1. Gupta C.B and Srinivasan N.P.(2008), “*Entrepreneurial Development*”, Sultan Chand & Sons, New Delhi.
2. Sarvanavel P, “*Entrepreneurial development* “– Ess Pee kay Publishing House.
3. Jaswer Singh Saini, “*Entrepreneurship Development*”, Deep and Deep publications, New Delhi.
4. Jayashree Suresh (2009), “*Entrepreneurial Development* “– Margham Publications, Chennai.

Course Nature : Theory							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18E06	WORKING CAPITAL MANAGEMENT	3	1	0	4	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1.	To make the students to gain about the various area of working capital management	e	i	n		
2	To enable the students to have more attention on the effectiveness of capital usage	f	j	m		
3	To enrich the students how far working capital operations are important to manage the business	h	k	i		

### UNIT I - WORKING CAPITAL

Working capital meaning – Importance of working capital management- components of working capital – Factors Influencing working capital requirements – Estimating working capital management – working capital life cycle – Roles of finance manager in working capital.

### UNIT II - FINANCING CURRENT ASSETS

Financing current Assets: Different approach to financing current Assets – Conservative, aggressive and matching approach - Sources of finance committees on working capital finance.

### UNIT III - CASH MANAGEMENT

Cash management: Importance – Factors influencing cash balance – Determining optimum cash balance – cash budgeting - controlling and monitoring collection and disbursements.

### UNIT IV - RECEIVABLES MANAGEMENT

Receivables Management: Credit policy variables credit standards- credit period – cash discount and collection efforts – credit evaluation – control of receivables.

### UNIT V - INVENTORY MANAGEMENT

Inventory management : Need for Inventories and Importance of its management – Techniques for managing Inventory – Economic order quantity (EOQ) – Stock levels – Analysis of Investment in inventory – Selective inventory control – ABC, VED, FSN Analysis.

### TEXT BOOK

1. Hrishikes Battacharya (2001), Working capital Management strategies and Techniques prentice hall of India

### REFERENCES

1. Joshi R.N.( 1999) Cash Management, New Age International Publishers
2. K.M. Chitnis, Working capital Management of large Industrial units, Dastane Ramachandra and company Poona.

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
		Marks	10	10	20	5	5
End Semester Weightage							50%
Total							100%

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18E07	FINANCIAL DERIVATIVES AND RISK MANAGEMENT	3	1	0	4	3

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>			
At the end of this course the learner is expected:					
1.	To enable the students to gain the recent changes and updates in Derivatives	f	i	d	
2	To make the students to understand the risk management area:	g	n	c	
3	To equip the knowledge on derivatives and risk of investment.	h	j	i	

### UNIT I - INTRODUCTION TO DERIVATIVES

Introduction to Derivatives – Financial futures – financial options – types of Traders – Margin system – Risk – types of Risk – Risk Evaluation – Risk Management Techniques

### UNIT II - INTEREST RATE FUTURES

Interest Rate Futures – Basic Principles – Forward yield Curve – Risk Hedging – Straddles – Butterfly Spreads – Long – Terms and Short-term Interest Rate Futures – Bond Futures – Basis and Convergence – Determination of Bond Future prices.

### UNIT III - CURRENCY FORWARDS AND FUTURES

Currency Forwards and Futures – Currency Markets – Quotation – Pricing of Forwards and futures – Hedging Currency Risk

### UNIT IV - OPTIONS

Options – Call options – Put options - Options s Hedging instruments – Trading with options – Arbitrage with Options.

