



VIT[®]

Vellore Institute of Technology

(Deemed to be University under section 3 of UGC Act, 1956)

SCHOOL OF SOCIAL SCIENCES AND LANGUAGES

B. Com - Commerce

Curriculum

(2022 - 2023 admitted students)

VISION STATEMENT OF VELLORE INSTITUTE OF TECHNOLOGY

VIT will impart futuristic education in multidisciplinary areas and instill high patterns of discipline through our dedicated staff, who shall set global standards, making our students cognitively superior and ethically strong, who in turn shall improve the quality of life of the human race.

MISSION STATEMENT OF VELLORE INSTITUTE OF TECHNOLOGY

- **World class Education:** Excellence in education, grounded in ethics and critical thinking, for improvement of life.
- **Cutting edge Research:** An innovation ecosystem to extend knowledge and solve critical problems.
- **Impactful People:** Happy, accountable, caring and effective workforce and students.
- **Rewarding Co-creations:** Active collaboration with national & international industries & universities for productivity and economic development.
- **Service to Society:** Service to the region and world through knowledge and compassion.

VISION STATEMENT OF THE SCHOOL OF SOCIAL SCIENCES AND LANGUAGES

- To be a centre of academic excellence by fostering holistic growth and development in students.

MISSION STATEMENT OF THE SCHOOL OF SOCIAL SCIENCES AND LANGUAGES

- To mould students from different cross-sections of society by enhancing professional competence, self - confidence and positive attitude that would help in the economic development of the nation
- To disseminate knowledge in the academic stream relating to commerce with innovative teaching learning processes.
- To inspire and empower the students from diverse backgrounds to become innovative leaders and entrepreneurs who contribute to the betterment of society with ethical and social responsibility.

B. Com- Commerce

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

1. Graduates will function in their profession with social awareness and responsibility
2. Graduates will interact with their peers in other disciplines in their work place and society and contribute to the economic growth of the country
3. Graduates will be successful in pursuing higher studies in their chosen field

B. Com - Commerce

PROGRAMME OUTCOMES (POs)

- PO_01: Having a clear understanding of subject related concepts and contemporary issues.
- PO_02: Having the ability for Financial Planning, analysis, control and decision making.
- PO_03: Having an ability to understand concepts of taxation and the legal aspects of business.
- PO_04: Having critical thinking skills and adaptability relating to the business context and entrepreneurial development
- PO_05: Having a clear understanding of professional integrity and ethical responsibility
- PO_06: Having a good proficiency of communicating in English
- PO_07: Having interest in lifelong learning

B. Com - Commerce

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of B. Com (Commerce) Programme, graduates will be able to:

- PSO1: To develop proficiency in various facets of management and accounting activities.
- PSO2: To enable students to acquire practical skill sets in the fields of accounting, entrepreneurship and taxation with modern software to work as Tax consultants, Audit assistants and other financial support services like BPO, KPO.
- PSO3: To inculcate in students the ability to gain mastery over professional courses, viz ACCA, CA, CS, CWA-I and prove their proficiency in competitive exams.

B. Com - Commerce

CREDIT STRUCTURE

CATEGORY-WISE CREDIT DISTRIBUTION

Category	Credits
University core (UC)	35
Programme core (PC)	51
Programme elective (PE)	42
University elective (UE)	6
Bridge course (BC)	-
Total credits	134

B. Com Commerce

DETAILED CURRICULUM

UNIVERSITY CORE

S. No.	Course Code	Course Title	L	T	P	J	C
1.	STS1011	Introduction to Soft Skills	3	0	0	0	1
2.	STS1012	Introduction to Business Communication	3	0	0	0	1
3.	STS2011	Reasoning Skill Enhancement	3	0	0	0	1
4.	STS2012	Aptitude and Reasoning Skills	3	0	0	0	1
5.	STS3003	Soft Skills for Professional Development	3	0	0	0	1
6.	ENG1911	General English I	1	0	2	0	2
7.	ENG1912	General English II	1	0	2	0	2
8.	ENG1913	Effective Communication Skill	1	0	2	0	2
9.	HUM1032	Ethics and Values	2	0	0	0	2
10.	MAT1012	Statistical Applications	2	0	2	0	3
11.	CHY1003	Environmental Studies	3	0	0	0	3
12.	EXC4097	Personality Development (Extra / Co-Curricular Activity)	0	0	0	0	2
13.	CCA3098	Comprehensive Examination	0	0	0	0	2
14.	CCA3099	Capstone Project	0	0	0	0	12

