



RAJAH SERFOJI GOVT. COLLEGE (AUTONOMOUS)  
Reaccredited at 'A'Grade by NAAC  
(Affiliated to Bharathidasan University, Tiruchirappalli)  
Thanjavur - 613 005, TAMIL NADU, INDIA.

comdept@rsgc.ac.in

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**BOARD OF STUDIES IN COMMERCE  
MINUTES OF THE MEETING**

**HELD ON 18<sup>th</sup> AUGUST 2022**

The meeting of the Board of Studies in Commerce, for the Academic Year 2020-21, was held on 18<sup>th</sup> August 2022 at 11:00 a.m. at Department of Commerce, Rajah Serfoji Government College, Thanjavur-5.

The following members govern the Board of Studies in Commerce:

1	<b>Dr. V.PUGAZHENTHI</b>	Chairperson	Associate Professor Head, Department of Commerce
2	<b>Dr. W.JAYASEELI</b>	Subject Expert & University Nominee	Associate Professor Department of Commerce Govt Arts College for women (Autonomous) Kumbakonam-612 001.
3	<b>Dr. T.SRINIVASAN</b>	Subject Expert Academic Council Nominee	Professor of Commerce Annamalai University Annamalai Nagar, Chidambaram Mobile: 94420 06295.
4	<b>Dr. L.CECIS DASTAN</b>	Subject Expert Academic Council Nominee	Associate Professor of Commerce Presidency College Chennai - 600 005. Mobile: 94435 31543
5	<b>Mr. D.SANTHANAM</b>	Representative from Industry	Branch Manager The Tamil Nadu Industrial Investment Corporation Ltd., Thanjavur Mobile: 94443 96813
6	<b>Mr. V. STALIN</b>	PG Meritorious Alumnus	Assistant Professor of Commerce Annai Velankanni Arts and Science College. Thanjavur-7 Mobile: 95976 44707

7	<b>Dr.R.P.RAMESH</b>	Faculty Member	Assistant Professor, Dept of Commerce
8	<b>Dr.R.KATHAIAN</b>	Faculty Member	Assistant Professor, Dept of Commerce
9	<b>Dr.S.ADAIKALA CHARLES</b>	Faculty Member	Assistant Professor, Dept of Commerce
10	<b>Dr.V.BUVANESWARAN</b>	Faculty Member	Assistant Professor, Dept of Commerce
11	<b>Dr. R.RAJASEKARAN</b>	Faculty Member	Assistant Professor, Dept of Commerce
12	<b>Dr.R.SWAMINATHAN,</b>	Faculty Member	Assistant Professor, Dept of Commerce
13	<b>Dr.C.PALANICHAMY</b>	Faculty Member	Assistant Professor, Dept of Commerce
14	<b>Dr.A.GOVINDARAJAN</b>	Faculty Member	Assistant Professor, Dept of Commerce
15	<b>Dr. R.DHARMALINGAM</b>	Faculty Member	Assistant Professor, Dept of Commerce

**Dr.V.PUGAZHENTHI**, Chairperson, BoS and Head, Department of Commerce, Rajah Serfoji Government College, called the meeting to order and the following business was transacted.

1. Discussions for the new structure for B.Com, M.Com and M.Phil. Programmes, were made in the context of LOCF suggestive syllabus of UGC and proposed syllabus of Integrated Board of Studies of TANSICHE. Due care is taken in framing the syllabus in such a way that 75% of the contents of the mandatory courses as specified by the TANSICHE, are included in the present syllabus. Each course content is set by the Teacher, who is presently teaching that course or who is specialized in that particular course. The needs of the locality, relevance, and the UGC/LOCF/TANSICHE statutory requirements, are all taken into consideration while framing the syllabus and are counter-checked by the Teacher who is the immediate senior to the teacher who has set the same.

**RESOLUTION** [No.: BOS/COM/2022-23/1] unanimously resolved to approve the changes made in the course structure and contents of the B.Com, M.Com and M.Phil. programmes which will be implemented from the present academic year 2022-23.

2. Discussions for the revision of the course credits for the B.Com./ M.Com. Programmes incorporating the Extra Credit Courses for Advanced Learners were made extensively. The extra credit courses were implemented from the Academic year 2020-21. These courses were introduced to improve the knowledge base of the students in their own Discipline. These are self study courses and are optional. For UG, two Courses with extra credit and for PG, two courses with extra credit are included. There should be no standing arrears for opting Extra Credit Courses and similarly, Students are not permitted to write the course as arrear, if he / she fails in the courses with extra credit. In the 5<sup>th</sup> & 6<sup>th</sup> semesters of the UG Programmes and 3<sup>rd</sup> & 4<sup>th</sup> Semesters of the PG Programmes, these self-study extra credit courses are offered. On par with other part – IV courses, each self-study Extra Credit Course also carries two credits, instead of four credits, as were awarded so far. For the UG programme, Consumer Rights and Awareness and Mutual Fund Foundation Course are the two self-study courses offered during the 5<sup>th</sup> and 6<sup>th</sup> semester respectively which may be pursued to add extra credits. Similarly, for the PG programme, Entrepreneurship and Small Business Management and E-Banking are self-study courses offered during the 3<sup>rd</sup> and 4<sup>th</sup> semester respectively, which may be pursued to add extra credits.

**RESOLUTION** [No.: BOS/COM/2022-23/2] Unanimously resolved to introduce two new Extra Credit Courses for Advanced Learners separately for UG and PG programme which are self-study in nature. Instead of choosing one Major Elective Course as an Extra Credit Course choice, it is resolved to offer two specific Extra Credit Courses, with two credits each, for each programme, from this Academic Year 2022-23 onwards.

3. Discussions for the revision of three Discipline-specific electives were made. Two Discipline-specific electives are offered in the 5<sup>th</sup> semester and one in 6<sup>th</sup> semester. The Discipline-specific electives are to be chosen by the students, from the alternate choices. DSE1 set comprises of Principles of Life Insurance, Business Environment, and Business Mathematics. DSE2 set comprises of Practice of Life Insurance, Industrial Relations and Business Data Analytics and DSE3 set comprises of Regulations of Insurance Business, Organizational Behaviour and Business Ethics and Human Values.

**RESOLUTION** [No.: BOS/COM/2022-23/3] Unanimously resolved to introduce Discipline-specific electives, as mentioned in the course structure and it is suggested to add more choices in these electives in the next BoS meeting, as the contents are yet to be framed.

4. Discussions were made about the Extra Credit accumulation and Credit transfer benefits for the B.Com. Students if they pursue Professional Course from Insurance Institute of India (III),

**RESOLUTION** [No.: BOS/COM/2022-23/4] Resolved to give approval for retaining three major electives to the B.Com Programme (Discipline Specific Elective Course) namely, -Principles of Insurance, Practice of Life Insurance and - Regulations of Insurance Business. The contents of these electives are also unanimously approved to retain in its present form and the attempt of offering Credit transfer benefits for the B.Com. students is appreciated. The Board further recommends that Students are to be encouraged to enroll with III to avail this credit transfer benefit.

5. Discussions regarding the sector specific Skill based electives took place in the meeting. Presently, only one skill based paper in the 3<sup>rd</sup> 4<sup>th</sup> ad 5<sup>th</sup> semesters. From the batch 2022-23 onwards, introduction of sector specific skill enhancement electives were suggested. Accordingly, three sets of options namely Option A: Banking and Micro finance, Option B: Mutual Fund, and Option C: Derivatives are offered in all the three semesters. If a student chooses a skill based elective in any one of these options in the 3<sup>rd</sup> semester he has to continue with the same option electives, in the next two semesters also. In the UGC-LOCF syllabus, there is an option for Insurance in addition to Banking & Microfinance and Mutual Fund. As we have three insurance courses as Discipline Specific Electives, three Derivatives papers are given as Option C.

**RESOLUTION** [No.: BOS/COM/2022-23/5] Unanimously resolved to introduce nine sector specific Skill based elective courses with three sets containing three courses each, to be studied in the three semesters namely 3<sup>rd</sup> 4<sup>th</sup> and 5<sup>th</sup> semesters , in lines with the UGC-LOCF.

6. Discussions were made exhaustively on the feedback of the Students regarding the Curriculum and the need for more Practical papers/internships is understood. In the UG

programme, Internship is given as an optional extra credit opportunity, in the fifth semester. In the PG programme, Internship is now made as an essential inbuilt core course component, which is expected to give exposure to the real-world commerce and hands-on training in the field of the choice of the students.

**RESOLUTION** [No.: BOS/COM/2022-23/6] Unanimously resolved to recommend more Practical components in all the papers in the curriculum, wherever possible, and to introduce Internship programme as an optional extra credit course for the UG programme in the fifth semester and as a compulsory core course for the PG programme in the third semester, subject to the approval of the forthcoming Academic Council.

7. Discussions were made exploring the possibility of offering the value-added courses in the non-college hours, for the interested students of any stream, free of cost. For the students of the PG Programmes two value added courses namely Equity Derivatives and Currency Derivatives are suggested to be offered in the second and third semesters respectively, carrying two credits each. Along similar lines, at the UG level also, four value-added courses namely Stock trading, Financial Markets, Securities Market and Commercial Banking in India are suggested to be offered in the second, third, fourth and fifth semesters respectively, carrying two credits each.

**RESOLUTION** [No.: BOS/COM/2022-23/7] Unanimously resolved to recommend more Practical components in all the papers in the curriculum, wherever possible, and to introduce the Internship programme as an optional extra credit course for the UG programme in the fifth semester and as a compulsory core course for the PG programme in the third semester, subject to the approval of the forthcoming Academic Council.

