

M.COM.

PROGRAMME OUTCOMES OF M.COM

- Comprehend the basic concepts of business and responsibilities of a business organization
- Analyze financial, marketing, legal and ethical issues in a business organization and find reasons for profit or loss and give solutions for economic viability of a business.
- Apply current techniques and skills necessary for business practice and serve as a human resource needed for industry, consultancy, education, research and public administration.

PROGRAMME SPECIFIC OUTCOMES

PSOs	Upon completion students of M.Com programme the graduates will be able to :
PSO- 1	Prepare financial statements of a business organisation using accounting principles and determine the operating results and the financial position.
PSO- 2	Discuss the various provisions relating to business law, indirect taxes and income tax and calculate tax on income.
PSO -3	Undertake socially relevant projects.
PSO -4	Acquire the knowledge on international business environment and apply the principles of management.
PSO -5	Understand the principles of marketing, tourism, consumerism and MSMEs (Micro Small and Medium Enterprises.)
PSO - 6	Gain knowledge on Indian Financial System and apply various electronic payment techniques.
PSO - 7	Understand the cause–effect relationships and interactions among socio technical dimensions of project.
PSO - 8	Recognise the need of communication and develop personality.

Teaching Plan for the Academic year 2017-18

Semester: I

Name of the course: Organisational Behaviour

Sub. Code: PA1711

No. of Hours per Week	Credit	Total No. of Hours	Marks
6	4	90	100

Objectives: 1.To understand the conceptual frame work of organisationalbehaviour.

2. To understand the skills of the person towards the emerging challenges.

CO NO.	Upon completion of this course the students will be able to :	PSO	CL
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CO-1	Understand the concept and significance of organizational behaviour.	PSO-8	U
CO-2	Discuss the factors influencing individual behavior, personality and perception.	PSO-8	U
CO-3	Analyse the ethical behavior and ethical dilemmas.	PSO-8	An
CO-4	Various theories of motivation	PSO-4	E
CO-5	Apply leadership theories to develop leadership qualities.	PSO-4	Ap

Teaching Plan

Total contact hours: 90 (Including lectures, seminars, assignments and tests)

Unit	Module	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Organizational Behaviour					
	1	Concept and Significance; Factors Influencing Individual Behaviour.	4	To understand the importance and Factors Influencing Individual Behaviour.	Lecture Discussion	Evaluation through: Test
	2	Determinants and Personality traits influencing OB	5	To know the determinants and traits influencing OB	Lecture Discussion	Asking questions Quiz
	3	Perception , Perceptual process, Factors Affecting Perception	3	To gain knowledge about Perception.	Lecture Discussion	
	4	Perceptual Errors and Distortions.	3	To know the Errors and Distortions in Perceptual Errors.	Lecture Discussion	Formative assessment
II	OB - The Emerging Challenges					
	1	Managing Diversity ,Barriers to Accepting Diversity	3	To know the Barriers to Accepting Diversity	Lecture and interaction	Evaluation through: Test
	2	Committing Top Management to Diversity	4	Get thorough knowledge regarding the Diversity	Lecture and interaction	Open book test.
	3	Changing Demographics of Workforce Changed Employee Expectations Technology Transformation	5	To gain knowledge about the Changed Employee Expectations	Lecture and Inter action	Quiz

	4	Promoting Ethical Behaviour Ethical Dilemmas Managing Ethics.	3	To understand the Ethical Dilemmas	Lecture Discussion	Formative assessment
III	Motivation and Leadership					
	1	Need Hierarchy Theory, Two Factor Theory, Alderfer's ERG Theory	3	To know the Theories of Alderfer's and ERG	Lecture Discussion	Evaluation through: Test
	2	McClelland's Learned Need Theory, Victor Vroom's Expectancy Theory, Stacy Adams Equity Theory	5	To understand the types of motivation theory	Lecture Discussion	Snap test.
	3	Leadership Concept Theories Trait Theory, Behavioural Theory, Fielder's Contingency Theory.	4	To understand the categories of theories	Lecture Discussion	Quiz
	4	Harsey and Blanchard's Situational Theory; Managerial Grid; Likert's Four System of Leadership	3	To analyse the Leadership Theory	Lecture Discussion	Formative assessment
IV	Organisational Culture ,Creativity and Innovation					
	1	Meaning Cultural Dimensions Culture Artifacts Sustaining the Culture Effects of Culture Changing Organisational Culture	5	To understand the Changing Organisational Culture	Lecture Discussion	Evaluation through: Test
	2	;Creativity in Organistions— Characteristics of Creative Individuals ; Methods of Enhancing Creativity; Creativity inducing Factors;	5	To know the Characteristics of Creative Individuals	Lecture Discussion	Open book test.
	3	Innovation in Organisations—Innovative Process	5	To understand the Innovative Process in organisation	Lecture Discussion	Formative assessment
V	Organizational change and Development					
	1	Nature Importance Types Resistance to Change	5	To know the features, and importance of Change	Lecture and interaction	Evaluation through: Test

