

**Semester – I**

**Core I: Business Environment**

**Course Code: PA2011**

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

**Objectives**

1. To develop the ability to understand about business environment.
2. To impart knowledge on the dynamic nature of environment.

<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	discuss various economic policies and its impact on Indian economy	PSO - 1	PO – 1	U
CO - 2	understand the functions of international economic institutions and their role in developing Indian business	PSO - 1	PO – 4	U
CO - 3	gain knowledge on the provisions regarding Indian constitution	PSO - 1	PO – 3	U
CO - 4	explain the social responsibilities of business	PSO - 1	PO – 6	U
CO - 5	analyse the process and techniques of business environment	PSO - 1	PO - 4	An

## Modules

Total contact hours: 90 (Including lectures, seminars, quiz, assignments and open book test& assessments)

Unit	Section	Topics	Lecture hours	Learning Outcome	Pedagogy	Assessment/ Evaluation
<b>I</b>	<b>Business Environment</b>					
	1.	Business Environment Concept and Significance	3	To understand the various concepts of business environment	Lecture + PPT	Evaluation through: Test
	2.	Nature – Elements Internal & External-environment and Current business environment in India	4	To know the nature and elements of business environment.	Lecture + PPT Discussion	Quiz
	3.	Environment Scanning and Analysis: Process of Environmental Scanning	4	Gets thorough knowledge regarding environmental scanning and analysis.	Seminar + PPT.	Online assignment
	4.	Approaches to the Environmental Scanning and Monitoring Process	2	To gain knowledge about scanning and monitoring process of business environment	Seminar + PPT.	Formative assessment

	5.	Techniques of Environmental Analysis, Importance, Needs and Limitation.	2	Study the importance, limitation and techniques of environmental analysis.	Seminar + PPT.	Seminar  Group Discussion
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<b>II Economic Environment</b>						
	1.	Economic Environment meaning, concept and Significance	2	To know the concepts of economic environment.	Lecture + PPT.	Evaluation through: Test
	2.	Factors of Economic Systems:Free Market Economy, Centrally, Planned Economy and Mixed Economy.	4	Gets thorough knowledge regarding factors of economic system.	Lecture + PPT.	Quiz
	3.	Economic reforms in India: Liberalization, Privatization, Trusteeship Economy System.	5	To gain knowledge about the economic reforms and trusteeship economic system.	Lecture + PPT.	Online assignment  Formative

	4.	Economic Policies: Industrial Policy, Fiscal Policy, Monetary Policy and EXIM Policy. Economic Planning in India.	3	To know how the economic policies are impact of Indian business.	Lecture + PPT.	assessment
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<b>III Political and Legal Environment</b>						
	1.	Political System: Meaning and Government & Business Relationship in India	3	To know the concepts of political and legal environment.	Seminar + PPT	Evaluation through: Test
	2.	Provisions of Indian Constitution pertaining on Business.	6	To know the various provisions of Indian constitution act.	Seminar + PPT	Assignment
	3.	Legal Environment: FEMA, Licensing Policy.	4	To understand the legal environment under various Act..	Seminar + PPT	Quiz
	4.	Competition Act and Indian Patents Act.	2	To know the concept of Competition Act and Indian Patents Act.	Seminar + PPT	Seminar
						Formative assessment

<b>IV</b>	<b>Socio and Cultural Environment</b>					
	1.	Socio - Cultural Environment: Meaning, Elements, Social Institutions and System, Social Values and Attitudes	3	To understand the meaning and the elements of social values and attitudes.	Seminar + PPT	Class test  Snap test
	2.	Cultural Environment: Features, Elements, Impact of Foreign Culture over Indian Business	3	To know how the Foreign Culture affects the Indian Business.	Seminar through PPT.	Formative assessment  Weekly test
	3.	Social Responsibility of Business: Concept, Changing Trends and Dimensions	6	To gain knowledge about social responsibility.	Lecture.	
	4.	The Modern view of Social Responsibility	4	To know the social responsibility towards the business.	Lecture	Unit Test

<b>V</b>	<b>Global and Technological Environment</b>
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	1.	Meaning, Rationale for Globalisation. Role of WTO and GATT	3	To know the meaning and the role of GATT and WTO.	Seminar	Class Tests
	2.	Trading blocks in Globalisation and Impact of Globalisation in India.	5	To gain knowledge about impact of globalisation in Indian business.	Lecture	Open book test.
	3.	Technological Environment: Factors influencing Technology, Technological Development, Foreign Technology vs Foreign Capital.	4	To gain knowledge about comparison of foreign technology VS foreign capital.	Lecture + PPT	Asking questions
	4.	Factors to be considered for appropriate technology and India's Technological Process.	3	To study the technological process.	Lecture	Formative assessment