B. Com Commerce

DETAILED CURRICULUM

PROGRAMME CORE

S. No.	Course Code	Course Title	L	T	P	J	C
1.	CCA1002	Business Economics	3	0	0	0	3
2.	CCA1014	Business Mathematics	2	0	0	0	2
3.	CCA1701	Financial Accounting	4	0	0	0	4
4.	CCA1703	Organization and Management	3	0	0	0	3
5.	CCA1705	Management Accounting	4	0	0	0	4
6.	CCA1706	Business Law	3	0	0	0	3
7.	CCA1709	Principles of Marketing	2	0	0	4	3
8.	CCA2706	Corporate Accounting	4	0	0	0	4
9.	CCA2707	Cost Accounting	4	0	0	0	4
10.	CCA2708	Banking Theory and Practice	2	0	0	4	3
11.	CCA2709	Advanced Financial Accounting	4	0	0	0	4
12.	CCA3701	Income Tax Law and Practice	4	0	0	0	4
13.	CCA3702	E-Commerce	3	0	0	0	3
14.	CCA3717	Advanced Corporate Accounting	4	0	0	0	4
15.	FRE1002	Francais facile	3	0	0	0	3
16.	HIN1002	Applied Hindi	3	0	0	0	3
17.	TAM1003	Tamil	3	0	0	0	3

B. Com Commerce

DETAILED CURRICULUM

PROGRAMME ELECTIVE

S. No.	Course Code	Course Title	L	T	P	J	C
1.	CCA1704	Introduction to Information Technology	3	0	2	0	4
2.	CCA1707	Corporate Governance and Ethics	3	0	0	0	3
3.	CCA1708	Export Marketing	2	0	0	4	3
4.	CCA1719	Business Communication	2	0	0	0	2
5.	CCA2701	Corporate Laws	3	0	0	0	3
6.	CCA2702	Performance Management	3	0	0	0	3
7.	CCA2703	Financial Reporting	3	0	0	0	3
8.	CCA2704	Audit and Assurance	3	0	0	0	3
9.	CCA2705	Financial Management	3	0	0	0	3
10.	CCA2710	Strategic Business Reporting	3	0	0	0	3
11.	CCA2711	Strategic Business Leader	3	0	0	0	3
12.	CCA2712	Macro Economics	3	0	0	0	3
13.	CCA2713	Rural Marketing	2	0	0	4	3
14.	CCA2714	Service Marketing	3	0	0	0	3
15.	CCA3703	Business Analysis	3	0	0	0	3
16.	CCA3704	Advanced Financial Management	3	0	0	0	3
17.	CCA3705	Advanced Performance Management	4	0	0	0	4
18.	CCA3706	Research Methods	3	0	0	4	4
19.	CCA3707	Indirect Taxation	2	0	2	0	3
20.	CCA3708	Accounting Packages	0	0	4	0	2
21.	CCA3709	Indian Financial System	3	0	0	0	3
22.	CCA3710	Entrepreneurship Development	3	0	0	0	3
23.	CCA3711	Logistics and Supply Chain Management	3	0	0	0	3

24.	CCA3712	Investment and Securities Analysis	4	0	0	0	4
25.	CCA3713	Managerial Decision Making	4	0	0	0	4
26.	CCA3714	Human Behaviour at Work	3	0	0	0	3
27.	CCA3715	Advanced Audit and Assurance	3	0	0	0	3
28.	CCA3716	Advanced Cost Accounting	4	0	0	0	4
29.	CCA3718	E-Database Management Systems	3	0	0	0	3
30.	CCA3719	Web Design and Development	2	0	1	0	3

HUMANITIES COURSES

Sl.No	Course Code	Title	L	T	P	J	C
1	HUM1003	Basic Taxation for Engineers	3	0	0	0	3
2	HUM1005	Cost Accounting for Engineers	3	0	0	0	3
3	HUM1006	Business Accounting for Engineers	3	0	0	0	3
4	HUM1007	Contemporary Legal Framework For Business	3	0	0	0	3

