

Holy Cross College (Autonomous), Nagercoil

Department of Commerce (SF-I)

Teaching Plan (2020-2022)

M.Com

Programme Outcomes (POs)

POs	Upon Completion of M.Com degree programme, the graduates will be able to:
PO-1	apply high level of knowledge and skills in various fields.
PO-2	offer opportunities to develop the graduates in research, writing, communication and publication skills.
PO-3	identify and analyse functional management issues at various levels for career advancement
PO-4	develop competency and skills to pursue higher level programmes in commerce and industry
PO-5	function effectively as a member or leader in teams by demonstrating soft skills, coping skills and human values
PO-6	sensitizing professional ethics and societal needs which lead them for holistic development

Programme Specific Outcomes (PSOs)

PSOs	Upon Completion of M.Com degree programme, the graduates will be able to:
PSO-1	generate and initiate innovative business and marketing ideas.
PSO-2	develop professional, communication and research skills which lead them for holistic development.
PSO-3	develop competency and skills in students to pursue higher level programmes in commerce, management and industry.
PSO-4	instill in them leadership and soft skills to promote sustainable development.
PSO-5	practice business and professional ethics which lead them for holistic development

Semester – I

Core I: Business Environment

Course Code: PA2011

No. of Hours per Week	Credits	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	Upon completion of this course the students will be able to:	PSO addressed	PO addressed	CL
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
I	Business Environment					
	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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II Economic Environment						
	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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III Political and Legal Environment						
	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

IV	Socio and Cultural Environment					
	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

V	Global and Technological Environment
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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	
II	Operations Research and Decision Making					
	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
III	Transportation and Assignment Problems					

	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
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
	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	Inventory Models						
	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

II	Accounts of Insurance companies					
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.	

III	Holding Companies					
	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
IV	Double Account System including Accounts of Electricity Companies					
	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

V	Hotel Accounting and Value Added Concept					
	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
I	Unit I: Introduction to Research					
	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		

II	Unit II: Research Problem and Design					
	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

III	Unit III: Data Collection and Sample Design					
	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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IV	Unit IV: Processing and Analysis of Data					
	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

V	Unit V: Report Writing					
	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	Business Ethics					
	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	Values for Managers					
	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
Unit 3	Managing Ethics					
	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
Unit 4	Ethical Values and Decision Making Process					
	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	Corporate Governance					
	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 -II
Core V: International Business
Course Code: PA2021

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

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
I	Frame Work of International Business					
	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

II	Foreign Exchange Market					
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

III	Balance of Payment & Indian Monetary System					
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

IV	Regional Economic Integration& Export Procedure					
	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.	Formative assessment

V	Multinational Corporation and Euro Dollar Market					
	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
	2	Dominance of MNC and Global economy: benefits, problems, perspective.	3	To understand Dominance of MNC and its benefits and problem.	Seminar through PPT.	Snap test.

	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**

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

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.

CO	Upon completion of this course the students will be able to:	PSO addressed	PO addressed	CL
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
I	Management Accounting					
	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.	

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

III	Budget and Budgetary Control					
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

IV	Accounting for Price Level Changes (Inflation Accounting)					
	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.	
						Formative assessment

V	Managerial Decision Making					
	1	Managerial Decision Making - Process – Differential analysis.	4	To understand managerial decision-making process	Seminar	Evaluation through: 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	
						Snap test.

	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

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

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.

CO	Upon completion of this course the students will be able to :	PSO addressed	PO addressed	CL
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)

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

	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	
II	Investment Decision					
	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

III	Cost of Capital					
	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 Multiple choice questions Formative assessment
	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	
	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	
IV	Leverages and Dividend Decisions					
	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 Multiple choice questions
	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	

	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	Management of Working Capital					
	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
Financial Services						
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

Hire Purchase						
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
Leasing						
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		
Venture Capital						
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
6	4	90	100

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
I	Introduction to service marketing					
	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	

II	Bank Marketing					
	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

III	Insurance Marketing					
	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	

IV	Mutual Funds Marketing					
	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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V	Portfolio Services Marketing					
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

Semester: III

Name of the course: Financial Markets and Institutions

Course Code: PA2031

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

Objectives:

1. To help the students to understand the structure of financial markets in India.
2. To enable the students to utilize the services of various financial institutions.