8. Deliberations regarding offering the allied papers were made. From the academic year 2018-19 onwards, three allied courses, namely, Quantitative Techniques For Decision Making, Modern Marketing and Business Organization & Management, are being offered to the students of second year B.A. Economics Programme. The Board of Studies of Economics department may decide to continue with the commerce allied

courses or to have three statistics courses again from the batch 2022-23 or to go for three commerce courses for the first year students from the academic year 2024-25. So, whatever be the course of action, the Board of Studies of Commerce, decided to suggest three new allied courses namely, Basic Accountancy, Principles of Commerce and Consumer Rights & Awareness, as the three allied courses to the first-year or the second-year students of other departments including economics.

**RESOLUTION** [No.: BOS/COM/2022-23/8] Unanimously resolved to recommend three new allied courses namely, Basic Accountancy, Principles of Commerce and Consumer Rights & Awareness in place of the three existing courses Quantitative Techniques For Decision Making, Modern Marketing Business Organization & Management.

9. Discussions to alter the non-major elective courses, offered to other discipline students, were made. At present, two non-major electives (Generic Elective Courses) namely Principles of Insurance and Fundamentals of Financial Market are offered to the students of other disciplines at the UG level, in the 5<sup>th</sup> and 6<sup>th</sup> semesters respectively. Now, in place of Principles of Insurance course, three courses namely, Accounting for Everyone, Financial Literacy and Public Administration & Business are suggested from which one course is to be chosen by the students of other disciplines in the 5<sup>th</sup> semester. Similarly, in place of Fundamentals of Financial Market course, three courses namely, Stock Market Operations, Entrepreneurship Development and Digital Marketing are suggested from which one course is to be chosen by the students of other disciplines in the 6<sup>th</sup> semester. Further, in lines with the suggestions made by the TANSICHE, two non-major Generic Elective Courses, namely Personal investment planning and Modern Banking are also introduced to the students of other disciplines at the PG level, in the 5<sup>th</sup> and 6<sup>th</sup> semesters respectively.

**RESOLUTION** [No.: BOS/COM/2022-23/9] unanimously resolved to replace the two non-major elective courses with two sets of three newly suggested elective courses in the final year of the UG programme. Further, as suggested by the TANSICHE, resolved to introduce two non-major Generic Elective (Supportive) Courses in the first year of the PG programme,

The meeting ended with vote of thanks, particularly to the External Members of the Board, recollecting their valuable inputs in their tenure.

**Chairman:**

**1. Dr. V.PUGAZHENTHI**

Associate Professor &  
Head, Department of Commerce

*[Handwritten signature]*  
18/08/22

**Members of the Board:**

**2. Dr. W.JAYASEELI-** University Representative Nominee

Associate Professor  
Department of Commerce  
Govt Arts College for women (Autonomous)  
Kumbakonam-612 001.

*Attended Online*

**3. Dr. T.SRINIVASAN-** Subject Expert

Professor of Commerce  
Annamalai University  
Annamalai Nagar,  
Chidambaram  
Mobile: 94420 06295.

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**4. Dr. L.CECIS DASTAN-** Subject Expert

Associate Professor of Commerce  
Presidency College  
Chennai – 600 005.  
Mobile: 94435 31543

*Attended Online*

**5. Mr. D.SANTHANAM-** Representative from Industry

Branch Manager  
The Tamil Nadu Industrial Investment Corporation Ltd.,  
Thanjavur  
Mobile: 94443 96813

*M. S. S. S.*

**6. Mr. V. STALIN** - PG Meritorious Alumnus

Assistant Professor of Commerce  
Annai Velankanni Arts and Science College  
Thanjavur-7  
Mobile: 95976 44707

*[Handwritten signature]*  
18/08/22

**7. Dr. R.P. RAMESH**

Assistant Professor of Commerce

*[Handwritten signature]*  
18/08/22

**8. Dr. R. KATHAIAN**

Assistant Professor of Commerce

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**9. Dr. S. ADAIKALA CHARLES**  
Assistant Professor of Commerce

  
18/08/2022

**10. Dr. V. BUVANESWARAN**  
Assistant Professor of Commerce

  
18/8/22

**11. Dr. R. RAJASEKARAN**  
Assistant Professor of Commerce

  
18/08/22.

**12. Dr. R. SAMINATHAN**  
Assistant Professor of Commerce

  
18/08/22

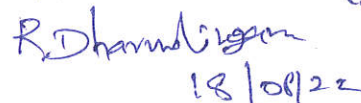
**13. Dr. C. PALANICHAMY**  
AU-Assistant Professor of Commerce

  
18/08/2022

**14. Dr. A. GOVINDARAJAN**  
AU-Assistant Professor of Commerce

  
18/08/22

**15. Dr. R. DHARMALINGAM**  
AU-Assistant Professor of Commerce

  
18/08/22



**M.Com**  
**LOCF SYLLABUS - 2022**

**WITH CHOICE-BASED CREDIT SYSTEM (CBCS)**



**DEPARTMENT OF COMMERCE**  
**RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS)**  
**Accredited at 'A' Grade by NAAC & DST-FIST Sponsored College**  
**Thanjavur - 613 005, Tamil Nadu,**  
**India**



## DEPARTMENT OF COMMERCE

### **VISION**

Forming globally competent, committed, compassionate and holistic persons promoting a just society.

### **MISSION**

1. Fostering learning environment to students of diverse background, developing their inherent skills and competencies through reflection, creation of knowledge and service.
2. Cultivating comprehensive learning and best practices through innovative and value driven pedagogy.
3. Contributing significantly to Higher Education through Teaching, Learning, and Research and Extension activities.

### **PROGRAMME EDUCATIONAL OBJECTIVES (PEO)-M.Com**

1. To Provide a conducive environment that holistically engages students through an all-encompassing knowledge impartation;
2. To Widen the scope and depth of the course enabling them to undertake further studies in commerce and its allied areas on multiple disciplines concerned with commerce;
3. To make students acquainting with recent market practices;
4. To Encourage the students to advance a range of generic skills helpful in employment, internships, and social activities;
5. To enable the students to be future ready management leaders who are compassionate and yet efficient.

### **PROGRAMME OUTCOMES (POs)- M.Com.**

Upon completion of a Post Graduate Degree Programme in Commerce Faculty, students will be able to

PO-1	Understand the latest developments in the trade, commerce and economy.
PO-2	Apply the concepts, process and methods learnt in class rooms.
PO-3	Know the process and the requirements for starting up and carrying on a business or a profession.
PO-4	Acquire the Employability skills required to make the students efficient and disciplined employees in business and professional.
PO-5	Enhance the communication and presentation skills among the students.
PO-6	Imbibe the sense of social responsibilities and to apply in business and professions the principles of ethics.

### **PROGRAMME SPECIFIC OUTCOMES (PSOs):- M.Com.**

Upon completion of the M.Com Degree Programme, Students will be able to

PSO – 1	1 Acquire in depth knowledge recent trends in commerce, accounting and management of all forms of organizations.
PSO – 2	2 Apply qualitative skills to analyze and solve accounting problems
PSO – 3	3 Analyse a decision and substantiate the decision making process through modeling and data analysis and interpretation
PSO – 4	4 Evaluate the risk and returns associated with various investment avenues for an investment plan
PSO – 5	5 Offer services as an accountant, GST practitioner, online trader, analyst or consultant or as an entrepreneur



**RAJAH SERFOJI GOVT COLLEGE (AUTONOMOUS), THANJAVUR-5  
COURSE STRUCTURE UNDER C.B.C.S. PATTERN**

**Programme: M.Com. (COMMERCE)**

**(Applicable to the Students admitted from the academic year 2022-2023 onwards)**

PART	CODE	COURSE	TITLE	Lectures	Tutorial	Practical	HRS / WEEK	EXAM	CREDIT	MARKS		TOTAL
										IA	W E	
			<b>I SEMESTER</b>							IA	W E	
III	A1PCO1	CC1	Managerial Economics	5	1	0	6	3	4	25	75	100
III	A1PCO2	CC2	Services Marketing	5	1	0	6	3	4	25	75	100
III	A1PCO3	CC3	Social Laws	5	1	0	6	3	4	25	75	100
III	A1PCO4	CC4	Financial Management	4	1	0	5	3	4	25	75	100
III	A1PCOEL1A	EC1	Business Informatics	3	1	1	5	3	4	25	75	100
	A1PCOEL1B		Customer Relationship Management	4	1	0						
	A1PCOEL1C		Global Banking System	4	1	0						
IV	A1PCOGE1	GE	Personal investment planning	2	0	0	2	3	2	25	75	100
		<b>TOTAL</b>					<b>30</b>		<b>22</b>			<b>600</b>
			<b>II SEMESTER</b>							IA	W E	
III	A2PCO5	CC5	Export - Import Procedures and Documentation	5	1	0	6	3	4	25	75	100
III	A2PCO6	CC6	Quantitative Techniques for Business Decisions	5	1	0	6	3	4	25	75	100
III	A2PCO7	CC7	Strategic Management	5	1	0	6	3	4	25	75	100
III	A2PCO8	CC8	Business Taxation	3	1	1	5	3	4	25	75	100
III	A2PCOEL2A	EC2	E-Commerce	3	1	1	5	3	4	25	75	100
	A2PCOEL2B		E-Banking	3	1	1						
	A2PCOEL2C		Financial Markets And Services	4	1	0						
IV	A2PCOGE	GE	Modern Banking	2	0	0	2	3	2	25	75	100
		<b>TOTAL</b>					<b>30</b>		<b>22</b>			<b>600</b>