University Core

Course code	Course title	L	T	P	J	C
STS1011	Introduction to Soft skills	3	0	0	0	1
Pre-requisite	None	Syllabus version				
		2				
Course Objectives:						
<ol style="list-style-type: none"> 1. To Identify and develop personal skills to become a more effective team member/leader. 2. To Examine, clarify and apply positive values and ethical principles. 3. To develop habits which promote good physical and mental health. 						
Expected Course Outcome:						
1. Enabling students to know themselves and interact better with self and environment						
Module:1	Lessons on excellence	10 hours				
<p>Ethics and integrity Importance of ethics in life, Intuitionism vs Consequentialism, Non-consequentialism, Virtue ethics vs situation ethics, Integrity - listen to conscience, Stand up for what is right</p> <p>Change management Who moved my cheese?, Tolerance of change and uncertainty, Joining the bandwagon, Adapting change for growth - overcoming inhibition</p> <p>How to pick up skills faster? Knowledge vs skill, Skill introspection, Skill acquisition, "10,000 hours rule" and the converse</p> <p>Habit formation Know your habits, How habits work? - The scientific approach, How habits work? - The psychological approach, Habits and professional success, "The Habit Loop", Domino effect, Unlearning a bad habit</p> <p>Analytic and research skills. Focused and targeted information seeking, How to make Google work for you, Data assimilation</p>						
Module:2	Team skills	11 hours				
<p>Goal setting SMART goals, Action plans, Obstacles -Failure management</p> <p>Motivation Rewards and other motivational factors, Maslow's hierarchy of needs, Internal and external motivation</p> <p>Facilitation Planning and sequencing, Challenge by choice, Full Value Contract (FVC), Experiential learning cycle, Facilitating the Debrief</p> <p>Introspection Identify your USP, Recognize your strengths and weakness, Nurture strengths, Fixing weakness, Overcoming your complex, Confidence building</p> <p>Trust and collaboration Virtual Team building, Flexibility, Delegating, Shouldering responsibilities</p>						
Module:3	Emotional Intelligence	12 hours				
<p>Transactional Analysis Introduction, Contracting, Ego states, Life positions</p> <p>Brain storming Individual Brainstorming, Group Brainstorming, Stepladder Technique, Brain writing, Crawford's Slip writing approach, Reverse brainstorming, Star bursting, Charlette procedure, Round robin brainstorming</p> <p>Psychometric Analysis Skill Test, Personality Test</p> <p>Rebus Puzzles/Problem Solving More than one answer, Unique ways</p>						

Module:4	Adaptability			12 hours
Theatrix Motion Picture, Drama, Role Play, Different kinds of expressions Creative expression Writing, Graphic Arts, Music, Art and Dance Flexibility of thought The 5'P' framework (Profiling, prioritizing, problem analysis, problem solving, planning) Adapt to changes(tolerance of change and uncertainty) Adaptability Curve , Survivor syndrome				
Total Lecture hours			45 hours	
Text Book(s)				
1.	<u>Chip Heath</u> , <u>How to Change Things When Change Is Hard (Hardcover)</u> , 2010, First Edition, Crown Business.			
2.	<u>Karen Kindrachuk</u> , <u>Introspection</u> , 2010, 1 st Edition.			
3.	<u>Karen Hough</u> , <u>The Improvisation Edge: Secrets to Building Trust and Radical Collaboration at Work</u> , 2011, Berrett-Koehler Publishers			
Reference Books				
1.	<u>Gideon Mellenbergh</u> , <u>A Conceptual Introduction to Psychometrics: Development, Analysis and Application of Psychological and Educational Tests</u> , 2011, Boom Eleven International.			
2.	<u>Phil Lapworth</u> , <u>An Introduction to Transactional Analysis</u> , 2011, Sage Publications (CA)			
Mode of Evaluation: FAT, Assignments, Projects, Case studies, Role plays, 3 Assessments with Term End FAT (Computer Based Test)				
Recommended by Board of Studies		09-06-2017		
Approved by Academic Council		No. 45	Date	15-06-2017

