

**Semester -II**  
**Core V: International Business**  
**Course Code: PA2021**

No. of Hours per Week	Credits	Total No. of Hours	Marks
<b>6</b>	<b>4</b>	<b>90</b>	<b>100</b>

**Objectives**

1. To enable the students gain knowledge about the different aspects of international trade.
2. To enhance the students gain awareness towards global environment.

CO	Upon completion of this course the students will be able to:	PSO addressed	PO addressed	CL
CO - 1	understand the concepts, need and types of international business	PSO - 1	PO - 4	U
CO - 2	explain the foreign exchange market	PSO – 1	PO - 4	R
CO - 3	understand the components of balance of payments and various Indian monetary systems	PSO – 1	PO - 4	U
CO - 4	provide knowledge on regional economic integration and export procedure	PSO – 1	PO - 4	U
CO - 5	understand the functions of multinational corporation and euro dollar market	PSO - 1	PO - 4	U

**Modules**

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
<b>I</b>	<b>Frame Work of International Business</b>					
	1	Nature , Importance , Need for International Business.	3	To understand the nature, importance and need for	Lecture Interaction	Evaluation through:

				International Business.		Test
2	Drivers and Restrainers of Globalisation , Types of International business.	3	To understand about Drivers and Restrainers of Globalisation.	Lecture Discussion	Open book test.	
3	Trade Strategies – Arguments for Free Trade	3	To analyse Trade strategies	Lecture Discussion		
4	Protection, Arguments Methods of Protection.	3	To understand Arguments Methods of Protection.	Lecture With PPT.		
						Formative assessment

<b>II Foreign Exchange Market</b>						
1	Functions, methods, Dealings: Spot and forward exchanges, Forward exchange rate, Futures, Options, Swap, and Arbitrage.	4	To understand the functions, concept of financial exchange market.	Lecture Interaction	Evaluation through: Test  Snap test	
2	Exchange Control: Features, objectives, Methods, Merits and Demerits, Exchange Rate System: Fixed Exchange Rate, Flexible Exchange Rate, Causes.	5	To understand exchange control and exchange rate system	Lecture Discussion		
3	Exchange Rate Classification.	2	To know the exchange rate classification.	Lecture Discussion		

						Quiz
4	Devaluation, Convertibility of Rupee.	3	To understand Devaluation and Convertibility of Rupee.	Lecture With PPT.		Online assignment
5	Currency Exchange Risk, Types: Economic Exposure, Accounting Exposure.	3	To know the meaning of currency exchange risk and the types of currency exchange risk.	Lecture Discussion		Formative assessment

<b>III</b>	<b>Balance of Payment &amp; Indian Monetary System</b>					
1	Balance of payments, Components.	2	To know the balance of payments and its components.	Lecture Interaction		Evaluation through: Test
2	BOP Disequilibrium, Correction of Disequilibrium, Causes, remedies, Suggestion.	3	To know the causes and remedies of disequilibrium.	Lecture with PPT.		Open book test.
3	International monetary system, Bretton Wood System, Break down.	3	To understand the IMS and Bretton Wood System.	Lecture with PPT.		Quiz
4	Present IMS, International Liquidity: Problems, Measures, Special Drawing Rights: Features, Uses, Critical	3	To gain knowledge in International Liquidity and SDR.	Lecture with PPT.		

		Appraisal.				
	5	Creation of SDRs - SDR and International liquidity European Monetary system (EMS) , European Currency unit (ECU) ,EURO: Impact ,Implication for India.	4	To gain knowledge about SDR,ECU and EURO	Lecture  Discussion	Online assignment  Formative assessment

<b>IV</b>	<b>Regional Economic Integration&amp; Export Procedure</b>					
	1	Rationale, types of integration, European Union ,Indo, EU trade.	3	To know about Rationale and its types, EU trade.	Lecture  Interaction	Evaluation through:  Test
	2	Other regional grouping, Advantages of regional grouping, Economic integration of developing countries, South, South Cooperation: Rational, functional areas of cooperation.	4	To understand other regional grouping, Economic integration developing of developing countries and SSC.	Seminar	Snap test.
	3	South Asian Association for Regional Cooperation (SAARC): Objectives, principles, organization, achievements.	3	To gain knowledge about SAARC.	Seminar through PPT.	

	4	SAARC Preferential Trading Arrangements (SAPTA) , Features - South Asian Free Trade Area (SAFTA) , North American Free Trade Area (NAFTA) , Association of South East Asian Nation (ASEAN).	3	To understand SAPTA, SAFTA, NAFTA and ASEAN.	Seminar through PPT.	Quiz
	5	Preliminaries - Export Documents: Documents related to Goods, Certificate related to Shipment, Document related to Payment and Inspection.	4	To gain knowledge about preliminaries and other documents related to export.	Seminar through PPT.	

<b>V</b>	<b>Multinational Corporation and Euro Dollar Market</b>					
	1	Features, classification, role of MNC in Developing Countries, merits, demerits, importance.	4	To know about MNCs features, classification, importance and demerits.	Seminar	Evaluation through: Test  Snap test.
	2	Dominance of MNC and Global economy: benefits, problems, perspective.	3	To understand Dominance of MNC and its benefits and problem.	Seminar through PPT.	

	3	Code of conduct, MNC in India.	3	To understand the code of conduct of MNC and the role of MNC in India.	Seminar through PPT.	Formative assessment
	4	Euro Dollar, Euro Dollar market: origin, growth, features, benefits, role of International Financial System, Shortcomings of the Euro Dollar Market.	4	To know the information related to Euro Dollar and Euro Dollar Market.	Seminar through PPT.	