			<b>III SEMESTER</b>							<b>IA</b>	<b>W E</b>	
III	<b>A3PCO9</b>	<b>CC9</b>	Human Resource Management	5	1	0	6	3	4	25	75	100
III	<b>A3PCO10</b>	<b>CC10</b>	Security Analysis and Portfolio management	4	1	1	6	3	4	25	75	100
III	<b>A3PCO11</b>	<b>CC11</b>	Advanced Corporate Accounting	5	1	0	6	3	4	25	75	100
III	<b>A3PCO12</b>	<b>CC12</b>	Business Research Methods	4	1	0	5	3	4	25	75	100
III	<b>A3PCOEL3A</b>	<b>EC3</b>	Executive Self-development	4	1	0	5	3	4	25	75	100
	<b>A3PCOEL3B</b>		Operations Research	4	1	0						
	<b>A3PCOEL3C</b>		Corporate Social Responsibility	4	1	0						
IV	<b>A3PCOEC</b>	<b>ECC1</b>	Entrepreneurship and Small Business Management					3	(2)	-	-	100
IV		<b>SS1</b>	Soft Skills-1	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	3	2	25	75	100
III			Internship						2			
		<b>TOTAL</b>					<b>30</b>		<b>24</b>			<b>700</b>
			<b>IV SEMESTER</b>							<b>IA</b>	<b>W E</b>	
III	<b>A4PCO13</b>	<b>CC13</b>	Accounting for Management	5	1	0	6	3	4	25	75	100
III	<b>A4PCO14P</b>	<b>CC14</b>	Computerized Accounting	1	1	4	6	3	4	40	60	100
III	<b>A4PCOPW</b>	<b>CC15</b>	<b>Project Work</b>	0	4	0	4		4	20	80	100
III	<b>A4PCOEL4A</b>	<b>EC4</b>	Business Analytics	5	1	0	6	3	4	25	75	100
	<b>A4PCOEL4B</b>		Applied E-Commerce	4	1	1						
	<b>A4PCOEL4C</b>		Project Management	4	1	1						
III	<b>A4PCOEL5A</b>	<b>EC5</b>	Computer Applications in Business Accounting- Practical	0	0	6	6	3	4	25	75	100
	<b>A4PCOEL5B</b>		Organizational Behaviour	5	1	0						
	<b>A4PCOEL5C</b>		Social and Ethical Perspective in Business	5	1	0						
IV	<b>A4PCOEC</b>	<b>ECC2</b>	E-Banking					3	(2)	-	-	100
IV		<b>SS4</b>	Soft Skills	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	3	2	25	75	100
		<b>TOTAL</b>					<b>30</b>		<b>22</b>			<b>700</b>
		<b>GRAND TOTAL</b>							<b>90</b>			<b>2600</b>

**LIST OF VALUE-ADDED COURSES  
along with PG Programmes :**

<b>PART</b>	<b>CODE</b>	<b>COURSE</b>	<b>TITLE</b>	<b>Lectures</b>	<b>Tutorial</b>	<b>Practical</b>	<b>HRS</b>	<b>CIA MARKS</b>	<b>TOTAL</b>
IV	A2VAPC01	Value-Added	Equity Derivatives	1	0	1	2	0	100
	A3VAPC01	Value-Added	Currency Derivatives	1	0	1	2	0	100

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A1PCO1	CC-1	MANAGERIAL ECONOMICS	6 (5L+1T)	4	English

### Course Objectives:

1. To impart knowledge application of economics in business and management.
2. To know the clear idea about the cost and output relationship.
3. To understand the determination of price under different markets.
4. To illustrate the calculation of national income.
5. To give awareness about the Liberalization, Privatization and Globalization.

### Course Outcomes:

Co No.	Co Statements	Cognitive Levels
	On successful completion of this course, students will be able to	
CO - 1	Understand the nature and applications of managerial economics in the business decision making.	K1
CO - 2	Understand production laws and these are delivering inputs and facilitating to the managers in short and long run.	K2
CO - 3	Know how the organizations attain equilibrium under different market.	K3
CO - 4	Understand different phases of business cycle and what decision shall be made by the organization to stand in the competitive business world.	K4
CO - 5	Understand macroeconomics environment to compete the global business competition.	K4

### Unit - I

(20 Hours)

Managerial Economics – Definition – scope and applications – Role of managerial economist – Circular Flow of Activity – consumer preference – consumer surplus-Nature of the Firm - Objectives of Firms - Demand Analysis and Estimation - Individual, Market and Firm Demand - Demand Analysis and forecasting methods – Demand forecasting-Elasticity of Demand and Law of Supply.

### Unit - II

(15 Hours)

Production Function – Return to scale – Economics of size and capacity utilization – Break-even analysis – Cost Functions - Determinants of Costs – Cost Forecasting - Cost behavior in short run and long run –Type of Costs- Cost-output relationship - Analysis of Risk and Uncertainty.

### Unit - III

(20 Hours)

Price Determination Under Different Market Conditions: Characteristics of different market structures –Pricing under perfect competition – Oligopoly and monopoly – Pricing of durable products – Perishable goods – Price as a tool of competition.

**Unit -I V (15 Hours)**

Introduction to National Income – National Income Concepts - Models of National Income Determination - Economic Indicators - Technology and Employment - Issues and Challenges – Business Cycles – Phases – Management of Cyclical Fluctuations - Fiscal and Monetary Policies.

**Unit-V (20 Hours)**

Macro-economics and business – Business cycle and Business policies – Economic Forecasting for business – Economic Transition in India - Liberalization, Privatization and Globalization.

**Text Book(s):**

1. Brigham & Pappas, (2013), Managerial Economics, Dried & Press
2. Diwedi, D.N (2014), Managerial Economics, Vikas Publishing House, New Delhi
3. Geetika, Ghosh & Choudhury (2011), Managerial Economics, Tata McGraw-Hill, New Delhi
4. Gupta G.S (2010), Managerial Economics, Tata McGraw-Hill, New Delhi
5. Dr. S. Sankaran (2011) Managerial Economics, Margham publication, Chennai.

**Reference Book(s):**

1. Mehta, P.L (2014), Managerial Economics, Sultan Chand, New Delhi
2. Moyer & Harris (2005), Managerial Economics, Cengage Learning, New Delhi,

**Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes**

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO-1</b>	2	2	2	3	3	2	3	2	3	2	2.4
<b>CO-2</b>	2	2	2	3	3	3	3	2	2	3	2.5
<b>CO-3</b>	2	3	3	2	2	3	2	3	2	3	2.5
<b>CO-4</b>	2	2	2	3	2	3	2	2	3	2	2.3
<b>CO-5</b>	3	2	2	3	2	3	2	3	2	2	2.4
<b>Mean Overall Score</b>											<b>2.42</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30

Prepared By	Checked By
<b>Dr. R.SWAMINATHAN</b>	<b>Dr.R.RAJASEKARAN</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A1PCO2	CC-2	SERVICES MARKETING	6 (5L+1T)	4	English

**Course Objectives:**

1. To give knowledge about the growing importance of the tertiary sector.
2. To impart knowledge about the marketing techniques evolved in various services.

**Course Outcomes:**

CO No.	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	Emphasize the significance of services marketing in the global economy.	K1
CO-2	Make the students understand the deeper aspects of successful services marketing.	K2
CO-3	Demonstrate a knowledge of the extended marketing mix for services;	K2
CO-4	Provide insights to the challenges and opportunities in services marketing.	K3
CO-5	Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.	K1, K5

**Unit – I (Hours: 15)**

Services Marketing – Definition-Meaning Importance of Service – Feature of Services – Growth of Services – Types of Services – Comparative Analysis between Services and Goods.

**Unit – II (Hours: 20)**

Services Marketing Concept – Societal Concept – Buyer Behaviour – Factors Influencing Buyer Behaviour-Decision making process-TQM in services marketing-Quality standards.

**Unit – III (Hours: 20)**

Services Marketing Mix – Product Strategy – Pricing Techniques – Distributed System-Product life cycle concept-Product planning strategy-Development of new products.

**Unit – IV (Hours: 20)**

Financial Services: Marketing of Financial Services – Fund Based Services – Factoring – Housing Finance – Merchant Banking –Credit rating –Non-Fund Based Credit rating – Stock Broking.

**Unit – V (Hours: 15)**

Bank Marketing – Insurance Marketing– Tourism Marketing – Educational Marketing – Hospital Marketing – Hotel Marketing-Transport marketing.

**Text Books Recommended**



1. S.M.JHA - Services Marketing, Himalaya Publishing House, Dew Delhi
2. P.M.Reddy - Services Marketing, Himalaya Publishing House, New Delhi
3. Dr.V.Balu - Services Marketing, Sri Venkateswara Publication, Chennai

**Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes**

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO-1</b>	3	3	2	3	3	3	3	3	3	2	2.8
<b>CO-2</b>	3	3	2	3	3	3	2	3	2	3	2.7
<b>CO-3</b>	3	3	3	2	2	3	3	3	3	2	2.7
<b>CO-4</b>	3	3	2	3	2	3	2	3	3	2	2.6
<b>CO-5</b>	3	3	2	3	2	3	2	3	3	2	2.6
<b>Mean Overall Score</b>											<b>2.68</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5x5=25
Section C	3x10=30

Prepared By	Checked By
<b>Dr. S. ADAIKALA CHARLES</b>	<b>Dr. R.KATHAIAN</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A1PCO3	CC-3	SOCIAL LAWS	6 (5L+1T)	4	English

**Course Objectives:**

1. To be aware of the legal environment introducing various Provisions of Important Acts relevant to the ethical perspectives of Indian business.
2. To understand the provisions of the RTI Act.

**Course Outcomes:**

CO No.	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	Gain the broad knowledge and General Exposure to FEMA1999	K1
CO-2	Acquainting knowledge with powers of Central Government regarding Essentials Commodities Act 1955	K2
CO-3	Understand the knowledge of Water Air Pollution Act	K2
CO-4	Understand the provisions for RTI Act 2006	K3
CO-5	Know the Prohibition of Competition on Act 2002	K1

**Unit – I (Hours: 20)**

Foreign Exchange Management Act 1999 – Definitions – Regulation and Management of Foreign Exchange – Authorized Person – Contravention and Penalties – Adjudication and Penalties – Directorate of Enforcement.

**Unit – II (Hours: 20)**

The Essential Commodities Act 1955 – Powers of Central Govt. To Control, Effect, Seizure and Confiscation.