### UNIT V - PRICING OF DERIVATES

Pricing of Derivates – Black – Scholes Models – Binomial Option Pricing Model – Swaps currency – Swaps pricing

### TEXT BOOK

1. John Hull(2012), fundamentals of Futures & Options, Prentice hall (Pearson Edn) (units 1,3,4,5)
2. Redhead Keith(2007), financial Derivatives, Prentice Hall, (unit 2)

### REFERENCES

1. David Dobosky(2002, Options & financial Futures, McGraw Hills,
2. Chanc(2002, Introduction to Derivates & risk Management, Thomas Learning

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							<b>50%</b>
<b>Total</b>							<b>100%</b>

Subject Code	Title of the Subject	L	T	P	Total of LTP	C
UAF18E08	RESEARCH METHODOLOGY	3	1	0	4	3

<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>				
At the end of this course the learner is expected:						
1.	To gain insights into how scientific research is conducted	d	e	g		
2	To gain insights into how scientific research is conducted quality and extension potential of research and equip students to undertake research.	h	i	e		
3	To make the students to learn data collection and interpretations, preparation of reports.	j	i	n		

### UNIT I - INTRODUCTION

Research Methodology – meaning - Definition - Objectives - importance –limitation of research methods.

### UNIT II - TYPES OF RESEARCH

Types of Research - Research Purposes - research problems - Research Design.

### UNIT III - SAMPLING METHODS

Sampling Design - Different Types of Sampling Design - Simple Random - Sampling - Stratified Random Sampling - Systematic Sampling - Cluster Sampling - Area Sampling - Multistage Sampling

### UNIT IV - METHODS OF DATA COLLECTION

Methods of Data Collection - Collection of Primary Data –secondary data - Drafting Questionnaire - Data Collection through Questionnaire - Data Collection through Schedules - Collection of Secondary Data

### UNIT V - RESEARCH REPORTS

Research Reports - Structure and Components of Research Report, Types of Report, Layout of Research Report, Mechanism of writing a research report

### TEXT BOOKS

1. C.R. Kothari (2013): Research Methodology Methods and Techniques, 2/e, Vishwa Prakashan., (all the 5 units)
2. Bendat and Piersol(2001), Random data: Analysis and Measurement Procedures, Wiley Interscience,.

### REFERENCES

1. Richard I Levin amp; David S.Rubin(2005), “*Statistics for Management*”, 7/e. Pearson Education,.
2. Donald R. Cooper, Pamela S. Schindler(2006.), “*Business Research Methods*”, 8/e, Tata McGraw-Hill Co. Ltd.,

<b>Course Nature : Theory</b>							
Assessment Method (Max.Marks: 100)							
In Semester	Assessment Tool	Cycle Test I	Cycle Test II	Model Examination	Assignment	Attendance	Total
	Marks	10	10	20	5	5	50%
<b>End Semester Weightage</b>							50%
<b>Total</b>							100%

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Subject Code	Title of the Subject	L	T	P	Total of LTP	C
CAC18601	COMMUNICATION SKILLS	2	0	0	2	2

<b>COURSE OBJECTIVE</b>	To inculcate professional ethics and improve employability skills
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<b>INSTRUCTIONAL OBJECTIVES</b>		<b>Student Outcomes</b>					
At the end of this course the learner is expected:							
1.	To actively participate in formal discussions and manifest professional skills such as working in team, empathy, communicating appropriately and assertiveness	d	e	f	h	m	n
2.	To foster problem solving and decision making skills through case studies on work ethics, decision making, organizational behavior etc.,	d	e	f	h	m	n
3.	To build confidence to face audience and overcome stage fear with necessary training in public speaking and presentation skills	d	e	f	h	m	n
4.	To develop written business communication skills	d	e	f	h	m	n

#### UNIT –I

Etiquettes- social, professional, communication, dining and grooming etiquettes

#### UNIT – II

Interpersonal skills- Empathy, Managing conflicts, Effective decision making

#### UNIT - III

Team work- Role of leader and effective leadership, Role of team members and team ethics, Case study analysis (in teams) to understand team dynamics

**UNIT - IV**

Professional writing- Report, Letter, Summary and e-mail

**UNIT - V**

Presentation skills- Importance of verbal and non-verbal communication, Body language, Use of appropriate language

**REFERENCES**

'How to deliver a presentation' By Paul Newton; e-book

'A-Z of Presentation' By Eric Garner; e-book

'Emotional Intelligence' By Daniel Coleman

Assessment Method (100Marks)	
CAC18601	
E mail drafting	20 marks
Case study analysis	25 marks
Presentation	25 marks
Professional writing	20 marks
Participation	10 marks
Total	100 marks