Course code	Course title	L	T	P	J	C
STS1012	Introduction to Business Communication	3	0	0	0	1
Pre-requisite	None	Syllabus version				
		2				
Course Objectives:						
<ul style="list-style-type: none"> To provide an overview of Prerequisites to Business Communication. To enhance the problem solving skills and improve the basic mathematical skills. To organize the thoughts and develop effective writing skills. 						
Expected Course Outcome:						
1. Enabling students enhance knowledge of relevant topics and evaluate the information						
Module:1	Study skills	10 hours				
Memory techniques Relation between memory and brain, Story line technique, Learning by mistake, Image-name association, Sharing knowledge, Visualization						
Concept map Mind Map, Algorithm Mapping, Top down and Bottom Up Approach						
Module:2	Emotional Intelligence (Self Esteem)	6 hours				
Empathy Affective Empathy and Cognitive Empathy						
Sympathy Level of sympathy (Spatial proximity, Social Proximity, Compassion fatigue)						
Module:3	Business Etiquette	9 hours				
Social and Cultural Etiquette Value, Manners, Customs, Language, Tradition						
Internal Communications Open and objective Communication, Two way dialogue, Understanding the audience						
Planning Identifying, Gathering Information, Analysis, Determining, Selecting plan, Progress check, Types of planning						
Writing press release and meeting notes Write a short, catchy headline, Get to the Point –summarize your subject in the first paragraph, Body – Make it relevant to your audience						
Module:4	Quantitative Ability	4 hours				
Numeracy concepts Fractions, Decimals, Bodmas, Simplifications, HCF, LCM, Tests of divisibility						
Beginning to Think without Ink Problems solving using techniques such as: Percentage, Proportionality, Support of answer choices, Substitution of convenient values, Bottom-up approach etc.						
Math Magic Puzzles and brain teasers involving mathematical concepts						
Speed Calculations Square roots, Cube roots, Squaring numbers, Vedic maths techniques						
Module:5	Reasoning Ability	3 hours				
Interpreting Diagramming and sequencing information Picture analogy, Odd picture, Picture sequence, Picture formation, Mirror image and water image						
Logical Links Logic based questions-based on numbers and alphabets						

Module:6	Verbal Ability	3 hours	
Strengthening Grammar Fundamentals Parts of speech, Tenses, Verbs(Gerunds and infinitives) Reinforcements of Grammar concepts Subject Verb Agreement, Active and Passive Voice, Reported Speech			
Module:7	Communication and Attitude	10 hours	
Writing Writing formal & informal letters, How to write a blog & knowing the format, Effective ways of writing a blog, How to write an articles & knowing the format, Effective ways of writing an articles, Designing a brochures Speaking skills How to present a JAM, Public speaking Self-managing Concepts of self-management and self-motivation, Greet and Know, Choice of words, Giving feedback, Taking criticism			
Total Lecture hours		45 hours	
Text Book(s)			
1.	FACE, Aptipedia, Aptitude Encyclopedia, 2016, First Edition, Wiley Publications, Delhi.		
2.	ETHNUS, Aptimithra, 2013, First Edition, McGraw-Hill Education Pvt. Ltd.		
Reference Books			
1.	Alan Bond and Nancy Schuman, 300+ Successful Business Letters for All Occasions, 2010, Third Edition, Barron's Educational Series, New York.		
2.	Josh Kaufman, <u>The First 20 Hours: How to Learn Anything ... Fast</u> , 2014, First Edition, Penguin Books, USA.		
Mode of Evaluation: FAT, Assignments, Projects, Case studies, Role plays, 3 Assessments with Term End FAT (Computer Based Test)			
Recommended by Board of Studies		09-06-2017	
Approved by Academic Council		No. 45	Date 15-06-2017