Course Outcome

CO	Upon completion of this course the students will be able to :	PSO addressed	CL
CO- 1	understand the functions of financial markets.	1	U
CO- 2	understand the functions of financial institutions.	1	U
CO- 3	remember various financial corporations.	1	R
CO -4	evaluate the performance of mutual funds.	1	E
CO- 5	understand various kinds of financial derivatives.	1	U

Modules

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Financial markets					
	1	Financial markets, Financial rates of return, Financial instruments, Financial system and economic development.	5	To understand financial markets, Rates of return and economic development.	Lecture Interaction PPT	Evaluation through: Test

	2	Money market, Features and Importance.	2	To know the features and importance of money market.	Lecture Discussion PPT	Quiz
	3	Features of a developed money market, Deficiencies of Indian money market.	5	To understand features and deficiencies of money market.	Lecture with PPT.	Online assignment
	4	Money market Vs. Capital market, Recent developments,	2	To know the difference between Money market and Capital market.	Lecture with PPT.	Class Test

II Commercial Banks						
	1	Commercial Banks- Management of reserves and Creation of credit.	2	To know the Commercial banks reserves and creation of credit.	Lecture Interaction PPT	Evaluation through: Test
	2	Special role of banks and Liabilities of banks.	3	To know the special role of banks and its liabilities.	Lecture with PPT.	Open book test.
	3	Types of deposits- Factors affecting composition of bank deposits- Other liabilities.	5	To understand the types, factors and other liabilities of banks.	Lecture with PPT.	Quiz
	4	Banking assets, Investments, Bank credit.	2	To gain knowledge about banking assets and investments.	Lecture with PPT.	Online assignment

	5	Recent policy developments regarding bank credit, Factoral and occupational distribution of bank credit.	3	To understand recent developments regarding bank credit.	Lecture Discussion PPT	Class Test
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III Development Banks						
	1	Industrial Financial Corporation of India (IFCI)- Industrial Credit and Investment Corporation of India (ICICI)	4	To know about IFCI and ICICI.	Lecture Interaction	Evaluation through: Test
	2	Industrial Development Bank of India (IDBI)-Industrial Reconstruction Bank of India (IRBI)	4	To understand IDBI and IRBI.	Lecture with PPT.	Snap test.
	3	Small Industries Development Bank of India (SIDBI)- National Bank for Agriculture and Rural Development (NABARD)- National Co-operative Development Corporation (NCDC) – Infrastructure Development Finance Company (IDFC)	5	To gain knowledge about SIDBI and EXIM bank.	Lecture Interaction	Quiz

	4	Export. Import Bank of India (EXIM Bank)- State Financial Corporation's (SFCs).	4	To understand EXIM Bank and SFCs.	Lecture with PPT.	Internal Test
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IV	Mutual Funds					
	1	Concept, Scope, Importance, Organisation and Operation of the fund	4	To understand the concept, importance of mutual funds.	Seminar	Evaluation through: Test
	2	Types or Classification of funds.	4	To know the types of funds.	Seminar	Open book test.
	3	Performance evaluation of mutual funds, Risk involved in mutual funds, Mutual funds in India.	5	To analyse the performance and risk associated with mutual funds.	Seminar through PPT.	Quiz
	4	Mutual funds abroad, Reasons for slow growth of mutual funds.	2	To understand the reason for the slow growth of mutual funds.	Seminar through PPT.	Class Test

V	Derivatives					
	1	Kinds of Financial Derivatives- Forwards.	4	To know about forwards.	Seminar	Evaluation through: Test

	2	Futures, Options.	3	To understand about futures and options.	Seminar through PPT.	Snap test.
	3	Swaps, Importance of Derivatives, Inhibiting factors, Recent developments.	3	To analyse swaps, importance as well as recent developments.	Seminar through PPT.	Formative assessment
	4	Eligibility conditions, Investors protection, Currency derivatives, Indian scenario.	4	To know the eligibility conditions and the currency derivatives.	Seminar through PPT.	

Course instructor: Dr.C.K.Sunitha.

Head of the Department: S.Merlin Vista.

Semester III
Core X: Quantitative Techniques
Course Code: PA2032

Hours /Week	Credits	Total Hours	Marks
6	5	90	100

Objectives:

1. To make the students to understand the various concepts in Quantitative techniques,
2. To enable the students the various techniques of statistics used in business for taking decisions.