**Course instructor: Dr.R.Sree Devi.**

**Head of the Department: Mrs. S. Merlin Vista.**

**Semester: II**

**Core V: Accounting for management  
Course Code: PA2022**

<b>No. of Hours per Week</b>	<b>Credits</b>	<b>Total No. of Hours</b>	<b>Marks</b>
<b>6</b>	<b>5</b>	<b>90</b>	<b>100</b>

**Objectives**

1. To help the students to understand the accounting concepts of managerial decisions.
2. To provide students to prepare budget as well as financial statements.

<b>CO</b>	<b>Upon completion of this course the students will be able to:</b>	<b>PSO addressed</b>	<b>PO addressed</b>	<b>CL</b>
CO - 1	understand the scope, objectives, tools and techniques of management accounting	PSO-3	PO - 4	U
CO - 2	application of various costs in ABC analysis	PSO - 3	PO - 4	AP
CO - 3	analyse the financial reports and financial information to improve business practices	PSO - 3	PO - 4	AN
CO - 4	evaluate the price level changes in the inflation accounting	PSO - 3	PO - 4	E
CO - 5	understand the process and analysis of managerial decision making	PSO - 3	PO - 4	U

## Modules

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
<b>I</b>	<b>Management Accounting</b>					
	1	Management Accounting – scope – objectives.	3	To understand scope of management accounting and its objectives	Lecture Interaction	Evaluation through: Test
	2	advantages – limitations – tools and techniques of management accounting	3	To understand the advantages & limitations of management accounting and techniques of management accounting	Lecture Discussion	Open book test.
	3	management accounting vs financial accounting and cost accounting	3	To know the difference between management accounting vs financial accounting and cost accounting	Lecture Discussion	Formative assessment
	4	role and responsibilities of management accountants	3	To understand the responsibilities of management accountants	Lecture With PPT.	

<b>II</b>	<b>Activity Based Costing (ABC)</b>
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	1	ABC system: Concept – Traditional Manufacturing Costing system	4	To understand the ABC system	Lecture Interaction	Evaluation through: Test
	2	Cost Allocation: Tracing costs to activities	5	Get through knowledge about the cost allocation under ABC system	Lecture through live board	Snap test
	3	Tracing costs from activities to products. ABM: Cost of resource capacity	2	To gain knowledge about tracing costs from activity products & ABM	Lecture Thorough MS word	Quiz
	4	Manufacturing Costing system. – ABC for Marketing, Selling and Distribution expenses	3	To understand the manufacturing costing system	Lecture Through MS word.	Online assignment
	5	ABC for Service Companies	3	To work out the problems in ABC for service companies	Lecture Through MS word	Formative assessment

<b>III</b>	<b>Budget and Budgetary Control</b>					
	1	Introduction – Essentials of successful budgetary control	2	To gain knowledge about the budgetary control	Lecture Interaction	Evaluation through:

	2	Classification of Budgets – Sales budget, Production budget	3	To work out the problems in sales budget & production budget	Lecture with PPT.	Test
	3	Material budget, Labour budget, overhead budget, Research and Development budget	3	To work out the problems in Material budget, Labour budget, overhead budget, Research and Development budget	Lecture with PPT.	Open book test.
	4	Capital Expenditure budget, Cash budget, Flexible budget, Master budget	3	To work out the problems in Capital Expenditure budget, Cash budget, Flexible budget and Master budget	Lecture Interaction	Quiz
	5	Performance budgeting and Zero base budget.	4	To work out the problems in Performance budgeting and Zero base budget	Lecture Discussion	Online assignment  Formative assessment

<b>IV</b>	<b>Accounting for Price Level Changes (Inflation Accounting)</b>					
	1	Meaning –Approaches of Price Level Accounting: -	3	To understand meaning and approaches of price level accounting	Lecture Interaction	Evaluation through: Test

	2	Current Purchasing Power Accounting (CPPA)	4	To work out the problems in Current Purchasing Power Accounting (CPPA)	Seminar	Snap test.
	3	Current Cost Accounting (CCA) -	3	To work out the problems in Current Cost Accounting (CCA)	Seminar through PPT.	
	4	advantages and limitations of CCA - advantages and disadvantages of accounting for the price level changes.	3	To study about the advantages and limitations of CCA & Price level accounting	Seminar through PPT.	

<b>V</b>	<b>Managerial Decision Making</b>					
	1	Managerial Decision Making - Process – Differential analysis.	4	To understand managerial decision-making process	Seminar	Evaluation through: Test  Snap test.
	2	Types of Managerial Decisions	3	To study the types of managerial decision	Lecture Interaction	
	3	Make or Buy – Drop or Add Product - Sell or Process further	3	To work out the problems in make or buy, drop or add and sale or process further	Lecture Interaction	

	4	Operate or Shut down – Replace or Retain – Buy or Lease.	4	To work out the problems in operate or shut down, replace or retain and buy or lease	Lecture Interaction	Formative assessment
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**Course instructor: Dr.R. Evalin Latha. Head of the Department: Mrs. S. Merlin Vista.**

**Semester II**  
**Core VII: Strategic Financial Management**

**Course Code: Code: PA2023**

<b>No. of Hours per Week</b>	<b>Credits</b>	<b>Total no. of Hours</b>	<b>Marks</b>
<b>6</b>	<b>5</b>	<b>90</b>	<b>100</b>

**Objective**

1. To enable the students to learn the principles of financial management.
2. To provide a theoretical framework and to analyze the problems of financial management.