**Head of the Department: Ms. S. Merlin Vista Course instructor: A. Franklin Ragila**

Semester : I

Name of the course : Applied Operations Research

Sub. Code : PA2012

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

**Objectives**

1. To equip students with the tools and techniques of Operations Research.
2. To provide skills in improving business practices

CO	Upon completion of this course the students will be able to :	PSO addressed	PO addressed	CL
CO-1	understand the application of operations research in business	PSO-1	PO-1	U
CO-2	apply the techniques of decision making to select the best among the alternatives	PSO-3	PO-4	Ap
CO-3	application of transportation models to minimize the transportation cost	PSO-3	PO-4	Ap
CO-4	apply the game theory and mixed strategies to overcome the competitors	PSO-1	PO-1	Ap
CO-5	understand various models of inventory costs	PSO-3	PO-3	U

**Modules**

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Basics of Operations Research					

	1	Concept, history and techniques of OR	5	To understand the features and techniques of operations research	Lecture discussion	Evaluation through: Short test and Oral test
	2	Application and scope of Operations Research	5	To know application of operations research in various fields	Lecture discussion with Interaction	Multiple choice questions Open book test
	3	Computer Application and Limitations of Operations Research	5	To understand the limitations of Operations Research	Lecture, group discussion	
<b>II</b>	<b>Operations Research and Decision Making</b>					
	1	Decision Making Under Certainty: Linear Programming (Graphical Method Only),	5	To understand Decision Making Under Certainty by LPP	Lecture discussion	Evaluation through: Short test and Oral test
	2	Decision Making Under Uncertainty	5	To know the techniques of Maximax Criterion, Maximini Criterion, Laplace Criterion	Lecture discussion with Interaction	Multiple choice questions Assignment
	3	Expected Monetary Value, Expected Opportunity Loss, Expected Value of Perfect Information – Decision Tree Technique (Simple Problems).	5	To understand Decision Making process under Risk by LPP		Formative assessment
<b>III</b>	<b>Transportation and Assignment Problems</b>					



	1	Concepts and methods of Transportation models	5	To understand the concept of transportation models	Lecture discussion with Interaction	Evaluation through: Short test and Oral test
	2	North West Corner Method, Least cost method and Vogels Approximation method	5	To understand the distribution of scarce resources in an optimum way	Lecture discussion with Interaction	Multiple choice questions  Assignment
	3	Unbalanced transportation problem	5	To understand the distribution of scarce resources in an optimum way	Lecture, group discussion	Formative assessment  Seminar
<b>IV</b>	<b>Game Theory</b>					
	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
	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	Multiple choice questions

	3	Dominance Graphical Application and Limitations of Game Theory.	Rule Method and Game Theory.	5	To understand the application and limitations of game theory	Lecture, group discussion	Assignment  Formative assessment  Seminar
V	<b>Inventory Models</b>						
	1	Concept, Types, advantages and disadvantages of inventory models		5	To know the concept and types of inventory models	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	Economic Order Quantity (EOQ) models		5	To understand the application of Economic Order Quantity (EOQ) models	Lecture discussion	Multiple choice questions
	3	Economic Batch Quantity (EBQ) models with and without shortage.		5	To understand Economic Batch Quantity (EBQ) models	Lecture discussion	Assignment  Formative assessment  Seminar

**Course instructor: S. Merlin Vista**

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

Semester : I

Name of the course : Corporate Accounting

Sub. Code : PA2013

No. of Hours per Week	Credits	Total No. 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	Upon completion of this course the students will be able to :	PSO addressed	PO addressed	CL
CO-1	understand the accounting procedure of banking companies and various schedule used in final accounts	PSO-3	PO- 4	U
CO-2	gain knowledge on accounts of insurance companies	PSO-3	PO- 4	U
CO-3	develop the skills in preparing consolidated balance sheet	PSO- 3	PO – 4	Ap
CO-4	identify the major technique of preparing double account system	PSO- 3	PO – 4	An
CO-5	develop knowledge on hotel accounting and value added concepts	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
I	Accounts of Banking Companies					
	1.	Final Accounts- Profit & Loss Account	3	To understand the various schedules of Profit &	Lecture through PPT	Evaluation through: Test