**Unit – III (Hours: 20)**

Water (Prevention and Control of Pollution) Act 1974 Definition – Functions and Powers of various Boards Compliance regarding Discharges causing Pollution, Penalties and offences – Air (Prevention and Control Pollution) Act, 1981 Definitions – Functions and powers of various Board – Duties of occupier of specified industries to ensure adherence to standard –offences by Companies.

**Unit – IV (Hours: 15)**

Right to Information Act 2006 – Filing of Petitions –Appeal, Revision, Penalty, Reference.

**Unit – V (Hours: 15)**

Consumer Protection Act (1986 & 2002)- Food Safety Standard Act (FSSA-2011)- SARFAESI Act (2002) –RERA (2016).

### Text Books Recommended

1. Bare Act of all Relevant Legislations.
2. Corporate Laws and Secretarial practice – N.D.Kapoor Sultan Chand and Sons, New Delhi – 2
3. Corporate Laws and Secretarial Practice – Dr.G.K.Kapoor Premier Book Company, New Delhi – 2

### Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Relationship matrix for Course Outcomes, Programme Outcomes /Programme Specific Outcomes												
Semester	Course Code	Course Title									Hours/ Week	Credits
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	3	2	3	3	3	3	3	3	2	2.8	
CO-2	3	3	2	3	3	3	2	3	2	3	2.7	
CO-3	3	3	3	2	2	3	3	3	3	2	2.7	
CO-4	3	3	2	3	2	3	2	3	3	2	2.6	
CO-5	3	3	2	3	2	3	2	3	3	2	2.6	
Mean Overall Score											2.68	
Result											High	

### Semester Question paper Pattern:

Section A	10x2=20
Section B	5x5=25
Section C	3x10=30

Prepared By	Checked By
<b>Dr. RAJASEKARAN</b>	<b>Dr. V.BUVANESWARAN</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A1PCO4	CC-4	FINANCIAL MANAGEMENT	5(4L+1T)	4	English

### Course Objectives

1. To give knowledge about business finance and its management.
2. To understand the concepts, terms, models, frameworks and Modern Functions in the field of Management of finance.
3. To perform all the required calculations through relevant numerical problems in various financial decisions.
4. To know the situation and comment on financial position of the firm estimate working capital required decide ideal capital structure evaluate various project proposals.
5. To Design a Financial plan for a real world offering financial modes

### Course Outcomes:

CO No.	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	Describe the concepts, terms, models, frameworks and Modern Functions in the field of Management of finance.	K1
CO-2	Explain in detail all theoretical concepts throughout the syllabus. Perform all the required calculations through relevant numerical problems in various financial decisions.	K2
CO-3	Evaluate impact of business decisions on Financial Statements, Capital Structure and Capital Budgeting of the firm	K4
CO-4	Analyze the situation and comment on financial position of the firm estimate working capital required decide ideal capital structure evaluate various project proposals	K3
CO-5	Design a Financial plan for a real world offering financial modes (Long term on Finance, Working capital, Financing Current Assets, e-Stock/ e-Financial services.)	K5

### Unit – I Introduction

(Hours: 15)

Meaning and Definition of Financial Management, Objectives of Financial Management- Modern Approach to Financial Management- Finance and its relation with other disciplines, Functions of Finance Manager.

### Unit – II Investment Decisions

(Hours: 15)

**Capital Budgeting:** Meaning, Definition of Capital Budgeting, Significations of Capital Budgeting, Tools of evaluation of the project based on traditional techniques and modern techniques - Payback Period, Discounted Payback Period, Accounting Rate of Return, Internal Rate of Return, Net Present Value.

### Unit – II Financing Decisions-I

**Cost of Capital** – Sources of long term financing estimation of component of Cost of Capital, Methods for calculating Cost of Capital –Cost of debt, Cost of Preference Capital, Cost of equity capital, Cost of retained earnings, Cost of weighted average cost of capital, cost of marginal cost of capital. **Leverages** and its types, Leverage – Operating, Financial and Composite Leverage

### Unit – III Financing Decisions-II

(Hours: 15)

**Capital Structure:** Meaning, Factors affecting Capital Structure, Theories of Capital Structure – Net Income Approach, Net Operating Income Approach, Traditional Approach, and MM Hypothesis.

**Unit – IV Dividend Decisions (Hours: 15)**

**Dividend:** Meaning – Types of Dividend, Dividend Policy- definition of Dividend Policy, Nature of Dividend Policy, Factors determine Dividend Policy, Dividend Theories- Walter’s Model, Gordon’s Model, MM Model.

**Unit – V Current Asset Management (Hours: 15)**

Source of short-term finance- Financing Current Assets -Working Capital- Meaning, components, types, Factors affecting Working Capital, Estimation of Working Capital requirement, Cash Management, Receivables Management, Inventory Management, e stock and Payables Management.

**Suggested Reference Books:**

1. Financial Management, Rajiv Srivastava and Anil Misra (OXFORD University Press)
2. Financial Management, Ravi Kishore (Taxmann)
3. Financial management, V.K. Bhalla (S. Chand)
4. Financial Management, Jonathan Berk, Peter DeMarzo and Ashok Thampy (Pearson Publication).

**Text Books Recommended:**

1. Financial Management - Dr. A.Murthy, Margham Publication.
2. Financial Management Theory and Practice – Prasana Chandra – Mc Graw Hill Publication.
2. Financial Management- Dr. B.S.Bodla- Competent Printing Press- Hirar
3. Financial Management – Dr. Sawalia Bihari Verma –Asian Books Private Ltd.

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	2	2	3	3	2	3	2	3	2	2.4
CO-2	2	2	2	3	3	3	3	2	2	3	2.6
CO-3	2	3	3	2	2	3	2	3	2	3	2.7
CO-4	2	2	2	3	2	3	2	2	3	2	2.5
CO-5	3	2	2	3	2	3	2	3	2	2	2.8
Mean Overall Score											2.67
Result											High

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5x5=25
Section C	3x10=30

**(Problem – 60% Theory 40%)**

Prepared By	Checked By
<b>Dr.V.BUVANESWARAN</b>	<b>Dr.R.P.RAMESH</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A1PCOEL1A	EC-1	<b>BUSINESS INFORMATICS</b>	5(3L+1T +1P)	4	English

**Course Objectives:**

1. To Know the fundamentals of Computers
2. To understand the recent concepts of Information Technology.
3. To study various computer networks
4. To apply the skills effectively in business
5. To impart knowledge about social media and its impact

**Course outcomes:**

CO No.	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	Acquire Knowledge about Computer	K1
CO-2	Gain exposure towards Information Technology	K2
CO-3	Understand Data Communication and Computer Networks	K2
CO-4	Get a clear perspective on the applications of IT in Business	K3
CO-5	Enrich knowledge towards social media and its impact	K1, K5

**Unit I INTRODUCTION TO COMPUTERS (15 Hours)**

Introduction - Meaning - Characteristics – Classification – Block Diagram - Generation of modern computer - Applications.

**Unit II UNDERSTANDING INFORMATION TECHNOLOGY (20 Hours)**

Introduction - Meaning – Characteristics and Scope - Objectives - Importance – Recent Trends in brief: Artificial Intelligence, Cyber Security, Drones, Quantum Computing and Augmented Reality.

**Unit III DATA COMMUNICATION AND COMPUTER NETWORKS (20 Hours)**

Data Communication: Concept - Transmission Modes (Simplex, Half Duplex, Full Duplex, Serial, Parallel, Synchronous, Asynchronous) - Communication Media. Computer Networks: Concept - Types – Topology – Protocols.

**Unit IV INFORMATION TECHNOLOGY IN BUSINESS (20 Hours)**

Introduction – Importance – Role – Knowledge Management System - Human Resource Management System - Business Process Reengineering – Information Technology and Competitive Advantage.

**Unit V SOCIAL MEDIA (15 Hours)**

Introduction – Definition – Evolution - Most popular Social Media – Impacts of Social Media – Ethics and Effects of Social Media.

**BOOKS FOR REFERENCE:**

1. Kumar A., Internet and IT, Anmol Publications Pvt. Ltd, New Delhi.
2. Kavitha G., Information and Communication Technology in Education, Saradha Publication, Chennai.
3. Dhiraj Sharma, Communication in IT age, Himalaya Publishing House, New Delhi.
4. Alexis Leon, Mathews Leon, Leena Leon, Vijay, Introduction to Information Technology, Nicole Imprints Private Limited, Chennai.
5. V. Rajaraman, Fundamentals of Computers, Prentice Hall.

**Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes**

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO-1</b>	3	3	2	3	3	3	3	3	3	2	2.8
<b>CO-2</b>	3	3	2	3	3	3	2	3	2	3	2.7
<b>CO-3</b>	3	3	3	2	2	3	3	3	3	2	2.7
<b>CO-4</b>	3	3	2	3	2	3	2	3	3	2	2.6
<b>CO-5</b>	3	3	2	3	2	3	2	3	3	2	2.6
<b>Mean Overall Score</b>											<b>2.68</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5x5=25
Section C	3x10=30

<b>Prepared By</b>	<b>Checked By</b>
<b>Dr. R.P. RAMESH</b>	<b>Dr. V.PUGAZHENTHI</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A1PCOEL1B	EC-1	CUSTOMER RELATIONSHIP MANAGEMENT	5(4L+1T)	4	English

**Course Objectives:**

1. To know the meaning, scope and significance of CRM
2. To facilitate the students to understand the process of CRM
3. To understand the implementation of CRM strategies and customization for services

**Course outcomes:**

Co No.	Co – Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO - 1	Understand the traditional marketing and attributes of CRM	K1
CO - 2	Identify the Theoretical foundations of Relationship Marketing	K2
CO - 3	Apply different levels of e-CRM	K3
CO - 4	To know the principles of relationship marketing and customer loyalty	K4
CO - 5	Enrich knowledge towards implementing Relationship Marketing programmes	K5

**UNIT- I**

**(Hours: 15)**

Customer Relationship Management - Meaning and Definition - Scope – Significance – Growth – Distinction between Traditional Marketing and CRM – Emergence of CRM practice — Attributes of CRM –Advantages of CRM.