Course code	Course title	L	T	P	J	C
STS2011	Reasoning Skill Enhancement	3	0	0	0	1
Pre-requisite	None	Syllabus version				
		2				
Course Objectives:						
<ul style="list-style-type: none"> To Strengthen the social network by the effective use of social media and social interactions. To Identify own true potential and build a very good personal branding. To Enhance the Analytical and reasoning skills 						
Expected Course Outcome:						
1. Understanding the various strategies of conflict resolution among peers and supervisors and respond appropriately						
Module:1	Social Interaction and Social Media	6 hours				
Effective use of social media Types of social media, Moderating personal information, Social media for job/profession, Communicating diplomatically Networking on social media Maximizing network with social media, How to advertise on social media Event management Event management methods, Effective techniques for better event management Influencing How to win friends and influence people, Building relationships, Persistence and resilience, Tools for talking when stakes are high Conflict resolution Definition and strategies , Styles of conflict resolution						
Module:2	Non Verbal Communication	6 hours				
Proximecs Types of proximecs, Rapport building Reports and Data Transcoding Types of reports Negotiation Skill Effective negotiation strategies Conflict Resolution Types of conflicts						
Module:3	Interpersonal Skill	8 hours				
Social Interaction Interpersonal Communication, Peer Communication, Bonding, Types of social interaction Responsibility Types of responsibilities, Moral and personal responsibilities Networking Competition, Collaboration, Content sharing Personal Branding Image Building, Grooming, Using social media for branding Delegation and compliance Assignment and responsibility, Grant of authority, Creation of accountability						
Module:4	Quantitative Ability	10 hours				
Number properties Number of factors, Factorials, Remainder Theorem, Unit digit position, Tens digit position Averages						

Averages, Weighted Average			
Progressions			
Arithmetic Progression, Geometric Progression, Harmonic Progression			
Percentages			
Increase & Decrease or successive increase			
Ratios			
Types of ratios and proportions			
Module:5		Reasoning Ability	8 hours
Analytical Reasoning			
Data Arrangement(Linear and circular & Cross Variable Relationship), Blood Relations, Ordering/ranking/grouping, Puzzle test, Selection Decision table			
Module:6		Verbal Ability	7 hours
Vocabulary Building			
Synonyms & Antonyms, One word substitutes, Word Pairs, Spellings, Idioms, Sentence completion, Analogies			
Total Lecture hours		45 hours	
Text Book(s)			
1.	FACE, Aptipedia Aptitude Encyclopaedia, 2016, First Edition, Wiley Publications, Delhi.		
2.	ETHNUS, Aptimithra, 2013, First Edition, McGraw-Hill Education Pvt.Ltd.		
3.	Mark G. Frank, David Matsumoto, Hyi Sung Hwang, Nonverbal Communication: Science and Applications, 2012, 1 st Edition, Sage Publications, New York.		
Reference Books			
1.	Arun Sharma, Quantitative aptitude, 2016, 7 th edition, Mcgraw Hill Education Pvt. Ltd.		
2.	Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler, Crucial Conversations: Tools for Talking When Stakes are High, 2001,1 st edition McGraw Hill Contemporary, Bangalore.		
3.	Dale Carnegie, How to Win Friends and Influence People, Latest Edition,2016. Gallery Books, New York.		
Mode of evaluation: FAT, Assignments, Projects, Case studies, Role plays, 3 Assessments with Term End FAT (Computer Based Test)			
Recommended by Board of Studies		09-06-2017	
Approved by Academic Council		No. 45	Date 15-06-2017

Course code	Course title	L	T	P	J	C
STS 2012	Aptitude and Reasoning skills	3	0	0	0	1
Pre-requisite	None	Syllabus version				
		1				
Course Objectives:						
<ol style="list-style-type: none"> 1. To enhance the logical reasoning skills of the students and improve the problem-solving abilities 2. To strengthen the ability to solve quantitative aptitude problems 3. To enrich the verbal ability of the students 4. To develop the self-presentation skills 						
Expected Course Outcome:						
<ol style="list-style-type: none"> 1. The students will be able to interact confidently and use decision making models effectively 2. The students will be able to deliver impactful presentations 3. The students will be able to be proficient in solving quantitative aptitude and verbal ability questions effortlessly 						
Module:1	Logical Reasoning	5 hours				
Logical connectives, Syllogism and Venn diagrams <ul style="list-style-type: none"> • Logical Connectives • Syllogisms • Venn Diagrams – Interpretation Venn Diagrams – Solving						
Module:2	Quantitative Aptitude	11 hours				
Logarithms, Progressions, Geometry and Quadratic equations <ul style="list-style-type: none"> • Logarithm • Arithmetic Progression • Geometric Progression • Geometry • Mensuration • Coded inequalities • Quadratic Equations Permutation, Combination and Probability <ul style="list-style-type: none"> • Fundamental Counting Principle • Permutation and Combination • Computation of Permutation • Circular Permutations Computation of Combination and Probability						
Module:3	Verbal Ability	8 hours				