	2	Forces External Internal	5	To understand the internal and external forces	Lecture Discussion	Snap test.
	3	Organisation Level Resistance to Change Group Level Resistance to Change individual Level Resistance to Change	5	To analyse the Resistance to Change	Lecture Discussion inter action	Formative assessment

Course instructor: S.Jameela

Head of the Department: Dr.C.K. Sunitha

Semester: I

Name of the course: Business Environment

Sub. Code: PA1712

No. of Hours per Week	Credit	Total no. of Hours	Marks
6	4	90	100

Objectives: 1.To develop the ability to understand about business environment.

2. To impart knowledge on the dynamic nature of environment.

CO NO.	Upon completion of this course the students will be able to :	PSO	CL
CO-1	Understand the concept, significance, and elements of business environment.	PSO-4	U
CO-2	Discuss various economic policies and its impact on Indian economy.	PSO-4	U
CO-3	Discuss Indian constitutional provisions on business.	PSO-2	U
CO-4	Explain the social responsibilities of business.	PSO-4	U
CO-5	Understand the functions of international economic institutions and their role in developing Indian business.	PSO-6	U

Teaching Plan

Total contact hours: 75 (Including lectures, assignments and tests)

Unit	Module	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Business Environment					
	1	Concept; Significance ; Nature of Business Environment; Elements of Environment-- Internal and External;	4	To understand the meaning and importance, elements of environment	Lecture discussion	Evaluation through: Short test and Oral test Multiple choice

	2	Environmental Analysis – Process of Environmental Analysis; Approaches to the Environmental Scanning and Monitoring Process;	5	To understand the concept of environmental analysis	Lecture discussion with Interaction	questions Open book test
	3	Techniques of Environmental Analysis; Importance; Limitation.	6	To understand the techniques of environmental analysis	Lecture, group discussion	
II	Economic Environment					
	1	Significance; Elements; Economic Systems – Free Market Economy, Centrally-Planned Economy, Mixed Economy, Privatization and Market	4	To understand the concept of economic system	Lecture discussion	Evaluation through: Short test and Oral test
	2	Trusteeship Economy System; Economic Policies – Industrial Policy, Fiscal Policy, Monetary Policy	6	To understand the concept of economic policies	Lecture discussion with Interaction	Multiple choice questions Assignment
	3	Exim policy; public sector and economic development; economic planning in India	5	To understand the concept of Exim policy, public sector and economic planning in India	Lecture, group discussion	Formative assessment
III	Political and Legal Environment					
	1	Political System and Business Environment in India; Indian Constitutional Provisions on Business.	6	To understand the meaning of political environment.	Lecture discussion with Interaction	Evaluation through: Short test and Oral test
	2	Legal Environment – MRTP Act	5	To study about the legal environment	Lecture discussion with Interaction	Multiple choice questions Assignment
	3 4	FEMA and Licensing Policy ; Competition Act	6	To study about the FEMA and Licensing Policy ; Competition Act	Lecture, group discussion Lecture, group discussion	Formative assessment Seminar
IV	Socio- Cultural Environment					

	1	Elements: Social Institutions and System; Social Values and Attitudes; Cultural Environment	6	To understand the concept of social institutions system	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	Features Concept; Changing Trends in Social Responsibility of Business ; The Modern view of Social Responsibility; Dimensions of Social Responsibility	7	To explain the establishing standards	Lecture discussion with Interaction Lecture, group discussion	Multiple choice questions Assignment Formative assessment Seminar
V	International and Technological Environment					
	1	Multinational Corporations; International Economic Institutions- WTO, World Bank ,IMF and their importance to Indian business	5	To study about the concept of multinational corporations	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	Technological Environment - Factors influencing Technology ; Technological Development	5	To study about the Technological Environment	Lecture discussion	Multiple choice questions Assignment
	3	Foreign Technology VS Foreign Capital; Factors to be Consider for Appropriate Technology; India's Technological Process; Economic Reforms in India.	5	To study about the foreign technology	Lecture discussion with PPT	Formative assessment Seminar

Course Instructor: A.Amal Jenita

Head of the Department: Dr.C.K.Sunitha

Semester: I

Name of the course: Operations Research

Sub. Code: PA1713

No. of Hours per Week	Credit	Total no. of Hours	Marks
6	4	90	100

Objectives: 1.To equip students with the tools and techniques of Operations Research.