<b>CO</b>	<b>Upon completion of this course the students will be able to :</b>	<b>PSO addressed</b>	<b>PO addressed</b>	<b>CL</b>
CO-1	understand financial and dividend decisions	PSO-3	PO-3	U
CO-2	develop knowledge on the concept of investment decisions	PSO-3	PO-3	An
CO-3	evaluate the significance of cost of capital in financial decisions	PSO-3	PO-4	E
CO-4	understand the effects of operating and financial leverage on profit and dividend decisions	PSO-3	PO-4	U
CO-5	identify the concept and components of working capital management	PSO-3	PO-4	U

**Modules**

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

<b>Unit</b>	<b>Section</b>	<b>Topics</b>	<b>Lecture hours</b>	<b>Learning outcome</b>	<b>Pedagogy</b>	<b>Assessment/ Evaluation</b>
<b>I</b>	<b>Financial Management</b>					

	1	Meaning, nature and scope of finance finance functions financial goal	5	To understand the meaning and finance functions	Lecture discussion	Evaluation through: Short test and Oral test
	2	profit Vs wealth maximization – Objections Organisation of the Finance functions: Finance decisions Investment	5	To explain the profit Vs wealth maximization	Lecture discussion with Interaction	Multiple choice questions Open book test Online Assignment Seminar
	3	financing and dividend decisions – Role of financial Manager.	5	To understand the dividend decisions and Role of financial Manager.	Lecture, group discussion	
<b>II</b>	<b>Investment Decision</b>					
	1	Investment in fixed assets , capital budgeting , Nature of investment decisions.	3	To explain Investment in fixed assets capital budgeting	Lecture discussion	Evaluation through: Short test and Oral test
	2	Investment evaluation criteria Net present value (NPV), Internal Rate of Return (IRR)	2	To calculate Investment evaluation method	Lecture and problem solving	Multiple choice questions
	3	Average Rate of Return- Profitability index , and payback period	5	To compute Average Rate of Return and payback period	Lecture and problem solving	
	4	Net Present Value and Internal Rate of Return comparison – Capital rationing –Risk analysis in capital budgeting	5	To analyse Risk in capital budgeting	Lecture and problem solving	Formative assessment

<b>III</b>	<b>Cost of Capital</b>					
	1	Meaning and significance of cost of capital in financial decisions	5	To understand the meaning of cost of capital in financial decisions	Lecture and problem solving	Evaluation through: Short test and Oral test
	2	Determining component cost of capital , cost of debt, cost of preference capital.	5	To find out cost of debt and cost of equity	Lecture and problem solving	Multiple choice questions
	3	Computation of Cost of equity and cost of retained capital, Composite Cost of Capital.	5	To compute Cost of Capital and Capital structure	Lecture and problem solving	Formative assessment
<b>IV</b>	<b>Leverages and Dividend Decisions</b>					
	1	Meaning and measurement of leverage , Effects of operating and financial leverage on profit,	5	To understand the Meaning and measurement of leverage	Lecture and problem solving	Evaluation through: Short test and Oral test
	2	Analysing alternate financial plan- Combined financial , operating leverage Earning before Interest and Tax & Earning Per Share analysis.	5	To compute combined financial leverage	Lecture and problem solving	Multiple choice questions

	3	Capital structure Theories- MM approach, Walter's Model and Gordon's Model.	5	To understand Capital structure Theories	Lecture and problem solving	Formative assessment
V	<b>Management of Working Capital</b>					
	1	Meaning, Significance and types of working capital; Need for Working Capital	3	To understand Significance and Need for Working Capital	Lecture discussion	Evaluation through: Short test and Oral test
	2	Calculating operating cycle period	2	To compute operating cycle period	Lecture and problem solving	Multiple choice questions
	3	estimation of working capital requirements- Financing To calculate of working capital and norms of bank finance	5	To estimation of working capital requirements	Lecture discussion	
	4	Sources of working capital-Factoring services-Dimensions of working capital management.	5	To understand the Dimensions of working capital management.	Lecture, group discussion	Formative assessment Online Assignment Seminar

**Course instructor: S. Merlin Vista**

**Head of the Department: Mrs. S. Merlin Vista.**



## Semester - II

### Core VIII : Financial Services

Course Code Code: PA2024

No. of Hours per Week	Credits	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	Upon completion of this course the students will be able to :	PSO addressed	PO addressed	CL
CO- 1	understand the concept, scope, causes and innovations of financial services	PSO-1	PO - 1	U
CO- 2	understand the origin, process, progress, commission and problems of merchant bankers	PSO-3	PO- 3	U
CO- 3	analyse hire purchase agreement and installment sale	PSO-1	PO - 1	An
CO -4	apply various provisions regarding leasing	PSO-4	PO - 4	Ap
CO- 5	identify the features, origin and growth of venture capital	PSO-4	PO - 4	U

## MODULES

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

### Financial services

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
<b>Financial Services</b>						
I	1	Nature- Scope and innovation- Meaning-Features- Importance- Classification of	5	To know the nature, scope and innovation of financial services	Lecture through ppt	Online assignment

		financial service industry				
	2	Scope of financial services-Cause for financial innovation-Financial services and promotion of industries	6	To understand the financial services and promotion of industries	Lecture through ppt	Online assignment
	3	New financial products and services-Innovative financial instruments-Classification of equity shares-Challenges facing the financial service sector-Present scenario	7	To identify the challenges facing the financial service sector	Lecture through ppt	Class test