				Loss Account		Quiz
2.	Rebate on bills discounted	2	To know the concept of Rebate on bills discounted	Lecture through PPT Discussion		
3.	Final Accounts- Balance sheet	5	To gain knowledge in the various schedules of Balance Sheet	Lecture through PPT		Online assignment
4.	Assets classification and provisions	3	To know the Assets classification and provisions.	Lecture through PPT		Formative assessment
5.	Preparation of various schedules and final accounts.	4	To know how to prepare final accounts by using various schedules.	Lecture through PPT		Group Discussion

<b>II</b>	<b>Accounts of Insurance companies</b>					
1.	Types - Life Insurance and General Insurance	2	To understand the types of Insurance.	Lecture through PPT.		Evaluation through: Test  Quiz
2.	Preparation of financial Statements	4	Gets thorough knowledge in the Preparation of financial	Lecture through PPT.		

				Statements.		Online assignment
	3.	Revenue Account, Balance sheet	5	To gain knowledge about the preparation of Revenue Account and Balance sheet.	Lecture through PPT	Formative assessment
	4.	Determination of profit in Marine, Fire and life insurance business	4	To know how to calculate the profit in Marine, Fire and life insurance business.	Lecture through PPT.	

<b>III</b>	<b>Holding Companies</b>					
	1.	Accounts for Holding and Subsidiary Companies	3	To gain knowledge in the Accounts for Holding and Subsidiary Companies	Lecture through PPT	Evaluation through: Test
	2.	Minority Interest, Cost of Control	5	To know how to calculate Minority Interest and Cost of Control.	Lecture through PPT	Assignment
	3.	Unrealised Profit, Treatment of Contingent Liabilities ,Inter-Company Owings	4	To know the concept of Unrealised Profit, Treatment of Contingent Liabilities and Inter-Company Owings	Lecture through PPT	Quiz

	4.	Preparation of Consolidated Balance sheet	3	Get thorough knowledge in the Preparation of Consolidated Balance sheet	Lecture through PPT	Formative assessment
<b>IV</b>	<b>Double Account System including Accounts of Electricity Companies</b>					
	1.	Double account system: Concept , features	3	To understand the meaning, Concept and features of Double account system.	Lecture through PPT	Class test
	2.	accounts of electricity supply companies	4	To gain knowledge in the preparation of accounts of electricity supply companies	Lecture through PPT	Formative assessment
	3.	clear profit, reasonable return	4	To know the concept of clear profit and reasonable return	Lecture through PPT.	Weekly test
	4.	capital base, disposal of surplus	4	To know the concept of capital base and disposal of surplus	Lecture through PPT	Quiz
	5	Replacement of an asset.	3	To work out the problems in the Replacement of an asset.	Lecture through PPT	Group Discussion

<b>V</b>	<b>Hotel Accounting and Value Added Concept</b>					
	1.	Hotel Accounting: Important terms — final accounts. —	4	To know the important terms used in Hotel accounting	Seminar through PPT	Class Tests

	2.	Types of customers – front office and back of the house – general book keeping	3	To understand the types of customers and also the various principles of Hotel Accounting.	Seminar through PPT	Open book test.
	3.	Value Added Concept: advantages – classification	3	To understand the value added concept, its advantages and its classification	Seminar through PPT	Asking questions
	4.	Methods of calculating the amount of value added, Value added statement.	4	To gain knowledge in the Methods of calculating the amount of value added and Value added statement.	Lecture through PPT	Formative assessment

**Course instructor: Dr.R.Sreedevi**

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

**Semester: I**

**Name of the course: Research Methodology**

**Sub. Code: PA2014**

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

**Course outcomes (COs)**

CO	Upon completion of this course the students will be able to :	PSO addressed	PO addressed	CL
CO - 1	identify research problem and determine the research objectives	PSO - 2	PO -2	U
CO - 2	understand the needs and features of good research design	PSO - 2	PO -2	U
CO - 3	select the apt method of collecting data	PSO - 2	PO -1	An
CO - 4	choose the required sample design for analysis	PSO - 2	PO -2	A
CO - 5	prepare a systematic research report	PSO - 2	PO -3	C