**UNIT- II**

**(Hours: 15)**

Theoretical foundations of Relationship Marketing: Neo- Classical, Neo-Institutional, Neo-Behavioral Paradigm Theories – Categorizing Relationship – Customer Relationship –Survey design – Relationship stages– Models of stages – CRM: A Cost-Benefit Analysis.

**UNIT- III**

**(Hours: 15)**

CRM Business Transformation Process – CRM Implementation – Integration of CRM with ERP CRM Business Cycle–Communication in CRM– Different levels of e-CRM – Benefits of Data Warehouse – CRM Call centre – CRM and the Internet challenge.

**UNIT- IV**

**(Hours: 15)**

Principles of Relationship Marketing – Target Planning – Customer segmentation procedure – Phases to new Product Marketing – Advantages of Customer Loyalty –Types - Stages of Customer Loyalty – Customer partnership –Internal and external partnership –Supplier partnership.

**UNIT –V**

**(Hours: 15)**

Implementing Relationship Marketing programmers – The McKinsey ‘7s’ framework – Nature of Relationship Marketing strategy – Choice of strategy – TQM, BPR and Customer/Supplier relationships –Technology for Relationship Marketing.



**Text Books:**

1. Dr. S. Sheela Rani, Customer Relationship Management, Second Edition ,Margham Publications.
2. Alok Kumar Rai, Customer Relationship Management, Second edition, PHI Learning Private Ltd.

**Books for Reference:**

1. R.K. Sugandhi, Customer Relationship Management, First Edition, New Age International (P) Ltd. Publishers.
2. Shanmuga Sundaram, Customer Relationship Management, First Edition, PHI Learning Private Ltd.

**Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes**

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	2	3	3	3	3	3	3	2	2.8
CO-2	3	3	2	3	3	3	2	3	2	3	2.7
CO-3	3	3	3	2	2	3	3	3	3	2	2.7
CO-4	3	3	2	3	2	3	2	3	3	2	2.6
CO-5	2	2	3	2	3	2	3	2	3	3	2.5
<b>Mean Overall Score</b>											<b>2.66</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5x5=25
Section C	3x10=30

Prepared By <b>Dr. R.SWAMINATHAN</b>	Checked By <b>Dr. R.RAJASEKARAN</b>
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**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A1PCOEL1C	EC-1	GLOBAL BANKING SYSTEM	5(4L+1T)	4	English

**Objective:**

To make students learn and understand the global banking and financial system.

**Course Outcomes:**

Co No.	Co – Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO - 1	Acquire Knowledge about Concept of Money Market	K2
CO - 2	Gain exposure towards Concept of Money Market	K4
CO - 3	Understand about the European Monetary Union	K2
CO - 4	Get a clear perspective of the foreign exchange market	K1
CO - 5	Enrich knowledge towards forwards and its swaps	K1

**UNIT I**

**(Hours: 15)**

Concept of Money Market, Developed and Less developed Money Market, Their Characteristics & Importance. English Banking System – Bank of England, Origin and Growth, Organizational Structure, Functions, Monetary Policy, Commercial Banking System.

**UNIT II**

**(Hours: 15)**

Federal Reserve System- Origin, Organizational Structure and Working, Commercial Banking in USA, Unit Banking and Branch Banking and Factors for its Growth in USA New York Money Market – Constituents and Working, Comparison between London Money Market and New York Money Market London Money Market - Market Constituents working and credit Instrument- Euro Dollar.

**UNIT III**

**(Hours: 15)**

European Monetary Union- European Central Bank, Organization Structure and Functions Bank of Japan- Structure and Working, Commercial Banking system of Japan, Industrial Banking in Japan Asian Development Bank- Functions, Structure and Working.

**UNIT IV**

**(Hours: 15)**

The foreign exchange market – the structure – mechanics of currency trading – type of transactions and settlement exchange rate quotations and arbitrage – short date and broken date contracts, exchange rate regimes and the foreign exchange.

**UNIT V**

**(Hours: 15)**

Forward, Swaps and Interest parity – Arbitrage – swaps and Deposit markets – option forwards – forward – forward swaps : swap positions – forward exchange rates in India.

**Books for Reference:**

1. Avadhani V.A. International Finance Theory and Practice, Himalaya Publishing House,

New Delhi.

- Chaudhari B.K. Finance of Foreign Trade and Foreign Exchange, Himalaya Publishing House, New Delhi.

Relationship matrix for Course Outcomes, Programme Outcomes /Programme Specific Outcomes											
Semester	Course Code		Course Title					Hours/ Week	Credits		
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO-1</b>	1	1	2	2	3	2	2	1	1	2	1.8
<b>CO-2</b>	1	1	2	2	2	3	2	2	1	2	2.1
<b>CO-3</b>	1	1	3	2	3	2	2	1	2	3	2.2
<b>CO-4</b>	2	1	2	1	3	3	1	2	1	2	1.9
<b>CO-5</b>	1	1	2	1	3	3	1	1	1	2	1.8
<b>Mean Overall Score</b>											<b>1.2</b>
<b>Result</b>											<b>Medium</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5x5=25
Section C	3x10=30

Prepared By	Checked By
<b>Dr. R.DHARMALINGAM</b>	<b>Dr. A.GOVINDARAJ</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A1PCOGE1	GE	PERSONAL INVESTMENT PLANNING	2	2	English

**Objectives:**

1. To impart knowledge about Investment of personal in an organization.
2. To introduce the key functions of security market
3. To motivate the students to know and practice the traits of loans and credits

**Course Outcomes:**

Co. No.	CO-Statements	Cognitive Level (K Level)
<i>On successful completion of this course, students will be able to:</i>		
CO-1	Describe the concepts and process involved in developing a personal investment plan.	K1
CO-2	Identify the major types of investment alternatives.	K2
CO-3	Figure out the roles of savings, cash management, tax planning, risk management, retirement planning and writing of will	K3
CO-4	Examine the risks associated with personal investment planning	K4
CO-5	Construct a portfolio based on personal investment objectives.	K5

**UNIT 1: INTRODUCTION TO PERSONAL FINANCIAL PLANNING (6 Hours)**

Concept of Financial Planning  
 Need for financial planning  
 Scope of financial planning  
 Concept of asset, liabilities and net worth  
 Financial Planning process  
 Financial advisory and execution

**UNIT 2: TIME VALUE OF MONEY**

Concept  
 Importance  
 Impact  
 Calculations of Present Value and Compound Value

**UNIT 3: EVALUATING THE FINANCIAL POSITION OF CLIENTS (6 Hours)**

Importance of cash flow management in personal finance  
 Preparing Household Budget  
 Cash inflows and outflows  
 Budgeting and forecasting  
 Monitoring budgets and provision for savings  
 Creating a personal Balance Sheet and net-worth  
 Creating a budget and savings plan  
 Contingency Planning

**UNIT 4: DEBT MANAGEMENT AND LOANS (6 Hours)**

The purpose or need of debt  
 Role and impact of debt in cash flow management  
 Responsible Borrowing  
 Types of borrowing  
 Understand loan calculations

Loan restructuring  
 Invest the money or pay off outstanding loan  
 Strategies to reduce debt faster

**UNIT 5: RETIREMENT PLANNING (6Hours)**

Concepts  
 Need  
 Steps  
 Plans  
 Factors influencing

**Text Book:**

Workbook for NISM-Series-X-A: Investment Adviser (Level 1) Certification  
 Examination, National Institute of Securities Markets

[www.nism.ac.in](http://www.nism.ac.in)

**Reference Books:**

1. Pandit, Amar The Only Financial Planning Book that You Will Ever Need, Network 18 Publications Ltd (CNBC TV 18)
2. Personal Finance with Connect Plus, 10th Edition, Jack R. Kapoor , Les R. Dlabay, Robert J. Hughes, TMH

Relationship matrix for Course Outcomes, Programme Outcomes /Programme Specific Outcomes												
Semester	Course Code	Course Title									Hours/ Week	Credits
1	AIPCOGE	PERSONAL INVESTMENT PLANNING									2	2
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	of COs	
CO-1	1	1	2	2	3	2	2	1	1	2	1.8	
CO-2	1	1	2	2	2	3	2	2	1	2	2.1	
CO-3	1	1	3	2	3	2	2	1	2	3	2.2	
CO-4	2	1	2	1	3	3	1	2	1	2	1.9	
CO-5	1	1	2	1	3	3	1	1	1	2	1.8	
<b>Mean Overall Score</b>											<b>1.2</b>	
<b>Result</b>											<b>Medium</b>	

Question Pattern: Answer any Five out of Eight Questions (5x 15=75 marks)

Prepared By	Checked By
<b>Dr. R.P. RAMESH</b>	<b>Dr. V.PUGAZHENTHI</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
2	A2PCO5	CC-5	<b>EXPORT - IMPORT PROCEDURES AND DOCUMENTATION</b>	6 (5L+1T)	4	English

### Course Objectives:

1. To make the students know and apply the documentation formalities related to export import.
2. To acquaint students with the procedures of export - import transactions.

### Course Outcomes:

Co No.	Co – Statements	Cognitive Levels
<i>On successful completion of this course, students will be able to:</i>		
CO - 1	To know the Export Import procedures	K1
CO - 2	To Understand the method of Export Import contract	K2
CO - 3	To Study the risk involved in Export Import trade	K1
CO - 4	To Study the strategies involved in Exim trade	K2
CO - 5	To Discuss about the importants of IEC	K2

### UNIT –I

(Hours: 20)

Export –Import Trade : Introduction to regulatory framework, Trade policy – Foreign trade – Simplification in Documentation-Export Preliminaries: Establishing a business firm ,Documentation framework : Aligned documentation system (ADS) classification of Export documents. Commercial & Regulatory documents, Documents related to shipments.