**Merchant Banking**

II	1	Origin-Merchant banking in India-Merchant banks and commercial banks-Services of merchant banks-Merchant bankers as lead managers	4	To understand the origin and services of merchant bank	Lecture through ppt	Group discussion
	2	Qualities required for merchant bankers-guidelines for merchant bankers-merchant bankers commission-Merchant bankers in the market making process	7	To understand the process and commission of merchant bankers	Lecture through ppt	Inline assignment
	3	Progress of merchant banking in India-Problems of merchant bankers -scope for merchant banking in India	6	To identify the problems of merchant bankers	Lecture through ppt	Quiz

<b>Hire Purchase</b>						
III	1	Features of hire purchase agreement-Legal position-Hire purchase agreement-Hire purchase and credit sale-Hire purchase and installment sale	6	To analyse hire purchase agreement and installment sale	Seminar through ppt	Formative assessment
	2	Hire purchase and leasing-Origin and development-Banks and hire purchase business-Bank credit for hire purchase business	6	To know the bank credit for hire purchase business	Seminar through ppt	Quiz
<b>Leasing</b>						
IV	1	Concepts-Steps involved in leasing transaction-Types of lease-Installment buying-Hire purchase and leasing	6	To understand the concept and steps involved in leasing transaction	Seminar through ppt	Online assignment
	2	Advantages and disadvantages of leasing-History and development of leasing-Legal aspects of leasing-Contents of a lease agreement	7	To know the history and legal aspects of leasing	Seminar through ppt	Group discussion
	3	Income tax provisions relating to leasing-Sales tax provision pertaining to leasing-Accounting treatment of lease-Method of ascertaining lease rentals	7	To apply various provisions regarding leasing	Seminar through ppt	Short answer test
	4	Other factors influencing buy/borrow or lease	7	To identify the buy/borrow or lease decision	Seminar through ppt	Quiz

		decision/structure of leasing industry- Problems of leasing-Prospects		and problems of leasing		
<b>Venture Capital</b>						
V	1	Concept-Features of venture capital- Scope and importance of venture capital	5	To understand the features and importance of venture capital	Lecture through ppt	Online assignment
	2	Origin-Initiative in India-Guidelines- The Indian scenario-Present position	6	To identify the present position in venture capital	Lecture through ppt	Group discussion
	3	Suggestions for the growth of venture capital funds-Nitin Desai committee's recommendations	5	To know the Nitin Desai committee's recommendations	Lecture through ppt	Formative assessment

Course Instructor: Dr.P.M.SirumalarRajam

Head of the Department: Ms.S.Merlin Vista

## Semester II

### Elective II: Services Marketing

**Course Code: PA2025**

No. of Hours per Week	Credits	Total No. of Hours	Marks
<b>6</b>	<b>4</b>	<b>90</b>	<b>100</b>

#### Objectives

1. To impart an in-depth knowledge of Service Marketing.
2. To help the students to develop effective service marketing strategies.

CO	Upon completion of this course the students will be able to :	PSO addressed	PO addressed	CL
CO-1	understand the features, concept and marketing mix in service marketing	PSO-1,2	PO-2	U
CO-2	analyse the service of insurance and the impact of technology on the insurance sector	PSO-1,2,	PO-2	An
CO-3	understand the existing mutual fund services	PSO-1,2	PO-2	U
CO-4	describe the portfolio management service	PSO-1,2	PO-2	U
CO-5	develop the knowledge about emerging trends in mass communication	PSO-1,2	PO-2	U

#### Modules

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
<b>I</b>	<b>Introduction to service marketing</b>					
	1	Services: The concept Goods and services A comparative analysis	5	To understand the difference between Goods and services	Lecture	Evaluation through: Test
	2	Myths features Reasons Service marketing Mix Significance of	5	To know the features and Significance	Lecture  Discussion	Asking questions

		service marketing		of service marketing		Quiz  Formative assessment
3		The behavioural profile of user Marketing Information System Emerging key services.	5	To gain knowledge about Marketing Information System	Lecture Discussion	

<b>II</b>	<b>Bank Marketing</b>					
	1	Concept – Users of Banking Services MIS for banks significance of MIS to the Banking organization	5	To know the significance of banking service	Lecture Discussion	Evaluation through: Test  Open book test.
	2	Market Segment Marketing Mix for the Banking Service	5	Get knowledge about Banking Service	Lecture Discussion	
	3	product mix promotional mix price mix place mix the people Bank Marketing in Indian perspective	5	To understand the Marketing mix	Lecture Discussion	Formative assessment

<b>III</b>	<b>Insurance Marketing</b>					
	1	Concept Users of Insurance Services – The behavioural profile of users	5	To know the The behavioural profile of users	Lecture Discussion	Evaluation through: Test

		Formulation of Marketing Mix for Insurance organisations				Snap test.
	2	Market segmentation in insurance organisation- Significance Impact of Technology on the Insurance sector- E-Insurance MIS for Insurance organizations Insurance Product	5	To understand Significance and Impact of Technology on the Insurance sector	Lecture Discussion	Quiz  Formative assessment
	3	Product mix – Promotion mix – Place mix- Price mix – Extended Marketing mix in Insurance	5	To analyse the Marketing mix in Insurance	Lecture Discussion	