<p>Critical Reasoning</p> <ul style="list-style-type: none"> • Argument – Identifying the Different Parts (Premise, assumption, conclusion) • Strengthening statement • Weakening statement • Mimic the pattern <p>Vocabulary for placements</p> <ul style="list-style-type: none"> • Exposure to solving questions of • Synonyms • Antonyms • Analogy • Confusing words <p>Spelling correctness</p>		
Module:4	Recruitment Essentials	8 hours
<p>Mock interviews Cracking other kinds of interviews Skype/ Telephonic interviews Panel interviews Stress interviews Case studies/ situational interview</p> <ul style="list-style-type: none"> • Scientific strategies to answer case study and situational interview questions • Best ways to present cases <p>Practice on presenting cases and answering situational interviews asked in recruitment rounds.</p>		
Module:5	Writing skills for placements	6 hours
<p>Essay writing</p> <ul style="list-style-type: none"> • Idea generation for topics • Best practices • Practice and feedback <p>Writing Company Blogs Building a blog, Developing brand message, FAQs', Assessing Competition Email writing etiquette</p>		
Module: 6	Adaptability & Time management	7 hours
<p>Theatrical Motion Picture, Drama, Role Play, Different kinds of expressions Creative expression Writing, Graphic Arts, Music, Art and Dance Flexibility of thought The 5'P' framework (Profiling, prioritizing, problem analysis, problem solving, planning) Adapt to changes(tolerance of change and uncertainty) Adaptability Curve , Survivor syndrome Time management skills Prioritization - Time Busters, Procrastination, Scheduling, Multitasking, Monitoring 6. Working under pressure and adhering to deadlines</p>		
Total Lecture hours		45 hours
Text Book(s):		
1	FACE, Aptipedia Aptitude Encyclopedia, 2016, 1st Edition, Wiley Publications, Delhi.	
2	ETHNUS, Aptimithra, 2013, 1st Edition, McGraw-Hill Education Pvt.Ltd.	
3	SMART, PlaceMentor, 2018, 1st Edition, Oxford University Press.	
4	R S Aggarwal, Quantitative Aptitude For Competitive Examinations, 2017, 3rd Edition, S. Chand Publishing, Delhi.	

Reference Books:			
1.	Arun Sharma, Quantitative Aptitude, 2016, 7 th Edition, McGraw Hill Education Pvt. Ltd.		
Mode of Evaluation: FAT, Assignments, 3 Assessments with Term End FAT (Computer Based Test)			
Recommended by Board of Studies		09-06-2017	
Approved by Academic Council		No. 45	Date 15-06-2017