Course Outcome

COs	Upon Completion of this course the students will be able to:	PSO Addressed	CL
CO-1	understand the role of QT & methods of sampling	2	U
CO-2	analyse the probability and components of time series	2	An
CO- 3	apply the significance tests in samples	2	Ap
CO-4	apply the tools to identify the Variance	2	Ap
CO-5	evaluate the methods of Interpolation and Extrapolation	2	E

Modules

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Quantitative Techniques					
	1	Introduction Meaning, Role.	5	To get knowledge about Meaning and Role of Quantitative Techniques.	Lecture Interaction PPT	Evaluation through: Test

	2	Advantages and Limitations	2	To know the Advantages and Limitations of Quantitative Techniques.	Lecture Discussion PPT	Quiz
	3	Census and Sample method	2	To understand Census and Sample methods	Lecture with PPT.	Online assignment
	4	Non-Probability Sampling methods- Probability Sampling methods.	5	To know the Non-Probability Sampling methods- Probability Sampling methods	Lecture with PPT.	Class Test

II	Probability and Time Series					
	1	Definition, Theorems of Probability: Addition Theorem- Multiplication Theorem	2	To get knowledge about the theorems of probability.	Lecture Interaction	Evaluation through: Test
	2	Analysis of Time series- Components of Time series.	3	To get in-depth knowledge about the analysis and components of time series.	Lecture Interaction	Quiz
	3	Measurement of Trend-Graphical Method.	2	To get an idea about graphical method.	Lecture Discussion	Test

	4	Method of Semi-Average.	4	To get knowledge about Semi-average method.	Lecture Discussion	Test
	5	Method of Moving averages.	3	To know about the preparation of Moving average method.	Lecture Discussion	Formative assessment

III	Tests of Significance for Small Samples					
	1	Concept, The Assumption of Normality.	3	To get knowledge about the concept and assumption of normality.	Lecture Interaction	Evaluation through: Test
	2	Student's t-Distribution	5	To get in-depth knowledge about Student's t-Distribution.	Lecture Interaction	Quiz
	3	Properties of t-Distribution and Application.	5	To get an idea about the application of t-distribution.	Lecture Discussion	Formative assessment

IV	F-Test and Non-Parametric Tests					
	1	Meaning of F-Test.	3	To understand about the concept of F-Test.	Lecture Interaction	Evaluation through: Test

	2	Non -Parametric Tests.	5	To get in-depth knowledge about non - Parametric Tests.	Lecture Interaction	Quiz
	3	The Sign Test, A Rank Sum Test.	4	To get an idea about sign test and rank sum test.	Lecture Discussion	Test
	4	Wallis or H – Test	2	To get knowledge about Wallis or H – Test.	Lecture Discussion	Test
	5	ANOVA, Chi-Square Test.	4	To know about the preparation of ANOVA and Chi-Square Test.	Lecture Discussion	Formative assessment
V	Interpolation and Extrapolation					
	1	Methods of Interpolation, Binomial Expansion Method, Newton's Method	5	To understand about Binomial Expansion Method, Newton's Method.	Lecture Interaction	Evaluation through: Test Test Formative

						assessment
2	Lagrange's Method, Parabolic Curve Method.	4	To get in-depth knowledge about Lagrange's Method and Parabolic Curve Method.	Lecture Interaction		
3	Extrapolation – Association of Attributes.	4	To know about the preparation of Extrapolation and Association of Attributes.	Lecture Discussion		

Course Instructor: Dr.G.Sahaya Shiny

Head of the Department: S.Merlin Vista

Semester: III

Advanced Cost Accounting

Sub. Code:PA2033

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

Objectives

1. To understand the concept and role of cost accounting in business organization
2. To plan, design and execute practical activities using the techniques and procedures of appropriate cost accounting.

COs	Upon completion of this course the students will be able to :	PSO Addressed	CL
CO-1	understand the nature of cost and financial accounting	5	U
CO-2	understand the procedure for preparing batch and job costing	5	U
CO-3	identify the accounting procedure for contract costing	5	An
CO-4	analyse the procedure for preparing process costing	5	An
CO-5	compute the fixed, flexible and cash budget	5	Ap
CO-6	analyse material, labour and overhead variances	5	An