2. To provide skills in improving business practices.

CO No.	Upon completion of this course the students will be able to :	PSO	CL
CO-1	Understand the applications of Operations Research	PSO-1	U
CO-2	Apply the techniques of decision making to select the best solution among the alternatives	PSO-1	Ap
CO-3	Employ the MODI method to minimize the transportation cost	PSO-1	Ap
CO-4	Formulate the decision tree to bring out the solution for the business aspects	PSO-1	C
CO-5	Understand a problem and find the solution by using Simulation techniques	PSO-1	An

Teaching Plan

Total contact hours: 75 (Including lectures, assignments and tests)

Unit	Module	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Basics of Operations Research					
	1	Characteristic Features Techniques	3	To understand the features and techniques of operations research	Lecture discussion	Evaluation through: Short test and Oral test
	2	Application of Operations Research	3	To know the techniques of applying operations research	Lecture discussion with Interaction	Multiple choice questions
	3	Computer Application of Operations Research Limitations of Operations Research	4	To understand the limitations of Operations Research	Lecture, group discussion	Open book test
II	Operations Research and Decision Making					
	1	Process Decision Making Under Certainty: Linear Programming (Graphical Method Only)	4	To understand the process and the application of linear programming	Lecture discussion	Evaluation through: Short test and Oral test
	2	Input Output Analysis, Goal Programming and Inventory Models (Theory Only)	5	To get an idea with regard to input output analysis and inventory models	Lecture discussion with Interaction	Multiple choice questions
	3	Decision Making Under Uncertainty: Maximax Criterion, Maximini Criterion, Minimax Regret Criterion, Hurwicz Criterion, Laplace Criterion	5	To know various criterion of decision making	Lecture discussion with Interaction	Assignment

	4	Decision Making Under Risk: Expected Monetary Value, Expected Opportunity Loss, Expected Value of Perfect Information	4	To understand in detail expected monetary value, Opportunity Loss and Perfect Information	Lecture discussion	Formative assessment
	5	Decision Tree Technique (Simple Problems)	5	To apply the techniques of decision tree	Lecture, group discussion	
III	Transportation and Assignment Problems					
	1	Transportation Formulation and Solution of Transportation Models	5	To understand the solution of transportation models	Lecture discussion with Interaction	Evaluation through: Short test and Oral test Multiple choice questions Assignment Formative assessment Seminar
	2	Optimality Analysis in Transportation,	5	To analyse the transportation models	Lecture discussion with Interaction	
	3	Assignment Models Definition Formulation and Solution of Assignment Models	5	To know in detail the application of assignment models	Lecture, group discussion	
IV	Game Theory					
	1	Game Theory Useful Terminology Rules for Games Theory Pure Strategy	5	To know in detail the rules for Games theory and pure strategy	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test Multiple choice questions Assignment Formative assessment Seminar
	2	Mixed Strategies (2x2) Games – Mixed Strategies (2 x n games, m x 2 games)	5	To know the application various mixed strategies	Lecture discussion with Interaction	
	3	Dominance Rule Graphical Method Application and Limitations of Game Theory.	4	To understand the application and limitations of game theory	Lecture, group discussion	
V	Simulation					
	1	– Advantages and Disadvantages of Simulation Techniques	4	To know the advantages and disadvantages of simulation	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test Multiple choice questions

	2	Carlo Method Application of Simulation Techniques (Simple Problems Only)	4	To understand the application of simulation techniques	Lecture discussion	Assignment Formative assessment Seminar
	3	Initial Basic Feasible Solution Testing for Optimality: MODI Method.	5	To understand detail the solution of optimality and MODI method	Lecture discussion	

Course Instructor: A.MartinaFransisca

Head of the Department: Dr.C.K.Sunitha

Semester:I

Name of the Course: Corporate Accounting

Subject Code: PA1714

Number of hours per Week	Credits	Total numbers of hours	Marks
6	5	90	100

Objectives: 1. To provide an in-depth knowledge on accounts for different types of Organisation.

2. To train the students in exercising sound moral judgment in all accounting activities.

Co No.	Upon completion of this course the students will be able to :	PSO	CL
CO-1	Gain knowledge on shares and debentures.	PSO-1	U
CO-2	Discuss the accounting procedure for amalgamation, absorption and reconstruction.	PSO-1	U
CO-3	Identify the major technique of preparing liquidators financial statement.	PSO-1	R
CO-4	Identify the international accounting standards.	PSO-1	R
CO-5	Develop the problem solving skills.	PSO-1	An

Teaching Plan

Total contact hours: 90 (Including lectures, assignments and tests)

Unit	Module	Topics	Lecture Hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Shares and Debentures					
	1	Shares,Types of Shares,Issue of Shares (at	4	To understand the application of the issue of	Lecture, Problem solving,	Evaluation through : Short test Multiple choice questions
	2	Redemption of Preference Shares	4	To know the meaning solving problems in Redemption of Preference Shares	Lecture, Problem solving, discussion	