<b>IV</b>	<b>Mutual Funds Marketing</b>					
	1	Concept Mutual funds services Types of Mutual Funds Mutual Funds Marketing Users of MF Services and their behavioural profile	5	To understand the Types of Mutual Funds	Lecture Discussion	Evaluation through: Test  Open book test.
	2	Market segments for Mutual Funds – Managing Information for Mutual Funds services –	5	To know the Market segments for Mutual Funds	Lecture Discussion	
	3	Marketing Mix for Mutual Funds services product mix promotional mix	5	To analyse the Marketing	Lecture Discussion	Formative assessment

	price mix place mix Portfolio services marketing in Indian perspective		Mix for Mutual Funds services	on	
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<b>V</b>	<b>Portfolio Services Marketing</b>					
1	Concept Portfolio Management Services: The Portfolio Managers-	5	To know the characteristics of the Portfolio Managers	Lecture Discussion	Evaluation through: Test	
2	Market segmentation Information for Portfolio Decisions	5	To understand the Market segmentation	Lecture Discussion	Snap test.	
3	Marketing Mix product mix promotional mix pricing fee place mix Portfolio services marketing in Indian perspective	5	To analyse the Portfolio services marketing in Indian perspective	Lecture Discussion	Formative assessment	

**Course instructor: Dr. R. Evalin Latha**

**Signature of H.O.D: Ms.S.Merlin Vista**



Name of the course: : **Security Analysis and Portfolio Management**

Subject Code: PA2041

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

Objectives

1. To explore the different avenues of investment.
2. To equip the students with the knowledge of security analysis and portfolio management.

CO NO.	Course Outcomes	PSO	CL
CO-1	Understand the different avenues of investment	3	U
CO-2	Analyze the Fundamental Security Analysis	3	An
CO-3	Analyze the technical analysis	3	An
CO-4	Discuss the principles and policies of portfolio management	3	U
CO-5	Evaluate the portfolio management theory	3	E

Modules

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
<b>I</b>	<b>Introduction to Investment</b>					
	1	Meaning And Definition - Classification– Speculation– Distinction Between Investment and – Securities Market	4	To understand the concept of speculation & securities market.	Lecture	Evaluation through: Test  Asking questions
	2	Gambling– Factors Favouring	5	To know the causes	Lecture	

		Investment– Essential Features of Investment Programme		gambling and essentials of investment programme	Discussion	Quiz
	3	SpeculationProcess of Investment-- Investment Avenues	2	To gain knowledge about speculation and process of investment.	Lecture	Online assignment  Formative assessment
	4	Relationship Between New Issue Market And Stock Exchange Market	2	To know the relationship between new issue market and stock exchange market	Lecture with PPT.	

<b>II</b>	Fundamental Security Analysis					
	1	Approaches to Security Analysis – Fundamental Analysis	2	To know about approaches of security analysis and fundamental analysis	Lecture	Evaluation through: Test  Open book test.
	2	<b>Economic Analysis – Factors Affecting the Investment</b>	4	Get thorough knowledge regarding economic analysis and factors affecting the investment	Lecture with PPT.	Quiz  Online assignment

	3	<b>Industry Analysis – Factors Influencing the Growth of Industry – Company Analysis</b>	5	To gain knowledge about the industrial analysis	Lecture Discussion	Formative assessment
	4	<b>Marketing – Accounting Policies – Profitability – Dividend Policy</b>	3	To understand the marketing , Accounting Policies, Profitability and Dividend Policy	Lecture with PPT.	
	5	<b>Capital Structure --Operating Efficiency – Management – Analysis of Financial Statement</b>	2	To evaluate the capital structure.	Lecture Discussion	

<b>III</b>	<b>Technical Analysis</b>					
	1	Basic Assumptions of Technical Analysis	3	To know the assumptions of technical analysis	Lecture	Evaluation through: Test  Snap test.  Quiz
	2	Differences Between Technical Analysis and Fundamental Analysis	5	Compare Technical Analysis and Fundamental Analysis.	Lecture with PPT.	
	3	<b>Theories, Techniques, Methods of Movements of Stock Prices</b>	5	To understand the methods of movements of stock prices	Lecture Discussion	

	4	<b>Types of Charts</b>	2	To know the types of charts	Lecture with PPT.	Formative assessment
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<b>IV</b>	<b>Portfolio Management:</b>					
	1	<b>Meaning of Portfolio Management – Definition -- Portfolio Management Process</b>	4	To understand the meaning and process of portfolio management	Seminar	Evaluation through: Test  Open book test.  Formative assessment
	2	Factors Contributing to Portfolio Management	5	To know the Factors Contributing to Portfolio Management	Seminar through PPT.	
	3	<b>Principles of Portfolio Management – Policies of Portfolio Management</b>	5	To understand the principles and policies of portfolio management	Seminar through PPT.	
	4	<b>Problems in Portfolio Management.</b>	2	To find out the problems in portfolio management.	Seminar	

<b>V</b>	<b>Portfolio Management Theory:</b>					
	1	Introduction–Markowitz Model--Assumptions–Features–Sharpe’s Portfolio Model -Assumptions	4	To know assumptions of Markowitz model & Sharpe’s model	Seminar	Evaluation through: Test

2	Assumptions– Risk Return in Sharpe Model – Capital Asset Pricing Model -- Assumptions	3	To know assumptions of Risk Return in Sharpe Model and Capital Asset Pricing Model - model.	Seminar through PPT.	Snap test.
3	Determinants of Expected Returns – Limitations of Capital Asset Pricing Model– Arbitrage	3	To analyse the Determinants of Expected Returns, Limitations of Capital Asset Pricing Model and Arbitrage .	Seminar through PPT.	Formative assessment
4	Pricing Theory – Factor Model in Arbitrage Pricing Theory Model – Capital Asset Pricing Model Vs Arbitrage Pricing Theory– Empirical Testing of Arbitrage Pricing Theory Model.	3	To study about the pricing theory model.	Seminar	

Course Instructor : Dr.R.Evalin Latha

Head of the Department: Ms. S. Merlin Vista

## Semester IV

### Core XIII: Indirect Taxation

Course Code: PA2042

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

- Objectives:**
1. To enable the students to understand the basic indirect taxation system prevailing in India.
  2. To provide the students about the knowledge on the principles and provisions of GST and Customs Law.