Modules

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/ Evaluation
I	Cost Accounting:					
	1.	Meaning – Advantages, Limitations, Cost accountancy	3	To understand the advantages and limitations of cost accountancy	Lecture through PPT	Evaluation through: Test
	2.	Essentials of good costing system,	2	To know the essentials of good costing system	Lecture through PPT Discussion	Quiz
	3.	Installation, practical difficulties	5	To gain knowledge in the installation and practical difficulties of costing system	Lecture through PPT	Online assignment
	4.	Cost control – Cost Reduction- Cost control Vs Cost reduction,	3	To know the cost control and cost reduction terminologies.	Lecture through PPT	Formative assessment
	5.	Cost audit- Cost Manual – Cost accountant – Classification of cost	4	To know the basic concept of cost accounting	Lecture through PPT	Group Discussion

II Job, Batch and Contract Costing:						
	1.	Job costing – Features – Advantages- Limitations	2	To understand the advantages and limitations of job costing	Lecture through PPT.	Evaluation through: Test
	2.	Procedure, Batch costing – Elements of cost relating to batch costing - EBQ	4	To gain knowledge about the procedure of preparation of batch costing	Lecture through PPT.	
	3.	Contract costing – Features – Procedures	5	To gain knowledge about the preparation of contract costing.	Lecture through PPT	Online assignment
	4.	Escalation clause – Cost plus contract	4	To know how to calculate cost plus contract	Lecture through PPT.	Formative assessment

III Output costing, Operating and Operation Costing:						
	1.	Objects – Cost accumulation under output costing	3	To gain knowledge about the output costing	Lecture Discussion	Evaluation through: Test
	2.	Presentation of cost – Production account	5	To know how to present cost in production account	Lecture Discussion	
	3.	operation and operatingCosting	4	To understand the method of calculation of operation costing	Lecture Discussion	Assignment

		Concepts and terms in CVP analysis —				Open book test.
	2.	Break Even analysis and Breakeven point - Applications of Marginal Costing: pricing decision – Make or buy decision	3	To acquire knowledge about BEP and applications of marginal costing	Lecture Discussion	Asking questions
	3.	Problems of key factor – Selection of suitable product? Sales mix	3	To know the problems of key factor	Lecture Discussion	Formative assessment
	4.	Level of activity Planning – Discontinuance of a product	4	To gain knowledge in the Methods of calculating the level of activity.	Lecture Discussion	

Course instructor: Dr.R.Evalin Latha

Head of the Department: Ms. S. Merlin Vista

Semester : III
Elective III : Modern Management Practices
Course Code: PA2034

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

Objectives

1. To orient students with an appreciation of tested management methodologies that would achieve business success.
2. To give an Indian and Western touch to management practices in modern organization.
3. To help learn the latest technologies like 6 sigma, TQM and CRM.

CO	Upon completion of this course the students will be able to :	PSO addressed	PO addressed	CL
CO- 1	understand the managerial process and strategies of environment management	PSO-1	PO-3	U
CO- 2	analyse on different strategies	PSO-1	PO-3	An
CO- 3	apply latest techniques in management	PSO-3	PO-4	Ap
CO -4	create a good customer relationship	PSO-3	PO-4	C
CO- 5	develop high performance team to shape the future	PSO-1	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	Management – A Framework					
	1	Characteristics of Well managed companies – Managerial Process – managerial skills and roles	5	To understand Characteristics of Well managed companies	Lecture discussion	Evaluation through: Short test and Oral test

	2	Managing the internal and external environment – Strategies of the environment management	5	To know internal and external environment	Lecture discussion with Interaction	Multiple choice questions Open book test
	3	Managing for competitive advantage – Cost – Quality – speed – Innovations – globalization – Challenges of a manager in the 21st Century.	5	To understand competitive advantage and Challenges of a manager in the 21st Century.	Lecture, group discussion	
II	Strategic Management					
	1	Strategic Management – SWOT analysis – BCG matrix – classification of strategies	5	To understand SWOT analysis – BCG matrix	Lecture discussion	Evaluation through: Short test and Oral test
	2	decision making – group decision making – Corporate Social Responsibility	5	To know the Corporate Social Responsibility	Lecture discussion with Interaction	Multiple choice questions
	3	Strategies - Indian experiences in CSR.	5	To understand Indian experiences in CSR		Assignment Formative assessment
III	Organizational Structures					

	1	Kinds of Organizational Structures – Hybrid and Matrix structures – Span of control	5	To understand Kinds of Organizational Structures	Lecture discussion with Interaction	Evaluation through: Short test and Oral test
	2	Delegation of Authority – Centralized and Decentralized Structures – Organizing for optimal size	5	To understand Delegation of Authority	Lecture discussion with Interaction	Multiple choice questions Assignment
	3	Strategies of responsive organization– TQM – 6 Sigma.	5	To understand – TQM – 6 Sigma.	Lecture, group discussion	Formative assessment Seminar