	3	Debentures, Types of Debentures, Issue of Debentures.	4	To understand various types and issue of debentures	Lecture, Problem solving, discussion	Assignment Formative assessment
	4	Redemption of Debentures.	3	To get in-depth knowledge regarding the solution of Redemption of Debentures.	Lecture, Problem solving, discussion	
II	External and Internal Reconstruction					
	1	Amalgamation, Absorption	5	To understand Amalgamation and Absorption .	Lecture, Problem solving, discussion	Short test Quiz Online assignment Formative assessment
	2	External Reconstruction, Internal Reconstruction of Companies.	4	To understand the meaning and solution of External and Internal Reconstruction.	Lecture, Problem solving, discussion	
	3	Alteration of Share Capital.	3	To get thorough knowledge about the Alteration of Share Capital.	Lecture, Problem solving, discussion	
	4	Capital Reduction Account.	3	To understand the meaning and solution of Capital Reduction Account.	Lecture, Problem solving, discussion	
III	Liquidation and Accounting Standards					
	1	Statement of Affairs, Liquidator's Final Statement of Account.	5	To understand Statement of Affairs, Liquidator's Final Statement of Account and solving various problems.	Lecture, Problem solving, discussion	Short test Multiple choice questions Assignment Formative assessment
	2	Accounting for Price Level Changes.	3	To know the meaning of Accounting for Price Level Changes.	Lecture, Problem solving, discussion	
	3	Accounting Standards , Objectives , Need	2	To know the Accounting Standards, Objectives and Need.	Lecture, discussion	
	4	International Accounting Standards, Indian Accounting Standards.	2	To know the meaning of Capital Reduction Account and solving various problems.	Lecture, discussion	

	5	Accounting Standards for Business Enterprises: Level I, Level II and Level III classifications.	3	Get thorough knowledge regarding Accounting Standards for Business Enterprises: Level I, Level II and Level III classifications.	Lecture, discussion	
IV	Holding Companies					
	1	Accounts for Holding and Subsidiary Companies.	4	To understand Accounts for Holding and Subsidiary Companies and solving various problem	Lecture, Problem solving, discussion	Short test Quiz
	2	Minority Interest.	3	To compute the Minority Interest	Lecture, Problem solving, discussion	Snap test.
	3	Cost of Control.	4	To know about Cost of Control.	Lecture, Problem solving, discussion	Formative assessment
	4	Unrealized Profit, Inter-Company Owings.	4	To know the meaning of Unrealised Profit, Inter-Company Owings, and solving various problems.	Lecture, Problem solving, discussion	
v	Final Accounts					
	1	Final Accounts of Joint Stock Companies.	5	To understand Final Accounts of Joint Stock Companies and solving various problem	Lecture, Problem solving, discussion	Short test One word test
	2	Accounts for Banking Companies.	5	To find out the Accounts for Banking Companies	Lecture, Problem solving, discussion	Formative assessment
	3	Insurance Companies (New Format).	5	To know the meaning of Insurance Companies and solving various problem.	Lecture, Problem solving, discussion	

Course Instructor: M.CharlesDayana

Head of the Department: Dr.C.K.Sunitha

Semester: I
Name of the Course: Research Methodology
Subject Code: PA1715

No. of Hours per Week	Credits	Total No. of Hours	Marks
6	4	90	100

Objectives

1. To familiarize the students with the Methodology of Research.
2. To help the students to collect the data as well as to prepare research report.

CO No.	Upon completion of this course the students will be able to :	PSO	CL
CO-1	Identify research problem and determine the research objectives	PSO-3	U
CO-2	Understand the needs and features of good research design	PSO-3	U
CO-3	Select the apt method of collecting data	PSO-3	A
CO-4	Choose the required sample design for analysis	PSO-3	A
CO-5	Apply the statistical tools for the interpretation of the data collected	PSO-3	An
CO-6	Prepare a systematic research report	PSO-3	C

Teaching Plan

Total contact hours: 75 (Including lectures, assignments and tests)

Unit	Module	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Introduction to Research					
	1	Research, Objectives, motivations in Research.	5	To understand Objectives and Motivations in Research	Lecture discussion	Evaluation through: Short test and Oral test Multiple choice questions Open book test
	2	Types and Methods.	5	To explain with examples the Types and Methods.	Lecture discussion with Interaction	
	3	Research Process, Criteria of Good Research.	5	To understand the Process and Criteria of Good Research	Lecture, group discussion	
II	Research Problem and Design					