**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>Unit I: Introduction to Research</b>					
	1.	Objectives - Motivations in Research	3	To understand the objectives	Lecture + PPT	Online Quiz



				and motivations of research		Asking questions  Online assignment  Formative assessment  Discussion  Group Discussion
2.	Types and Methods	4	To gain knowledge about the different types of research	Lecture + PPT Discussion		
3.	Scope of Business Research	3	To understand about the Scope of Business Research	Lecture + PPT Discussion		
4.	Research Process	3	To know the Research Process	Lecture + PPT		
5.	Research Gap- Criteria of Good Research.	3	To gain knowledge about research gap and criteria of good research.	Lecture + PPT		

<b>II</b>	<b>Unit II: Research Problem and Design</b>					
	1.	Selecting the problem	3	To know how to select the research problem	Lecture + PPT.	Evaluation through: Test  Quiz
	2.	Defining the problem - Sources	5	To understand about the sources of research problem.	Lecture + PPT.	

	3.	Criteria for Good Research Problem	6	To gain knowledge about the criteria for good research problem.	Lecture + PPT.	Online assignment
	4.	Research Design: Need for Research Design, Features of a Good Design -- Different Research Design	3	To know about the research design, features of research design & Different kinds of research design	Lecture + PPT.	Formative assessment

<b>III</b>	<b>Unit III: Data Collection and Sample Design</b>					
	1.	Primary data: Observation method	3	To understand the concept of primary data & Observation method	Seminar + PPT	Evaluation through: Test  Assignment
	2.	Interview method – Questionnaire – Interview Schedule	5	To gain knowledge about questionnaire & Interview schedule	Seminar + PPT	.  Quiz
	3.	Differences between Questionnaire and Schedules - Other methods.	4	To study about the Differences between Questionnaire and Schedules & other methods of data collection	Seminar + PPT	Seminar

	4.	Secondary Data: Characteristics – Methods - Case Study. Sample Design: Steps – Characteristics - Types of Sampling	3	To understand the concept of secondary data & sampling methods.	Seminar + PPT	Formative assessment
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<b>IV</b>	<b>Unit IV: Processing and Analysis of Data</b>					
	1.	Processing - Editing - Coding	3	To study about the processing of data	Seminar + PPT	Snap Test
	2.	Tabulation - Analysis of Data: Average	4	To know how to tabulate and analyses of data	Seminar through PPT.	Discussion
	3.	Correlation - Regression - Chi-square Test - Garrets Ranking	8	To study about how to work out correlation, Regression, chi-square test and garret ranking	Lecture.	
	4.	Testing of Hypothesis; Null Hypothesis, Alternative Hypothesis - Procedure for Hypothesis Testing	6	To study about testing of hypothesis	Lecture	Online Quiz Through Google forms

<b>V</b>	<b>Unit V: Report Writing</b>					
	1.	Significance - Steps - Oral Presentation	5	To know the significance and steps of report writing & Oral presentation	Seminar	Class Tests

	2.	Layout of Research Report - Types of Report	5	To understand the layout and types of research report.	Lecture	Open book test.
	3.	Footnotes – Appendix - Norms for Using Index and Bibliography	6	To know about the foot notes, appendix and norms for using Index and Bibliography	Seminar + PPT.	Asking questions
	4.	Introduction to SPSS – Creation of Variables – Data Window – Variable Window	8	To study about the SPSS in research	Lecture + PPT	Formative assessment

**Course instructor: Dr.M. Charles Dayana**

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

Semester : I

Name of the course : Business Ethics and Corporate Governance

Sub. Code : PA2015

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

### Objectives

1. To help the students to adopt with Business ethical standards and values in business.
2. To prepare the students for the long term success in the work place.

CO	Upon completion of this course the students will be able to :	PSO addressed	PO addressed	CL
CO-1	understand the importance of ethics in business	PSO-5	PO-6	U
CO-2	evaluate the ethical problems faced by managers	PSO-5	PO-6	An
CO-3	identify the social responsibility of business	PSO-5	PO-6	U
CO-4	recongise the factors influencing business ethics	PSO-5	PO-6	R
CO-5	enhance awareness about corporate governance	PSO-5	PO-6	U