### UNIT – II

(Hours: 20)

International Business contract: Introduction, conflicts of law , Inco term, Elements of export contract : Processing of an export order . Legal Dimensions Disputes settlements, Terms of payments: Methods of Receiving payment, Instruments of payment and methods of financing Export. Uniform Customs and practices for documentary credit (UCP).

### UNIT –III

(Hours: 15)

Export Risk: Types of Risk in International Trade, Cargo Insurance , Meaning, Scope, Types of Marine Insurance Policy, Clearance of Cargo, Shipment of Export Cargo, Customs Clearance of Export and Import Cargo.

### UNIT – IV

(Hours: 20)

Foreign Exchange Regulation and Formalities: Exchange Control, FERA, FEMA &Exchange Control Regulations- Quality Control Objectives, Mechanism / Pre-shipment Procedure. Inspection, Methods of Quality Control Pre-Shipment & Post Shipment, Role of Clearing and Forwarding Agents: Role, Services, Fixation of Fees.

### UNIT – V

(Hours: 15)

IEC-Information, Education, Communication strategy, Aims, DGFT, Certificate.

### Books Recommended

1. Mahajan ,M.I, Exports - do it yourself – snow white publications, Mumbai
2. Customs and Excise Law Times: various issues.
3. Export - Import Policy: Ministry of Commerce, Government of India.
4. Handbook of Export Import Procedures: Ministry of Commerce, Government of India Vols. I& II.

<b>Relationship matrix for Course Outcomes, Programme Outcomes /Programme Specific Outcomes</b>											
<b>Course Outcomes↓</b>	<b>Programme Outcomes (PO)</b>					<b>Programme Specific Outcomes (PSO)</b>					<b>Mean Scores of COs</b>
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO-1</b>	2	2	2	3	3	2	3	2	3	2	2.4
<b>CO-2</b>	2	2	2	3	3	3	3	2	2	3	2.5
<b>CO-3</b>	2	3	3	2	2	3	2	3	2	3	2.5
<b>CO-4</b>	2	2	2	3	2	3	2	2	3	2	2.3
<b>CO-5</b>	3	2	2	3	2	3	2	3	2	2	2.4
<b>Mean Overall Score</b>											<b>2.42</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5x5=25
Section C	3x10=30

Prepared By	Checked By
<b>Dr. R.RAJASEKARAN</b>	<b>Dr. V.BUVANESWARAN</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
2	A2PCO6	CC-6	QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS	6 (5L+1T)	4	English

### Objectives:

1. To familiarize with the concepts of Statistical tools for Business Decisions.
2. To have hands on experience in Linear Programming on Business.

### Course Outcomes.

Co No.	Co – Statements	Cognitive Levels
CO - 1	Understand the concept of operation research and acknowledge the application	K1
CO - 2	Solve transportation problems regulating determination supply to destinations from appropriate sources.	K2
CO - 3	Assign work or job to suitable person machine or process.	K3
CO - 4	Apply different models and techniques available to solve inventory related problems.	K4
CO - 5	Adopt suitable quantitative techniques and solve business problems	K4

### Unit – I (Hours: 20)

Meaning and Significance of Quantitative techniques-Role of Quantitative techniques-Advantages and Disadvantages of Quantitative techniques-Nature and Scope of Statistical Methods in Commerce -- Measures of Central Tendencies – Mean, Median, Mode, Geometric Mean, and Harmonic Mean. Measures of Dispersion – Range, Quartile Deviations, Mean Deviations, Standard Deviations(Simple Problems)

### Unit – II (Hours: 20)

Meaning and Significance of Correlation –Types - Methods Scatter Diagrams, Karl Pearson’s Coefficient of Correlation, Spearman’s Rank Correlation and Regressions Analysis, Multiple Correlation and Partial Correlation (Simple Problems).

### Unit – III (Hours: 15)

Meaning and Concepts of Probability – Events, Sets -- Addition and Multiplication rules – Binomial, Poisson, Normal distribution , Chi-square Test, T Test, F Test -- Concept and properties only (Without Proof)- Test of Hypothesis, Concerning Means, Proportions difference between means (Simple Problems).

### Unit – IV (Hours: 15)

Meaning of Linear Programming – Graphical Method, Simplex Method, Transportation Method, North West Corner Rule, Vogel’s Approximation Method Assignment Problems.

### Unit – V (Hours: 20)

Meaning and Objectives of Index Numbers, Weighted and Un-weighted – Price Index Numbers – Types--Test in Index Numbers –Uses in stock market- SENSEX & NIFTY- Time and Factor reversal test--Cost of Living index Numbers, Analysis of time series – Measuring trend and



seasonal variations (Simple Problems).

**Text Books Recommended**

1. S.C. Gupta – Statistical Methods
2. S.P. Gupta – Statistics Methods

<b>Relationship matrix for Course Outcomes, Programme Outcomes /Programme Specific Outcomes</b>											
<b>Course Outcomes↓</b>	<b>Programme Outcomes (PO)</b>					<b>Programme Specific Outcomes (PSO)</b>					<b>Mean Scores of COs</b>
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO-1</b>	2	2	2	3	3	2	3	2	3	2	2.4
<b>CO-2</b>	2	2	2	3	3	3	3	2	2	3	2.5
<b>CO-3</b>	2	3	3	2	2	3	2	3	2	3	2.5
<b>CO-4</b>	2	2	2	3	2	3	2	2	3	2	2.3
<b>CO-5</b>	3	2	2	3	2	3	2	3	2	2	2.4
<b>Mean Overall Score</b>											<b>2.42</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5x5=25
Section C	3x10=30

Prepared By	Checked By
<b>Dr. ADAIKALACHARLES</b>	<b>Dr. R.KATHAIAN</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
2	A2PCO7	CC-7	STRATEGIC MANAGEMENT	6(5L+1T )	4	English

### Course Objectives:

1. To give knowledge about the growing significance of strategic management in the globalised environment.
2. To create general awareness about the various environmental analysis
3. To apply swot analysis in the company.
4. To know about the leadership[ strategy
5. To impart knowledge about the innovative practices followed in the modern day strategic management.

### Course Outcomes:

CO No.	CO–Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO–1	Describe the meaning, definition and the concept of strategic management.	K1
CO–2	Interpret the adopted strategies and their outcomes.	K2
CO–3	Apply corporate policies on company’s internal and external environment	K3
CO–4	Compare and contrast companies’ strategic strengths and weaknesses.	K4
CO–5	Infer response options available to companies.	K5

### Unit – I: Introduction to Strategic Management (Hours: 15)

Strategic Management: Definition and meaning, Strategic Management Process - Forming Vision, Setting objectives, Crafting a Strategy, Implementation and Evaluation, Characteristics, Benefits of strategic management - Strategic Planning in practice.

### Unit – II: Industry Analysis (Hours: 20)

Industry analysis and its environment: Analysis of Macro environment: Demographic, political, social, cultural, technological and global environment – Recent trends in macro environment; Analysis of Micro environment: The five forces of competition, new entrants, direct competition, buyers, suppliers and substitutes - Rivalry in the industry - Recent trends in micro environment.

### Unit - III: Company Analysis (Hours: 20)

Evaluating company through SWOT: Identifying company’s strengths and resource capabilities - Identifying company’s weaknesses and resource deficiencies, identifying company’s competencies and capabilities, identifying a company’s market opportunities, identifying threat to a company’s future profitability (SWOT Analysis). Strategic options for achieving cost competitiveness. The value chain - Analyzing competitive advantage and profitability – sustaining competitive advantage.

### Unit – IV: Corporate Strategy (Hours: 15)

Strategy and competitive advantage - Low Cost Leadership strategies, differentiation Strategies and Focus strategies. Merger and acquisition - Vertical integration strategies. First

- Mover advantages and disadvantages. Balanced Score Card – McKinsey 7s framework as Horizontal and vertical integrations.

**Unit – V: Change Management**

**(Hours: 20)**

Responding to shifts in competitive advantages - New developments affecting competitive advantage - New technology - New distribution channel, Economic shifts - Change in the neighboring industries and change in government regulations. Response options - Prospecting, Defending, and Harvesting. Uncertainty - Impact of environmental development and ability to adjust.

**Books for Reference:**

1. Arthur A. Thompson, Jr. and A.J Strickland 111,(2003), *Strategic Management - Concepts and cases*, Tata Mcgraw Hills Co., New Delhi, 2003.
2. John A. Pearce 11 and Richard B. Robinson, Jr, *Strategic Management-Strategy Formulation and implementation*, Tata Mcgraw Hills Co., New Delhi, 2008.
3. Varahan&Rinky, *Strategic Management*, Himalaya Publication House Pvt. Ltd, New Delhi, 2014.
4. Robert A. Pitts and David Lei, *Strategic Management- Building and Sustaining Competitive Advantage*, Published by South - Western, Thomas Learning Inc. New Delhi, 2014.

**Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes**

Relationship matrix for Course Outcomes, Programme Outcomes /Programme Specific Outcomes											
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO-1</b>	2	3	2	2	2	2	3	3	3	2	2.40
<b>CO-2</b>	3	3	3	2	2	2	2	3	3	3	2.60
<b>CO-3</b>	3	2	2	3	3	2	3	2	3	2	2.50
<b>CO-4</b>	3	2	3	2	3	2	3	3	2	3	2.60
<b>CO-5</b>	2	3	3	2	3	2	3	2	3	2	2.50
<b>Mean Overall Score</b>											<b>2.52</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30

Prepared By	Checked By
<b>Dr. R.SWAMINATHAN</b>	<b>Dr. R.RAJASEKARAN</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
2	A2PCO8	CC-8	GOODS AND SERVICES TAX	5(3L+1T +1P)	4	English

**Objectives:**

1. To expose the concepts and frameworks of Goods and services Tax in India.
2. To achieve the ideology of GST implementation.
3. To familiarize the recent developments GST.
4. To subsume online procedures for ease of doing Business in the mode of Tax payment system.