	1	Selecting the problem, Defining the problem, Sources, Criteria for Good Research Problem.	5	To explain various Sources and Criteria for Good Research Problem.	Lecture discussion	Evaluation through: Short test and Oral test
	2	Research Design, Need for Research Design	5	To understand the concept of Research Design	Lecture discussion with Interaction	Multiple choice questions Assignment
	3	Features of a Good Design, Different Research Design.	5	To analyse different types of Research Design.	Lecture, group discussion	Formative assessment
III	Data Collection and Sample Design					
	1	Primary data; Observation method, Interview method, Questionnaire, Interview Schedule.	5	To discuss the various methods of primary data	Lecture with discussion and Interaction	Evaluation through: Short test and Oral test
	2	Differences between Questionnaire and Schedules-Other methods	3	To gain knowledge about the differences between Questionnaire and Schedule	Lecture discussion with Interaction	Multiple choice questions Assignment
	3	Secondary Data, Characteristics, Methods, Case Study	3	To know more information about data collection	Lecture, group discussion	Formative assessment
	4	Sample Design; Steps- Characteristics- Types of Sampling.	4	To gain more knowledge about sampling	Lecture, group discussion	Seminar
IV	Processing and Analysis of Data					
	1	Processing, Editing, Coding, Tabulation.	5	To discuss Editing and Coding.	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	Analysis of Data; Average, Correlation, Regression, Chi-square Test, Garrets Ranking.	5	To discuss the various types of Analysis of Data.	Lecture discussion with Interaction	Multiple choice questions Assignment
	3	Testing of Hypothesis; Null Hypothesis-Alternative Hypothesis- Procedure for Hypothesis Testing.	5	To understand the testing of Hypothesis.	Lecture, group discussion	Formative assessment Seminar
V	Report Writing					

1	Significance of Report Writing ;steps in Writing Reports; Oral Presentation ;Layout of Research Report ;Types of Report	5	To know the Significance and steps of Report Writing.	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test Multiple choice questions Assignment Formative assessment
2	Footnotes ; Appendix:-Norms for Using Index and Bibliography	5	To gain more know knowledge Index and Bibliography	Lecture discussion	
3	Introduction to SPSS ;Creation of Variables; Data Window; Variable Window	5	To discuss the SPSS and creation of variables	Lecture discussion	

Course instructor: Dr.J.Divya Merry Malar

Head of the Department: Dr.C.K. Sunitha

Semester: III

Name of the course: Income Tax Law and Practice

Sub. Code: PA1731

No. of Hours per Week	Credit	Total No. of Hours	Marks
6	5	90	100

Objectives:

1. To instill confidence in students in the computation of Tax liability of individuals, firm and companies.
2. To enable the students to deal with income tax filing with confidence.

CO	Upon completion of this course the students will be able to :	PSO addressed	CL
CO-1	Understand the application of principles and provisions of Income Tax Act 1961	2	U
CO-2	Describe terminology of Income Tax	2	U
CO-3	Compute the income of five heads of an individual	2	Ap
CO-4	Differentiate the non-resident from ordinary resident	2	U
CO-5	Identify the deductions and exemptions applicable for different heads of income	2	U

Teaching Plan

Total contact hours: 90 (Including lectures, seminars, assignments and tests)

Unit	Module	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Basic Concepts & Definitions (only theory)					
	1.	Income, Person, Assessee, Assessment year, Previous year and Exempted incomes.	3	To understand the various concepts of Income Tax.	Lecture	Evaluation through: Test
	2.	Residential status of an assessee and Concepts of income	4	To know the residential Status: Resident, Not Ordinary Resident & Non-resident and the various concepts under income	Lecture Discussion	Quiz
	3.	Different heads of income	4	To gain knowledge about the income under the different heads.	Lecture	Online assignment
	4.	Set off and carry forward losses and Clubbing of incomes	2	To know the clubbing and setting off of incomes.	Lecture with PPT.	Formative assessment
	5.	Tax evasion, Tax avoidance, Tax Planning and Bond washing transaction.	2	Study the meaning of bond washing transactions, tax planning, tax avoidance and tax evasion.	Lecture Discussion	Seminar Group Discussion

II	Assessment of Individuals					
	1.	Gross Total Income of an individual	2	To know how to arrive gross total income.	Lecture	Evaluation through: Test
	2.	Deductions from Gross Total Income(GTI) From Sec 80C-80U	4	Get thorough knowledge regarding the deductions from Sec 80C to 80U.	Lecture with PPT.	Open book test.