Unit 1	section	Topics	Lecture hours	Learning outcome	pedagogy	Assessment /evaluation
1	<b>Business Ethics</b>					
	1	Nature-religion and moral ethics –ethics and management	3	To know the nature of ethics in business	Lecture through PPT	Online assignment
	2	Relationships between ethics in business management -ethics in business -nature of business ethics and values	5	To understand the values of business ethics	Lecture through PPT	Online assignment
	3	Importance of ethics in business	3	To know the importance of ethics in business	Lecture through PPT	quiz
Unit 2	<b>Values for Managers</b>					
	1	Need for business ethics-	4	To know the	Lecture	Group

		universal criteria-business competition and ethics		need for business ethics	through PPT	discussion
	2	Ethical problems faced by managers – ethical performance encouraged – managerial performance	5	To evaluate the ethical problems faced by the manager	Lecture through PPT	Online assignment
	3	Goodness courage and self discipline – values driven state holder management	5	To understand the goodness courage and self discipline	Lecture through PPT	Asked questions
	4	Management thoughts as per Indian ethics-	6	To identify the management of Indian companies	Lecture through PPT	Group discussion
	5	Corporate culture – Individual characteristics	4	To know the Individual characteristics	Lecture through PPT	quiz
<b>Unit 3</b>	<b>Managing Ethics</b>					
	1	Building of value system: codes of ethics –spiritual qualities-walk to the talk	6	To know the spiritual qualities	Lecture through PPT	Online assignment
	2	Setting standards from top-social responsibility of business –encouraging ethical behaviour in an organisation	5	To identify the social responsibility at business	Seminar through PPT	Formative assessment
	3	Role of laws and enforcement – right and stake holders –goal setting – rules and enforcement – legal compliance strategy	6	To understand the role of laws and rules and enforcement	Seminar through PPT	quiz
	4	Ethics committees - train programme in ethics – training and job and surveys	4	To know the training programme in ethics	Seminar through PPT	Group discussion
	5	Regular meeting ethics audit and bench marking – ethics suggestions schemes	4	To understand the ethics audit and bench marking	Seminar through PPT	Online assignment
<b>Unit 4</b>	<b>Ethical Values and Decision Making Process</b>					
	1	Factors influencing business ethics-universal criteria-decision process in competitive pressures	5	To recognize the factors influencing business ethics	Seminar through PPT	Online assignment
	2	Ethical decision –obedience to authority-ethical decision	4	To know the ethical decision	Seminar through	quiz

		dilemmas		making and dilemmas	PPT	
	3	Technology revolution and ethics-conflict resolution	4	To understand the ethical revolution	Seminar through PPT	Formative assignment
Unit 5	<b>Corporate Governance</b>					
	1	Nature – code of corporate governance –code for corporate governance	4	To know the nature and code of corporate governance	lecture through PPT	Online assignment
	2	Social responsibility of corporate – governance in India	4	To enhance awareness about corporate governance	lecture through PPT	Group discussion
	3	Total quality – management and corporate government	4	To understand the management and corporate governance	lecture through PPT	quiz
	4	Corporate governance - 4p's-brief of corporate governance system	4	To identify the 4p's of corporate governance	lecture through PPT	Short answers test

Course Instructor :S. Jameela Head of the Department : Ms. S. Merlin vista

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
<b>I</b>	<b>Basic Concepts &amp; Definitions (only theory)</b>					
	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

<b>II</b>	<b>Assessment of Individuals</b>					
	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
<b>III</b>	<b>Assessment Procedure (only theory)</b>					
	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
<b>IV</b>	<b>Assessment of Firms</b>					
	1.	Meaning of partnership and its kinds	2	To understand the meaning and the types of	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
<b>V</b>	<b>Assessment of Companies</b>					
	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
<b>I</b>	<b>Marketing Management Introduction</b>					
	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	
<b>II</b>	<b>Market Analysis and Selection</b>					
	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
<b>III</b>	<b>E.Marketing and E.Advertising</b>					
	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
<b>IV</b>	<b>Ethics In Marketing</b>					
	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
<b>V</b>	<b>Marketing Information System and Marketing Research</b>					
	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
<b>I</b>	<b>Nature and Components of Tourism.</b>					
	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
<b>II</b>	<b>Historical Development and Travel motivate</b>					
	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
<b>III</b>	<b>Tourism Planning and Accommodation</b>					
	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.	
<b>IV</b>	<b>Information Technology in Tourism</b>					
	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.	
<b>V</b>	<b>Tourism in kanyakumari District</b>					
	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
<b>I</b>	<b>Financial Services</b>					
	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
<b>II</b>	<b>Merchant Banking</b>					
	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	
<b>III</b>	<b>Hire Purchase</b>					
	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	
<b>IV</b>	<b>Leasing</b>					
	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	

<b>V</b>	<b>Venture Capital</b>					
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**