Total contact hours - 90 (including lecture, assignment and tests)

CO No.	Upon completion of this course the students will be able to :	PSO addressed	CL
CO-1	Understand the basic concepts of indirect tax	PSO 2	U
CO-2	understand the features and types of goods and service tax	PSO 2	U
CO-3	Explain the GST registration procedure	PSO 2	U
CO-4	Discuss the SWOC Analysis of GST	PSO 2	U
CO-5	get an insight about the basic concepts of customs law	PSO 2	R
CO-6	explain the types, inclusions and exclusions under customs law	PSO 2	R

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/Evaluation
<b>Introduction to Indirect Taxes</b>						

I		Meaning and Special features	1	understand the meaning and the features of indirect taxes	Lecture method	C IA -I Class Test Assignment- I
		Types:GoodsandService Tax, SalesTax, Service Tax, Value Added Tax, Custom Duty, Octroi Tax, Excise Duty,Merits and Demerits	3	To understand the types of indirect taxes	Lecture method	
		Major reforms in indirect taxation inIndia and Direct Tax Vs Indirect Tax.	2	To study the major reforms of indirect taxation	Lecture method with PPT	

### Goods and Service Tax -I

II		Introduction to Goods and Service Tax Act 2016, Meaning, Definition, Objectives and Major features of GST	2	understand the features of GST	Lecture method with PPT	CIA Test -I Assignment II Asking Questions Seminar
		Dimensions, Application, Benefits and Administration of GST	2	Explain the applications of GST	Lecture method	
		VAT and Indirect Taxes vs. GST	1	Explain the differences between VAT and Indirect Taxes vs. GST	Lecture method with PPT	
		Advantages, Disadvantages of GST	2	Understand the	Lecture method	

		Difference between present tax structure and GST.		Advantages and Disadvantages of GST		
<b>Goods and Service Tax –II</b>						
III		Strengths, Weaknesses, Opportunities and Challenges (SWOC) Analysis in India	4	Understand the analysis of GST	Lecture method	CIA Test –II Quiz Open Book Test Asking Questions Seminar
		Types of GST: Central GST, State GST, Integrated GST and Union Territory GST	4	Understand the types of GST	Lecture method and PPT	
		Impact of GST on Central and State Government, Effects of GST on Indian Economic Growth and Industry wise Impact of GST in India.	4	Evaluate the impacts of GST	Lecture method	
<b>Goods &amp; Service Tax Registration Procedure</b>						
IV		GST Registration procedure	2	Understand the procedure for GST registration	Lecture method with PPT	CIA Test -II Problems Solving methods (Minimum - 10 and Maximum - 20)
		Tax invoice, GST rates for Goods and Services, Payment of Tax and Input Tax Credit (ITC)	4	comprehend the tax rates and ITC	Lecture method	
		Returns, Types of returns, Due date, Penalty and GST on e-commerce	4	Explain the returns and its types	Lecture method	
		Problems on Goods and Services.	6	calculate the problems on GST	Problem Solving with	
<b>Customs Act 1962</b>						



V	Nature of customs duty and Taxable event	2	Explain the nature of customs duty and taxable event	Lecture method with PPT	CIA Test -II Assignment Problems Solving methods ( minimum - 10 and Maximum - 20)
	Territorial waters of India and Indian Customs waters	2	Understand the territorial waters and Indian customs water	Lecture method	
	Types of Customs Duty, Customs value, Inclusions and Exclusions	4	Know the types of customs duty and the value	Lecture method	
	Problems on computation of customs value and duty	10	Calculate the assessable value and customs duty	Problem Solving	

Ms. A. Franklin Ragila

Course Instructor

Ms. S. Merlin Vista

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**SemesterIV**

**Core XIV: Enterprise Resource Planning**

**CourseCode:PA2043**

Hours/Week	Credits	TotalHours	Marks
6	5	90	100

**Objectives:**

1. To facilitate the students to understand about ERP and its related technologies
2. To enable the students to gather knowledge about Business modules

**Course Outcome**

COs	Upon completion of this course the students will be able to:	PSO Addressed	CL
CO-1	understand the role of ERP in businesstransactions business processes.	1	U
CO-2	Understand the risks and benefits of ERP.	2	U
CO-3	Evaluate related technologies of ERP.	2	E
CO-4	Analyze the integration of ERP modules.	5	An
CO-5	Analyze the ERP implementation lifecycle.	5	An

**Modules**

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/Evaluation
<b>I</b>	<b>FrameworkofERP</b>					
	1	Business Functions and Business Processes - Integrated Management Information	5	To understand Integrated Management Information	Lecture discussion	Evaluation through:
	2	Business Modeling - Integrated Data Model. Business Processes: Major Business Processes.	5	To know Integrated Data Model.	Lecture discussion with Interaction	Short test and Oral test
	3	IntroductiontoERP:Common ERPMyths-	5	To understand ERP	Lecture,	Multiple choice