	3.	Computation of Taxable income and Tax liability	5	To gain knowledge about the computation of taxable income and tax liability.	Lecture Discussion	Quiz
	4.	Computation of Rebate and Relief	3	To know how to calculate the rebate and relief u/s 87A, 89 and Rule 21A.	Lecture with PPT.	Online assignment Formative assessment
III	Assessment Procedure (only theory)					
	1.	Return of Income: Voluntary Return and Compulsory Return	3	To know the different types of return of income.	Lecture	Evaluation through: Test
	2.	Preparation of Return Manually, E- Filling: Steps, Advantages and Online Filling of Return	6	To know the preparation of return manually and electronically.	Lecture with PPT.	Snap test.
	3.	Tax Deducted at source, Other various provisions and Exemption	4	To understand the other provisions and exemptions with regard to TDS.	Lecture Discussion	Quiz Seminar
	4.	Permanent Account Number (PAN), Assessment and the types of assessment.	2	To know the concept of PAN, assessment and its types .	Lecture with PPT.	Formative assessment
IV	Assessment of Firms					
	1.	Meaning of partnership and its kinds	2	To understand the meaning and the types of partnership in IT	Seminar	Class test
	2.	Assessment of a firm	4	To know how the partnership firm is assessed under IT Act.	Seminar through PPT.	Snap test
	3.	Computation of total income of a firm	5	To work out the total income of a firm.	Lecture.	Formative

	4.	Computation of income of partner from the firm	5	To work out the problems in the computation of partners income.	Seminar	assessment Weekly test
V	Assessment of Companies					
	1.	Meaning and classification of companies	4	To know the meaning and the types of companies.	Seminar	Class Tests
	2.	Computation of Gross Total Income of a company	3	To work out the problems in computing of gross total income of a company.	Lecture	Open book test.
	3.	Assessment of a company	3	To know how the company is assessed under IT Act.	Seminar through PPT.	Asking questions
	4.	Minimum Alternate Tax (MAT) and Computation of book profit for MAT purpose.	3	To study MAT and the calculation of book profit.	Lecture	Formative assessment

Course instructor: A. Franklin Ragila

Head of the Department: Dr. C. K. Sunitha

Semester: III

Name of the Course: Marketing Management

Subject Code: PA1732

No. of Hours per Week	Credits	Total No. of Hours	Marks
6	5	90	100

Objectives:

1. To understand the conceptual frame work of marketing and its applications.
2. To inculcate the marketing skills and techniques.

Co.No	Upon completion of this course the students will be able to :	PSO	CL
Co-1	Understand the conceptual framework of marketing and its applications in decision making under various environmental constraints	PSO-5	U
Co-2	Learn the importance of the buyer behavior and consumer decision making process	PSO-5	U

Co-3	Gain knowledge about ethics in marketing	PSO-5	U
Co-4	Identify pricing strategies and pricing procedure	PSO-5	A
Co-5	grasp the unethical practices in marketing	PSO-5	U
Co-6	Identify the components of web marketing	PSO-5	U

Teaching Plan

Total contact hours: 75 (Including lectures, assignments and tests)

Unit	Module	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Marketing Management Introduction					
	1	Concept- Nature - Scope and Importance of Marketing	5	To understand the meaning and importance of Marketing Management	Lecture discussion	Evaluation through: Short test and Oral test
	2	Marketing Concept and its Evolution	5	To explain the examples of marketing concepts	Lecture discussion with Interaction	Multiple choice questions Open book test
	3	Marketing Mix- Strategic Marketing Planning an overview.	5	To understand the strategies of marketing	Lecture, group discussion	
II	Market Analysis and Selection					
	1	Marketing Environment – Macro and Micro Components and their Impact On Marketing Decisions	5	To differentiate micro and macro components	Lecture discussion	Evaluation through: Short test and Oral test
	2	Market Segmentation and Positioning	5	To understand market segmentation and positioning	Lecture discussion with Interaction	Multiple choice questions Assignment
	3	Buyer Behaviour- Consumer Verses Organizational Buyers- Consumer Decision making Process.	5	To Differentiate consumer and organizational buyers	Lecture, group discussion	Formative assessment
III	E.Marketing and E.Advertising					
	1	E.Marketing – Advantages - E.Marketing Mix- Product- Price- Place- E.promotion	5	To understand the meaning of E-Marketing and E-Marketing mix with an example	Lecture discussion with Interaction	Evaluation through: Short test and Oral test Multiple choice questions

	2	Marketing Strategies - E.Mail Marketing Strategies - Affiliate Marketing Strategy - Vital Marketing Strategy - Brand Marketing Strategy	5	To differentiate different types of strategies	Lecture discussion with Interaction	Assignment
	3	E.Advertising - Online Display Advertising - Format for Web Advertising	3	To understand E- advertising and its properties	Lecture, group discussion	Formative assessment
	4	Intelligent Agents - Features of Intelligent Agents- Advantages for Buyers and Sellers.	2	To understand the intelligence agents and its features	Lecture, group discussion	Seminar
IV	Ethics In Marketing					
	1	Ethics In Marketing - Consumer Rights - Marketing Strategies and Ethics	5	To understand marketing ethics and its strategies	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	Unethical Practices in Marketing - Establishing Standards – Agmark - ISI	5	To explain the establishing standards	Lecture discussion with Interaction	Multiple choice questions Assignment
	3	Product Related Issues - Competition Related Ethic -Pricing - Product Liabilities - Ethics in Advertising.	5	To understand the competition related ethics	Lecture, group discussion	Formative assessment Seminar
V	Marketing Information System and Marketing Research					
	1	Characteristics - objectives - Elements - Need for MIS	3	To understand MIS and its features	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	Classification of MIS	2	To explain the classification of MIS	Lecture discussion	Multiple choice questions
	3	Marketing Research - Scope of Marketing Research	5	To explain marketing research and its scope	Lecture discussion	Assignment