**Course Outcomes:**

CO No.	CO–Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO–1	Describe the key terms involved in GST Act.	K1
CO–2	Summarize the key legal provisions of GST Act	K1, K3
CO–3	Illustrate the use of the Acts in common business situations.	K2
CO–4	Outline the various facets of basic case laws of GST from a legal and commercial perspective.	K5
CO–5	Develop critical thinking by making judgments related to use of various provisions of the acts in business situations and filling of GST returns.	K4, K5

**Skill Outcomes:** Filing of GST returns.

**Unit – I (15 Lecturer hours)**

**Introduction of GST** - Meaning and Salient Features of GST-objectives –Benefits of implementing GST- Need for GST in India- Frame work of GST as introduced in India. - Authorities under GST Law- Appointment and Powers of Officers.

**Unit – II (15 Lecturer hours)**

**Preliminaries of GST** - Definitions of Goods, Place of Supply, Principal Place of Business, Agent, Principal, Related Persons, Aggregate Turnover, Taxable Turnover, Services, Reverse Charge-Nature of Supply-Composite, Mixed, Exempt, Outward, Inward- Recipient of Goods and Services-Supplier of Goods and Services-Rates of GST-Exemption from GST .

**Unit – III (14 Lecturer + 1 Practical hours)**

**Registration under GST** - Persons liable for Registration, Persons not liable for Registration,-types of Registration - procedure for Registration, practice for e Registration- Amendment of Registration – cancellation of Registration.

**Unit – IV (14 Lecturer + 1 Practical hours)**

**Returns and Document under GST – Documents:** Tax Invoice, Bill for Supply, Debit Note, Credit Note, Payment Voucher, Receipt Voucher, e-way bill, HSN Code and SAC Code. **Returns:** Types of various returns and relating Forms – Monthly return, Quarterly return (Composition) Annual return. Furnishing details of outward supplies and inward supplies – e return procedure.

**Unit – V (15 Lecturer hours)**

**Assessment of GST** – Types of Assessment and Assessment Procedures, Tax deduction at Source and Tax Collection at Source- Provision relating to Interest and refund of Tax. Offences and Penalties.

**Suggested Reference Books:**

1. V.S.Datey:“Indirect Taxes”-Taxman publication(P)ltd,New Delhi-[Latest]
2. V.Balachandran:“Indirect Taxes”-Sultan Chand Publishers,New Delhi-[Latest]
3. B.Viswanathan:“Goods and Services Tax (GST) in India”-New Century Publications.

**Text Books Recommended:**

1. Goods and Services Tax (G.S.T) – Dr.H.C.Mehrotra and Prof.V.P.Agarwal- Sahitya Bhawan Publications:AGRA
2. GST Ready Reckoner –V.S.Datas –Taxmann’s Publication Pvt.Ltd.

**Suggested E-Readings:**

1. <https://irisgst.com>
2. <https://cleartax.in>
3. <https://assets1.cleartax-cdn.com>

**Suggested Text e. books:**

1. Link: <https://taxguru.in/goods-and-service-tax/book-titled-complete-raman-singla.html>
2. GST for Professional on 2020- AUBSP.com-December 2020 Edition
3. Link: <https://www.aubsp.com/ebook-gst-act-2017>
4. Link: [gst.gov.in](http://gst.gov.in)
5. Link: <https://cbic-gst.gov.in>
6. Link: <https://gstcouncil.gov.in>

**Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes**

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	2	3	3	3	3	3	3	2	2.8
CO-2	3	3	2	3	3	3	2	3	2	3	2.7
CO-3	3	3	3	2	2	3	3	3	3	2	2.7
CO-4	3	3	2	3	2	3	2	3	3	2	2.6
CO-5	3	3	2	3	2	3	2	3	3	2	2.6
<b>Mean Overall Score</b>											<b>2.68</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30

Prepared By	Checked By
<b>Dr.V.BUVANESWARAN</b>	<b>Dr. R.P.RAMESH</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
2	A2PCOEL2A	EC-2	E-COMMERCE	5(3L+1T +1P)	4	English

**Course Objectives:**

1. To exhibit the knowledge in basics of e-commerce
2. To understand the Architectural frame work and Electronic Payment System
3. To give insights on electronic data interchange and security issues
4. To assess the uses of internet in marketing arena
5. To equip and update the changes and emerging trends in e-commerce

**Course Outcomes:**

CO No.	CO–Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO–1	Acquire Knowledge in E-commerce framework	K1
CO–2	Gain exposure towards Architectural frame work and Application of Electronic Payment System	K1, K3
CO–3	Understand electronic data interchange and security issues	K2
CO–4	Learn to get a clear perspective on the internet marketing	K5
CO–5	Enrich knowledge towards emerging trends in e-commerce	K6

**UNIT-I**

**(15 Hours)**

Introduction to E-commerce - Electronic commerce frame work - Electronic commerce and media conversions- Anatomy of e-commerce application- Components of the I-ways- Network access equipments- Global information distribution network- Internet terminology- NSF NET- Architecture and components-National research and educational network.

**UNIT-II**

**(15 Hours)**

Electronic commerce and world wide web- Architectural frame work of E-commerce- www Architecture- Hypertext publishing- consumer oriented application-Mercantile process model- Consumer perceptive- Electronic payment system- Types- designing EPS- Smart cards and EPS- Credit cards and EPS.

**UNIT-III**

**(15 Hours)**

Electronic Data Interchange [EDI]- Application- security and privacy issue-Software implementation- Value added networks- Internal information systems- customization-Supply chain Management.

**UNIT-IV**

**(15 Hours)**

Marketing on the Internet- advertising on the internet- Charting the online marketing process-E-commerce catalogues or directories information filtering- Consumer data interface emerging tools.

**UNIT-V**

**(15 Hours)**

Multimedia and digital media-Concepts- Digital video and E-Commerce- Video Conferencing- Frame Relay- Cell Relay- Mobile Computing-Frame work-Wireless Delivery

Technology- Cellular Data Communication Protocols.

**BOOKS FOR REFERENCE:**

1. S. Jaiswal, Doing Business on Internet E-Commerce, Galgotia Publications, New Delhi.
2. David Whitely, E-commerce, Strategy, Technologies and Applications, Tata McGraw-Hill Publishing Company Ltd., New Delhi.
3. Indrajit Chatterjee, e-Commerce:An Indian Perspective , Scitech Publications (India) Pvt. Ltd., Chennai.
4. Abirami Devi K and M. Alagammai, E-Commerce, Margham Publications, Chennai-17.
5. Otiliaotlacan, Principles of E-Marketing, www.teawithedge.com

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

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

**Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes**

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	2	3	2	2	2	3	2	2	2.4
CO-2	3	3	2	3	2	3	2	3	3	2	2.6
CO-3	3	3	2	3	2	3	2	3	2	2	2.5
CO-4	3	2	2	3	3	3	2	3	3	3	2.7
CO-5	3	2	3	3	3	3	3	3	2	3	2.8
<b>Mean Overall Score</b>											<b>2.60</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5x5=25
Section C	3x10=30

Prepared By	Checked By
<b>Dr. R.P. RAMESH</b>	<b>Dr.V.PUGAZHENTHI</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
2	A2PCOEL2B	EC-2	E-BANKING	5(3L+1T +1P)	4	English

**Objectives:**

1. To make the students to understand the background of e-banking transactions.
2. To know the various products and services of e-banking.
3. To equip knowledge of SWIFT operation
4. To understand the data security management system of e-banking
5. To aware the challenges and opportunities of e-banking

**Course Outcomes:**

CO No.	CO–Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO–1	Understand the background of e-banking	K1
CO–2	Learn about the various product and service of e-banking	K1
CO–3	Enrich the knowledge of SWIFT transaction	K2
CO–4	Gain knowledge of data security management	K5
CO–5	Aware of challenges and opportunities of e-banking	K1

**UNIT I: (Hours: 15)**

Networking of computers – Types – LAN – WAN – Internet and Intra net – Internet Banking-Features-Regulations and control -Products and services – Levels of internet banking-Core Banking-Anywhere banking-Anytime Banking-Mobile Banking.

**UNIT-II: (Hours: 15)**

Electronic Fund Transfer-ATM-Debit Card-Credit Cards-Smart Cards- Prepaid Payment Instruments-Emerging Technologies and Application-E-Payments-Advantages-Channels-Payment Gateways-ECS-NEFT-RTGS-Other information technology enabled services.

**UNIT III: (Hours: 15)**

Electronic clearing services – SWIFT – types of message in SWIFT (Society for worldwide interbank financial telecommunication) – message format in SWIFT – bank information code – message flow in SWIFT system – advantages and structure of SWIFT.

**UNIT-IV: (Hours: 15)**

Data Management and Security- Data Management-Organisation-Types DBMS-Functions-Utility-Structures-Models-Decision support Resources-Data Base Administrator(DBA)-functions-objectives-Data engine-Risks and security-Regulation of RBI, Guidelines-Security standards-Risks-Types-Cryptography-Digital Signatures.

**UNIT V: (Hours: 15)**

E-Banking challenges and opportunities – services offered through e-banking–strengths of e-banking – weakness of e-banking –opportunities –threats of e-banking.



**Text and Reference Books (Latest revised edition only)**

1. R.V. Kulkarni ,Knowledge based system in banking sector.
2. R.S. Viramani, Computer Application in Business and, Commerce and Banking .
3. R.Parameswaran,Computer Application in Business.
4. Banking Technology Dr. A. Rama new century Book House (P) LTD Chennai..
5. Dr. A. A Arunadevi Technology is banking C.S.Ram and S.Arunajotesam, Margham Publication Chennai.

**Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes**

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO-1</b>	3	3	2	3	2	2	2	3	2	2	2.4
<b>CO-2</b>	3	3	2	3	2	3	2	3	3	2	2.6
<b>CO-3</b>	3	3	2	3	2	3	2	3	2	2	2.5
<b>CO-4</b>	3	2	2	3	3	3	2	3	3	3	2.7
<b>CO-5</b>	3	2	3	3	3	3	3	3	2	3	2.8
<b>Mean Overall Score</b>											<b>2.60</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30

Prepared By	Checked By
<b>Dr. R. KATHAIAN</b>	<b>Dr. R.P. RAMESH</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
2	A2PCOEL2C	EC-2	FINANCIAL MARKETS AND SERVICES	5(4L+1T)	4	English

### Objectives:

1. To provide conceptual understanding and in depth knowledge of financial market and financial services.
2. To know the various types of financial services and regulatory framework
3. To be aware of the concept of venture capital and legal aspect
4. To make the understanding about credit rating
5. To be aware of the various activities of mutual fund

### Course Outcomes:

CO No.	CO-Statements	Cognitive Levels
	<i>On successful completion of this course, students will be able to</i>	
CO-1	Learn the background knowledge of financial market and service	K1
CO-2	Understand the various types of financial service and legal frame work	K3
CO-3	Equip the operation and formalities of venture capital	K2
CO-4	Understanding the procedure of credit rating	K5
CO-5	Aware the mutual fund operation	K6

### UNIT – I :

(Hours: 15)

Structure of Financial System – role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.

### UNIT – II :

(Hours: 15)

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

### UNIT – III :

(Hours: 15)

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

### UNIT – IV :

(Hours: 15)

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

### UNIT – V :

(Hours: 15)

Mutual Funds – Concept and Objectives, Functions and Portfolio Classification, Organization and Management, Guidelines for Mutual Funds, Working of Public and Private Mutual Funds in India. Debt Securitisation – Concept and Application – De-mat Services-need and

## Operations-role of NSDL and CSDL

### Suggested Books:

1. Bhole&Mahakud, Financial Institutions and Market, TMH, New Delhi
2. V.A.Avadhani, Marketing of Financial Services, Himalayas Publishers, Mumbai
3. DK Murthy, and Venugopal, Indian Financial System, IK Int Pub House
4. Anthony Saunders and MM Cornett, Fin Markets &Institutions, TMH, ND
5. Edminister R.D., Financial Institution, Markets and Management
6. Punithavathy Pandian, Financial Markets and Services, Vikas, New Delhi
7. Vasanth Desai, Financial Markets & Financial Services, Himalaya, Mumbai
8. Meir Khan – Financial Institutions and Markets, Oxford Press.
9. Madura, Financial Markets & Institutions, Cengage, ND

### Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	2	3	3	3	3	3	3	2	2.8
CO-2	3	3	2	3	3	3	2	3	2	3	2.7
CO-3	3	3	3	2	2	3	3	3	3	2	2.7
CO-4	3	3	2	3	2	3	2	3	3	2	2.6
CO-5	3	3	2	3	2	3	2	3	3	2	2.6
<b>Mean Overall Score</b>											<b>2.68</b>
<b>Result</b>											<b>High</b>

### Semester Question paper Pattern:

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30

Prepared By	Checked By
<b>Dr. R. KATHAIAN</b>	<b>Dr. R.P. RAMESH</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
2	A2PCOGE	Generic Elective	MODERN BANKING	2	2	English

**Course objectives:**

1. To Illustrate the E-banking features and digital payment systems
2. To know the various types of banking, ATM and Credit cards and Wallet system

**Course Outcomes:**

CO No	CO-Statement	Cognitive Level (K Level)
<i>On successful completion of this course, students will be able to:</i>		
CO-1	Describe the concepts and explain the types and roles of banks	K1,K2
CO-2	Discuss the relationship between banker and customer and the real process of different bank accounts	K2
CO-3	Identify the features of negotiable instruments and processing of loans	K3
CO-4	Illustrate the E-banking features and digital payment systems	K4
CO-5	Compare contemporary and innovative models of e-banking systems	K4

**UNIT - I**

**(6 Hours)**

Meaning, Definition of bank and banking-significance, Evolution of Banking - Banking system in India: Central Bank of India-Commercial Banks- Indigenous bankers-Women bank- Payments bank- Small Finance banks- Regional Rural Banks-Foreign banks- Private sector banks- Development banks: Industrial and Agriculture development Banks- –

**UNIT - II**

**(6 Hours)**

Negotiable Instrument Act –Features of NI-Types –Classifications-Special parties to Negotiable Instruments-Negotiation Vs Assignment. Cheque-Definition-Features-Cheques Vs Demand draft-Banker’s cheque-Outsourcing of banking process: Loan assessment CIBIL – Recovery-Cheque Clearing.

**UNIT - III**

**(6 Hours)**

Traditional banking vs e-banking, Electronic Delivery channels-Debit and Credit cards-Smart Card-ATM- Types of ATM: White label, Brown label, Green label, Orange label, Pink label ATM- Facets of e-banking-E- banking transactions- Truncated cheque and electronic cheque-Mobile banking -

**UNIT - IV**

**(6 Hours)**

Electronic Fund Transfer: Interbank funds Transfer Processor (IFTP), Immediate payment service (IMPS) – National Electronic Fund Transfer (NEFT) and Real Time Gross Settlement (RTGS) –Difference between IMPS, RTGS, NEFT. UPI and Mobile Wallets. Virtual currency-Crypto currency-Bit coin.

**UNIT - V****(6 Hours)**

Models of e-banking-Complete centralised solution (Core Banking) - Cluster approach-High-tech bank and within bank - Advantages of e-banking, Constraints in e-banking- Security measures to prevent fraudulent activities.

**Note: Skills to be tested through Mini Projects (Account opening, Filling of various forms, Text Book:**

1. Banking Theory Law and practice, E.Gordon&K.Natrajan, 27<sup>th</sup> Edition, 2019. Himalaya Publishing House , Mumbai (2018)

**Books for Reference:**

1. Tandon M.L- Banking Law and Practice in India- India Book House, New Delhi (2019)
2. Agarwal, O.P, 'Modern Banking of India', Himalaya Publications, Mumbai (2019)
3. Varshney P.N, S.LGupta& T.D. Malhotra – ' Principals of Banking' S. Chand & Sons Publishers, New Delhi (2018)

Relationship matrix for Course Outcomes, Programme Outcomes /Programme Specific Outcomes												
Semester	Course Code		Course Title								Hours/ Week	Credits
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
<b>CO-1</b>	3	3	3	2	3	3	2	3	3	2	2.7	
<b>CO-2</b>	3	3	3	2	2	3	3	3	2	2	2.6	
<b>CO-3</b>	3	3	3	3	2	3	3	2	3	3	2.8	
<b>CO-4</b>	3	3	2	3	2	3	3	2	2	2	2.5	
<b>CO-5</b>	3	3	3	2	2	3	3	3	2	3	2.7	
<b>Mean Overall Score</b>											<b>2.12</b>	
<b>Result</b>											<b>High</b>	

**Semester Question paper Pattern:**

Section A	10x2=20
Section B	5X5=25
Section C	3X10=30

Prepared By	Checked By
<b>Dr. R. KATHAIAN</b>	<b>Dr. R.P. RAMESH</b>

**SIGNATURE OF THE HOD**

Semester	Code	Course	Title of the Paper	Hours/Week	Credits	Medium
1	A2VAPC01	VALUE ADDED COURSE-1	EQUITY DERIVATIVES	2 non-regular class hours	2	English

**Course Outcomes:**

CO No.	CO–Statements	Cognitive Levels
	On successful completion of this course, students will be able to	
CO–1	Emphasize the significance of Derivatives & stock market indices	K1
CO–2	Make the students understand the concepts of forward and futures Contracts	K2
CO–3	Demonstrate a knowledge of Option Pricing	K2
CO–4	Provide insights to opportunities in Option Trading Strategies	K3
CO–5	Apply the appropriate criteria for while selecting Index for trading	K4

**UNIT - I Basics of Derivatives & Index: (6 Hours)**

Derivatives Market  
History & Evolution  
Indian Derivatives Market  
Market Participants  
Types of Derivatives Market  
Significance of Derivatives  
Various risks faced by the participants in derivatives  
Introduction to Index  
Significance of Index  
Types of Stock Market Indices  
Attributes of an Index  
Index management  
Major Indices in India  
Application of Indices

**Unit – II Introduction to Forwards and Futures (6 Hours)**

Introduction to forward and futures Contracts  
Pay off Charts for Futures contract  
Futures pricing  
Commodity, Equity & Index Futures  
Uses of futures

**Unit – III Introduction to Options (6 Hours)**

Basics of options  
Pay off Charts for Options  
Basics of Option Pricing and Option Greeks  
Uses of Options

#### Unit – IV Option Trading Strategies (6 Hours)

Option Spreads  
Straddle  
Strangle  
Covered Call  
Protective Put  
Collar  
Butterfly Spread

#### Unit – V Introduction to Trading Systems (6 Hours)

Trading System  
Selection criteria of Stocks for trading  
Selection criteria of Index for trading  
Adjustments for Corporate Actions  
Position Limit

#### Only Text Book Recommended:

NISM-Series-VIII-Equity-Derivatives by NISM

#### Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	3	2	3	3	3	3	3	3	2	2.8
CO-2	3	3	2	3	3	3	2	3	2	3	2.7
CO-3	3	3	3	2	2	3	3	3	3	2	2.7
CO-4	3	3	2	3	2	3	2	3	3	2	2.6
CO-5	3	3	2	3	2	3	2	3	3	2	2.6
<b>Mean Overall Score</b>											<b>2.68</b>
<b>Result</b>											<b>High</b>

**Semester Question paper Pattern:** Essay Type alone with 5 Questions one from each unit with internal choice (5x20=100 marks)

Prepared By
<b>Dr. V.PUGAZHENTHI</b>

**SIGNATURE OF THE HOD**