		Reasons for the Growth of ERP - Advantages of ERP.			group discussion	questions Open book test
<b>II Risks of ERP</b>						
	1	People Issues – Process Risks - Technological Risks - Implementation Issues-Operation and Maintenance Issues- Unique Risks of ERP Projects	5	To understand Unique Risks of ERP Projects	Lecture discussion	Evaluation through: Short test and Oral test
	2	Managing Risks on ERP Projects. Benefits of ERP: Information Integration - Reduction of Lead Time - On-Time Shipment -Reduction in Cycle Time - Improved Resource Utilization	5	To know the Benefits of ERP	Lecture discussion with Interaction	Multiple choice questions
	3	Better Customer Satisfaction - Improved Supplier Performance- Increased Flexibility- Reduced Quality Costs- Better Analysis and Planning Capabilities - Improved Information Accuracy and Decision Making Capability- Use of Latest Technology.	5	To understand Benefits of ERP		Assignment  Formative assessment
<b>II I ERP and Related Technologies</b>						
	1	Business Process Reengineering (BPR) - Business Intelligence (BI) - Business Analytics (BA) - Data Warehousing- Data Mining - On - Line Analytical Processing	5	To understand Business Process Reengineering (BPR)	Lecture discussion with Interaction	Evaluation through: Short test and

		(OLAP) - Product LifeCycleManagement(PLM)				Oral test
	2	SupplyChainManagement(SCM)- CustomerRelationshipManagement(CRM)- GeographicInformationSystems(GIS)- IntranetsandExtranets	5	To understand SupplyChainManagement(SCM)	Lecture discussion with Interaction	Multiple choice questions
	3	Advanced Technology and ERP Security: Technological Advancements - Computer Crimes -ERP and Security -Computer Security -Crimeand Security.	5	To understand Advanced Technology and ERP Security	Lecture, group discussion	
						Formative assessment
						Seminar
<b>IV</b>	<b>ERPMarketPlace:</b>					
	1	Market Overview-ERP Market Tiers. Business Modules of an ERP Package	5	To know in detail ERP Market Tiers	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	Functional Modules of ERP Software: Financial Module –Manufacturing Module- HR Module– Material Management	5	To know the Functional Modules of ERP Software	Lecture discussion with Interaction	

		Module			ction	e choice questio ns
	3	Production Planning Module - Plant Maintenance Module - PurchasingModu le-Marketing Module -Sales and Distribution Module.	5	To know the Functional Modules of ERP Software	Lectu re, group discus sion	Assign ment  Format ive assess ment  Semina r
V	<b>ERP Implementation</b>					
	1	Benefits of Implementing ERP - Implementation Challenges. ERP Implementation Life Cycle: Objectives of ERP Implementation	5	To know the Benefits of Implementing ERP	Lectu re discus sion with PPT illustr ation	Evalua tion throug h: Short test and Oral test
	2	Different Phases of ERP Implementation- Reasons for ERP Implementation Failure	5	To understand - Reasons for ERP Implementation Failure	Lectu re discus sion	
	3	ERP Package Selection: ERP Package Evaluation and Selection –The Selection Process-ERP Packages: Make orBuy.	5	To know ERP Package Evaluation and Selection	Lectu re discus sion	Multipl e choice questio ns  Assign ment

						Format ive assess ment  Semina r
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**Course instructor: Dr. P.M. Sirumalar Rajam**

**Head of the Department: Ms. S. Merlin Vista**

## SemesterIV

### Core XV: Strategic Marketing Management

**CourseCode:PA2044**

Hours/Week	Credits	TotalHours	Marks
6	4	90	100

**Objectives:**

1. To familiarize students with the process and issues of strategic marketing
2. To enable students to be able to analyze Product Life Cycle Management Strategies

### Course Outcome

COs	Upon completion of this course the Students will be able to:	PSO Addressed	CL
CO-1	Understand the role of Strategy Marketing management.	1	U
CO-2	Understand the Strategic Marketing Factors	3	U
CO-3	Evaluate strategic relevance of Marketing Segmentation	3	E
CO-4	analyze the Strategies for Market Leaders and challengers.	4	An
CO-5	analyze the Strategic Service Management.	3	An

### Modules

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
<b>I</b>	<b>Strategic Marketing Management:</b>					
	1	Meaning–Characteristics-The Strategic Marketing Plan-Scope	5	To understand Strategic Marketing Plan	Lecture discussion	Evaluation through: Short test and Oral test  Multiple choice questions  Open book
	2	Information Technology and Strategic Marketing Management- Marketing Strategy Formulation- Environmental Scanning	5	To know Information Technology	Lecture discussion with Interaction	
	3	Marketing Strategy-The Process of Marketing Strategy Implementation.	5	To understand Marketing Strategy	Lecture, group discussion	

						test
<b>II</b>	<b>Strategic Marketing Factors for Growth</b>					
	1	Strategic Marketing Factors - Strategic Marketing Planning - Marketing Communications(MARCOMs)	5	To understand Strategic Marketing Factors	Lecture discussion	Evaluation through: Short test and Oral test
	2	Market Positioning – Product Pricing – Brand Management – Winning Competitors	5	To know the Market Positioning	Lecture discussion with Interaction	
	3	Strategic Marketing Research – Product Life Cycle Management – Sales force Management.	5	To understand Strategic Marketing Research		
<b>III</b>	<b>Modern Market Segmentation and Pricing</b>					
	1	Market Segmentation – Needs- Approaches – Common Bases – Features of Segments – The Segmentation Process	5	To understand Market Segmentation – Needs- Approaches	Lecture discussion with Interaction	Evaluation through: Short test and Oral test
	2	Competitive forces and Segmentation – Firm positioning for Mass Marketing Firms	5	To understand Competitive forces and Segmentation	Lecture discussion with Interaction	
	3	The Ten Commandments for Perfect Positioning – Strategic Marketing Pricing-Process.	5	To understand Ten Commandments for Perfect Positioning	Lecture, group discussion	