	4	Importance Research Limitations.	-Marketing process -	5	To understand importance ,process and limitation of marketing research	Lecture, group discussion	Formative assessment Seminar
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Course instructor: D.Sujeetha

Head of the Department: Dr.C.K. Sunitha

Semester: III

Name of the course:Tourism Management

Sub. Code: PA1733

No. of Hours per Week	Credit	Total No. of Hours	Marks
6	4	90	100

Objectives:1.To provide knowledge to students on travel, tourism and travel management

2.To make the students aware of tourist destination and impact of tourism

Co. No	Upon completion of this course the students will be able to :	PSO	CL
CO-1	Understand the basic components of tourism	5	U
CO-2	Provide knowledge on early developments	5	R
CO-3	Explain the evolution of demand for tourism	5	R
CO-4	Discuss the tourism planning process	5	U
CO-5	Explain the role of modern technology in tourism at various situations	5	R
CO-6	Get an insight in to the local area tourism	5	R

Teaching Plan

Total contact hours: 90 (Including lectures, seminars, assignments and tests)

Unit	Module	Topics	Lecture Hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Nature and Components of Tourism.					
	1	Definition , Basic Components, Elements	2	To understand the meaning and elements of tourism	Lecture	Evaluation through: Test
	2	Geographical Components Geographical Resources	3	To know the Geographical Resources	Lecture Discussion	Asking questions
	3	Customer Care ,Social Tourism , Domestic Tourism	5	To gain knowledge about Social and- Domestic Tourism	Lecture	Quiz
	4	World Tourism- General Patterns.	5	To know the world tourism	Lecture with PPT.	Formative assessment
II	Historical Development and Travel motivate					
	1	Early Developments - Travel Accounts- Early pleasure travel – The Grand Tour	5	To know about early Developments and grant tour	Lecture	Evaluation through: Test
	2	Annual Holiday – Railway links- Ocean lines – Sea side Resort Development- Development of Air Transport – Emergence of Industrial Societies	5	Get thorough knowledge regarding Railway links- Ocean lines and Air Transport	Lecture with PPT.	Open book test. Quiz Online assignment
	3	Evolution of Demand for Tourism – Growth Factors - Travel Motivations – Trade and Commerce as a Motivation.	5	To gain knowledge about the Demand for Tourism and Travel Motivations	Seminar Discussion	Formative assessment
III	Tourism Planning and Accommodation					
	1	Tourism Planning Process ,Assessment of Tourist Demand, Environmental Dimensions	3	To know the Tourism Planning Process	Lecture	Evaluation through: Test

	2	Tourism Environmental policy – Carrying capacity – Sustainability	3	To understand the Tourism Environmental policy and Sustainability	Lecture with discussion.	Snap test. Quiz
	3	Conservation Policy Accommodation: Definition ,Categories Supplementary	5	To understand the Conservation Policy Accommodation	Lecture Discussion	Formative assessment
	4	Registration Classification Volume and Use, Changing profile	4	To analyse the Volume and Use, Changing profile	Lecture with discussion.	
IV	Information Technology in Tourism					
	1	Modern Media Techniques – Networking – Internet Tourism – Computer Technology	5	To understand the Modern Media Techniques	Seminar	Evaluation through: Test
	2	Computer in Air Cargo , Advantage to Travel Agents - Computer in Airlines	5	To know the Advantage to Travel Agents - Computer in Airlines	Seminar through PPT.	Open book test.
	3	Computer reservation System(CRS) Computer in Hotels – Hotel and Global Distribution System (GDS)	5	To understand the Computer in Hotels and Global Distribution System(GDS)	Seminar through PPT.	
V	Tourism in kanyakumari District					
	1	Tourism : Growth , demand, Tourist Destinations	5	To know the growth, demand and tourist destinations.	Lecture with PPT.	Evaluation through: Test
	2	Impact :economic , socio , cultural & environment	5	To understand the impact of tourism	Seminar through PPT.	Snap test.
	3	Future trends in tourism – eco tourism.	5	To present in future trends in tourism and eco tourism.	Seminar through PPT.	

Course instructor: M.CharlesDayana

Head of the Department: Dr.C.K. Sunitha

Semester: III

Name of the course: Financial Services

Subject Code: PA1734

No. of Hours per Week	Credit	Total No. of Hours	Marks
6	4	90	100

Objectives:

1. To enable the students to gain in-depth knowledge about the financial services.
2. To enhance the students to gain skills that must be transferable to the work place.