IV Customer Relationship Management

	1	Customer Relationship Management – Concept – Futures – Importance of CRM - Advantages of CRM	5	To know in detail Customer Relationship Management	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	CRM Planning and Implementation – CRM Tools	5	To know the application CRM Tools	Lecture discussion with Interaction	Multiple choice questions

	3	Role of CRM Manager – e-CRM – Trends in CRM.	5	To understand Role of CRM Manager	Lecture, group discussion	Assignment Formative assessment Seminar
V	Managing Teams					
	1	Managing high performance teams – Team development – Cohesiveness	5	To know the concept and managing Team development – Cohesiveness	Lecture discussion with PPT illustration	Evaluation through: Short test and Oral test
	2	Managing conflicts in team – Managing technology and innovations	5	To understand Managing technology and innovations in competitive environment	Lecture discussion	Multiple choice questions
	3	Managing change – Shaping the future	5	To know Managing change – Shaping the future	Lecture discussion	Assignment Formative assessment Seminar

Course instructor: Dr. P.M. Sirumalar Rajam
Head of the Department: Ms. S. Merlin Vista

Semester: IV

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
I	Introduction to Investment					
	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.	

II	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
	2	Economic Analysis – Factors Affecting the Investment	4	Get thorough knowledge regarding economic analysis and factors affecting the investment	Lecture with PPT.	Open book test. Quiz Online assignment

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

III	Technical Analysis					
	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	Theories, Techniques, Methods of Movements of Stock Prices	5	To understand the methods of movements of stock prices	Lecture Discussion	

	4	Types of Charts	2	To know the types of charts	Lecture with PPT.	Formative assessment
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IV	Portfolio Management:					
	1	Meaning of Portfolio Management – Definition -- Portfolio Management Process	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	Principles of Portfolio Management – Policies of Portfolio Management	5	To understand the principles and policies of portfolio management	Seminar through PPT.	
	4	Problems in Portfolio Management.	2	To find out the problems in portfolio management.	Seminar	

V	Portfolio Management Theory:					
	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.	Snapshot.
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
Introduction to Indirect Taxes						

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: Goods and Services Tax, Sales Tax, 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 in India 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		
Goods and Service Tax –II						
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	
Goods & Service Tax Registration Procedure						
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	
Customs Act 1962						

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

HOD

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 business transactions 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
I	Framework of ERP					
	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	Introduction to ERP: Common ERP Myths-	5	To understand ERP	Lecture,	Multiple choice

		Reasons for the Growth of ERP - Advantages of ERP.			group discussion	questions Open book test
II Risks of ERP						
	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
II I ERP and Related Technologies						
	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	
						Assignment
						Formative assessment
						Seminar
IV	ERPMarketPlace:					
	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	
						Multiple

		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	ERP Implementation					
	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 or Buy.	5	To know ERP Package Evaluation and Selection	Lectu re discus sion	Multip le choice questio ns Assign ment

						Format ive assess ment
						Semina r

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 MarketingSegmentation	3	E
CO-4	analyzetheStrategiesforMarketLeadersandchallengers.	4	An
CO-5	analyzetheStrategicServiceManagement.	3	An

Modules

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

Unit	Section	Topics	Lecture hours	Learning outcome	Pedagogy	Assessment/Evaluation
I	Strategic Marketing Management:					
	1	Meaning–Characteristics-The Strategic Marketing Plan-Scope	5	To understand StrategicMarketingPlan	Lecture discussion	Evaluation through: Short test and Oral test
	2	Information Technology and StrategicMarketingManagement-MarketingStrategyFormulation-EnvironmentalScanning	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	Multiple choice questions Open book

						test
II	Strategic Marketing Factors for Growth					
	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 Multiple choice questions Assignment Formative assessment
	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		
III	Modern Market Segmentation and Pricing					
	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 Multiple choice questions Assignment
	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
IV	New Product Strategies					
	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
V	Strategic Service Management					
	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		Evolution and Development of HRD				

	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
II	Executive Development and Organisational Development					
	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
III	Competency based Human Resource Management					
	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
IV	Work–Life Balance Management and Talent Management:					
	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	Human Resource Information System:					
	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