						Formative assessment
						Seminar
<b>IV</b>	<b>New Product Strategies</b>					
	1	New Product Strategies – Decision to Develop a New Product – Idea Generation – Product Development	5	To know in detail New Product Strategies	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	Different New Product Strategies	5	To know Different New Product Strategies	Lecture discussion with Interaction	Multiple choice questions
	3	Strategies for Market Leaders-Strategies for Market Challengers–Niche Marketing Strategy.	5	To know Strategies for Market Leaders	Lecture, group discussion	Assignment
						Formative assessment
						Seminar
<b>V</b>	<b>Strategic Service Management</b>					
	1	Strategic Service Management – Meaning – Elements – Service Knowledge Management – Service Parts Management	5	To know Strategic Service Management	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	Service Price Management - Service Personnel Management –Customer Relationship Management Today	5	To understand Service Price Management	Lecture discussion	

	3	Needs – Customer relationship in Effective Marketing– Customer Relationship Strategies	5	To know Customer relationship in Effective Marketing	Lecture discussion	Multiple choice questions  Assignment  Formative assessment  Seminar
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**Course instructor: Dr. R. Evalin Latha**

**Head of the Department: Ms. S. Merlin Vista**

## Semester IV

### Elective IV: (a) Human Resource Development

Course Code: PA2045

Hours /Week	Credits	Total Hours	Marks
6	4	90	100

#### Objectives:

1. To understand the conceptual frame work of Human Resource Development.
2. To help the students to analyze and evaluate the system of human resourceDevelopment system

#### Course Outcome

COs	Upon completion of this course the students will be able to :	PSO Addressed	CL
CO-1	understand the concept and significance of human resource management	3	U
CO-2	discuss the executive development and organizational development	3	U
CO-3	describe the Competency based human resource management	3	An
CO-4	understand the work life of employees and talent management	3	U
CO-5	analyse the human resource information system	3	U

#### Modules

Total contact hours: 60 (Including lectures, assignments and tests)

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I		<b>Evolution and Development of HRD</b>				

	1	Meaning and definition of Human Resource Management,	3	To gain more knowledge about the concepts of Human Resource management	Lecture discussion	Evaluation through: Short test and Oral test
	2	Difference between Personnel management and human resource management	2	To understand the Difference between Personnel management and human resource management	Lecture discussion with Interaction	Multiple choice questions
	3	Evolution and Development of HRM– HRM in India:	3	To discuss about the HRM in India	Lecture, group discussion	Asking questions
	4	An Overview – Recent trends in HRM Practices	4	To gain more knowledge about the of HRM Practices	Lecture discussion	Quiz
<b>II</b>	<b>Executive Development and Organisational Development</b>					
	1	Importance of Executive development – Process– Methods – Reasons for failure of Executive Development	4	To explain the Process Methods Reasons for failure of Executive Development	Lecture discussion	Evaluation through Short test and Oral test
	2	Organisational development–Definition and Characteristics- Methods of Organisation Development	4	To understand the Definition and Characteristics Organisational development	Lecture discussion with PPT	Multiple choice questions

	3	Models of Organisation Development Factors influencing choice of and Organisation Development Intervention	4	To gain knowledge about Factors influencing choice of and Organisation Development	Lecture discussion	Formative assessment
<b>III</b>	<b>Competency based Human Resource Management</b>					
	1	Introduction– Competency–Difference between competence and competency	4	To understand the Difference between competence and competency	Discussion with PPT	Evaluation through: Short test and Oral test
	2	Competence Frame work – Competence models – Competency mapping	4	To study about the Competence models – Competency mapping	Lecture discussion	Multiple choice questions
	3	Competence base Human Resource Processes	4	To discuss the Competence base Human Resource Processes	Lecture discussion	Assignment  Formative assessment
<b>IV</b>	<b>Work–Life Balance Management and Talent Management:</b>					
	1	Wok -Life balance – Factors causing work life balance –	5	To gain more knowledge about Wok Life balance	Lecture discussion with Interaction	Evaluation through: Short test and Oral test

	2	Consequences of work life balance Benefits of work life balance	2	To discuss about Consequences and benefit of work life balance	Lecture discussion with PPT	Multiple choice questions
	3	Talent Management: Objectives- Drivers- Importance- Benefits Talent management process	5	To discuss Objectives, Drivers, Importance, Benefits Talent management	Lecture discussion with Interaction	Formative assessment  Quiz
		Talent management tips in HR Professionals – Problems of talent Management in India– Time Management.		To explain the Talent management tips in HR Professionals	Lecture discussion with PPT	Multiple choice questions  Formative assessment  Quiz
V	<b>Human Resource Information System:</b>					
	1	Human Resource Information System: Definition and meaning – Need, Objectives, Advantages and Disadvantages	5	To understand Definition and meaning – Need, Objectives, Advantages and Disadvantages Human Resource Information System	Lecture discussion with PPT	Evaluation through: Short test and Oral test  Multiple choice questions
	2	Users of Human Resource Information System – Designing Human Resource Information System:	4	To discuss the Users of Human Resource Information System	Lecture discussion with Interaction	Assignment

	3	Computerized Human Resource Information System– Personnel Inventory	3	To gain more knowledge about the Computerized Human Resource Information System	Lecture discussion with Interaction	Formative assessment
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**Course Instructor: S. Jameela**

**Head of the Department: S. Merlin Vista**