CO NO.	Upon completion of this course the students will be able to :	PSO	CL
CO-1	Understand the concept, scope, causes and innovations of financial services.	PSO-6	U
CO-2	Understand the origin, process, progress, commission and problems of merchant bankers.	PSO-6	U
CO-3	Analyse hire purchase agreement and installment sale.	PSO-5	An
CO-4	Apply various provisions regarding leasing.	PSO-2	Ap
CO-5	Remember the features, origin and growth of venture capital.	PSO-6	R

Teaching Plan

Total contact hours: 90 (Including lectures, seminars, assignments and tests)

Unit	Module	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/Evaluation
I	Financial Services					
	1	Meaning, Scope and Innovations, Features, Importance, Classification of Financial Service Industry.	4	To understand the importance and scope of financial services.	Lecture	Evaluation through: Test
	2	Scope of Financial Services, Causes for Financial Innovation, Financial Services and Promotion of Industries.	5	To know the causes for innovation and promotion of industries.	Lecture Discussion	Asking questions

	3	New Financial Products and Services, Innovative Financial Instruments	3	To gain knowledge about financial instruments.	Lecture	Quiz
	4	Classification of Equity Shares.	3	To know the types of Equity shares.	Lecture with PPT	Online assignment
	5	Challenges facing the Financial Service Sector, Present Scenario.	3	Study the present position of the service industries.	Lecture with PPT	Formative assessment
II	Merchant Banking					
	1	Definition-Origin-Merchant Banking in India-Merchant Banks and Commercial Banks.	2	To know about Merchant Banks and Commercial Banks.	Lecture	Evaluation through: Test
	2	Services of Merchant Banks-Merchant Bankers as Lead Managers-Qualities required for Merchant Bankers	4	Get thorough knowledge regarding the services and qualities of Merchant Bankers.	Lecture	Open book test.
	3	Guidelines for Merchant Bankers-Merchant Bankers Commission-Merchant Bankers in the Market Making Process	5	To gain knowledge about the market making process of merchant bankers.	Lecture Discussion	Formative assessment
	4	Progress of Merchant Banking in India-Problems of Merchant Bankers.	3	To understand the problems of merchant bankers.	Lecture	
	5	Scope for Merchant Banking in India.	2	To evaluate the future of Merchant banking.	Lecture Discussion	
III	Hire Purchase					
	1	Features of Hire Purchase Agreement-Legal Position.	3	To know the legal position of hire purchase agreement.	Lecture	Evaluation through: Test

	2	Hire Purchase and Credit Sale, Hire Purchase and Installment Sale, Hire Purchase and leasing.	5	Compare Hire purchase with Credit Sale, Installment Sale and leasing.	Lecture	Snap test. Open book test. Formative assessment
	3	Origin and Development, Banks and Hire Purchase Business.	5	To understand the connection between banks and hire purchase business.	Lecture Discussion	
	4	Bank Credit for Hire Purchase Business	2	To analyse the credit facilities given by banks for hire purchase business.	Lecture	
IV	Leasing					
	1	Concept of Leasing-Steps Involved in Leasing Transaction-Types of Lease Types of Lease-Installment Buying, Hire Purchase and Leasing.	4	To understand the steps and types of lease.	Seminar	Evaluation through: Test Open book test. Formative assessment
	2	Advantages of Lease-Disadvantages of Leasing-History and Development of Leasing-Legal Aspects of Leasing-Contents of a Lease Agreement-Income Tax provisions relating to Leasing.	5	To know the legal and income tax provisions regarding leasing.	Seminar	
	3	Sales Tax provisions pertaining to Leasing-Accounting treatment of Lease-Method of ascertaining Lease Rentals-Other Factors influencing Buy or Borrow or Lease Decision-Structure of Leasing Industry.	5	To understand the sales tax provisions and accounting treatments for lease.	Seminar	
	4	Problems of Leasing-Prospects.	2	To find out the problems in leasing.	Seminar	

V	Venture Capital					
1	Concept of Venture Capital-Features of Venture Capital-Scope of Venture Capital-Importance of Venture Capital-Origin.	4	To know the features, scope and importance of venture capital.	Seminar	Evaluation through: Test Snap test. Formative assessment	
2	Initiative in India-Guidelines.	3	To understand the guidelines given for venture capital.	Seminar		
3	The Indian Scenario-Present Position.	3	To analyse the present position of venture capital.	Seminar		
4	Suggestions for the Growth of Venture Capital Funds-Nitin Desai Committee's Recommendations.	3	To study about the recommendations given by Nitin Desai committee.	Seminar		

Course instructor: Dr.C.K.Sunitha

Head of the Department: Dr.C.K. Sunitha