Course code	Course title	L	T	P	J	C
STS3003	Soft skills for Professional Development	3	0	0	0	1
Pre-requisite	None	Syllabus version				
		1				
Course Objectives:						
<ol style="list-style-type: none"> 1. To enhance the logical reasoning skills of the students and improve the verbal ability of the students. 2. To facilitate the Basic quantitative ability. 3. To enrich the professional requirements in students. 						
Expected Course Outcome:						
<ol style="list-style-type: none"> 1. The Students will be able to perform effectively in social, academic and professional contexts 						
Module:1	Numeracy	10 hours				
Time, Speed & Distance-Work-Interest calculations- Value of money ,ratio, Proportion-Mixtures & Solution-Progression-Problems on Ages-Numbers- Power cycle- Remainder pattern,-Finding last two unit digits- Pipes and Cisterns- Divisibility rules for unlimited numbers-LCM and HCF- Alligations and Mixtures Introduction to Statistics-Stocks and Shares-discounts-Introduction to Business Mathematics						
Module:2	Logical Reasoning	5 hours				
Directions-Analogy-Sequential Input and Output-Syllogisms-Puzzles Complex arrangements- Clocks, Calendars, Cubes-Abductive Reasoning, Deductive Reasoning, Visual Reasoning-Blood Relations, Spatial reasoning						
Module:3	Verbal Reasoning & Vocabulary	5 hours				
Critical Reasoning - Para jumbles, General Vocabulary, Business Vocabulary, Collocations - Strategies for vocabulary enhancement, Idiomatic phrases & Phrasal verbs						
Module:4	Business Communication & Grammar	5 hours				
Fundamentals of Business Communication - Written Communication- Direct & Indirect Speech-Voice-Tenses: Exceptions to rules in Grammar						
Module:5	Professional networking	5 hours				
Creating a network through multiple Channels- Social Media Different Conversation techniques- Capitalizing on one's strength Successful Negotiation - Essential Skills and Strategies-Netiquette						
Module:6	Interview Facing Skills / Resume Writing	5 hours				
Structured and Unstructured Interview, Face-Face Interview Techniques to face Video Interviews, Grooming, Body Language, Dressing Etiquette-Mock Interview- Customizing Resume - Usage of Power Verbs, Formatting- One's selling power						
Module:7	Case Studies	5 hours				
Technical/Non-Technical Company specific tests Mock tests						
Module:8	Organizational Culture	5 hours				
Understanding the hierarchy of an Organization- Adapting to the culture of the Work place - Meeting the Industry's expectation Workload Management and prioritizing- Team work						

Total Lecture hours		45 hours	
Text Book(s)			
1	FACE, Aptipedia Aptitude Encyclopedia, 2016, 1 st Edition, Wiley Publications, Delhi.		
2	ETHNUS, Aptimithra, 2013, 1 st Edition, McGraw-Hill Education Pvt.Ltd		
3	SMART, PlaceMentor, 2018, 1st Edition, Oxford University Press.		
Reference Books			
1	Brown, Lola (2007) Resume Writing Made Easy. Canada. Prentice Hall.		
2	Swan, Michael (2013) Practical English Usage. Oxford. Oxford Publications		
3	Cosentino, Marc. P. (2016) Case in point Burgee Press		
4	RS Agarwal, R.S. (2013) Quantitative Aptitude. Mumbai Publishers S. Chand		
Mode of Evaluation: 3 Assessments - Assignments, Projects, Case studies, Role plays and FAT (Computer Based Test)			
Recommended by Board of Studies		08-05-2016	
Date of approval by the Academic Council	No. 45	Date	12-12-2016

Course code	Course title	L	T	P	J	C
ENG1911	General English-I	1	0	2	0	2
Pre-requisite	Cleared EPT/English for Beginners	Syllabus version				
		1				
Course Objectives:						
<ol style="list-style-type: none"> 1. To synthesize information, analyze simple arguments, generate and express their own opinions on a limited range of technical as well as general-interest topics inside as well as outside the classroom. 2. To develop competencies in all the areas of LSRW skills 3. To speak and write in grammatically error-free English with the aid of active vocabulary. 						
Expected Course Outcome:						
<ol style="list-style-type: none"> 1. Develop communicative competence to express himself/herself in English in all challenging situations 2. Apply knowledge, ideas and concepts in the technicalities of proper pronunciation, Grammatical structure 3. Have better grasp over appropriate use and style of the English Language as well as the application areas of English communication 4. Write all types of official Letters/Emails used in the corporate world 5. Interpret text, diagram etc. which helps them in their academic as well as professional career. 						
THEORY						
Module:1	Grammar and Vocabulary					4 Hours
Grammatical & structural aspects covering -Types of sentences, Active & Passive Voice, Tenses, WH- Question Tags, Gerund, Auxiliaries & Modal Verbs, Preposition Vocabulary: Synonyms, Antonyms, Homonyms, Homophones Activity: Solving Worksheets of Grammar; Enhancing the knowledge of vocabulary through written interpretation and reading English newspapers/magazines						
Module:2	Text-based Analysis					6 Hours
Two short-stories-i) <i>A Tiger in the House</i> by Ruskin Bond; ii) <i>Real Time</i> by Amit Chaudhury Activity: Understanding sentence structures and enriching vocabulary by analyzing a text						
Module:3	Job-related Communication					3 Hours
Writing resumes, Job-application & Thank-you letters. Activity: An in-depth discussion on the different types of resumes, Job- application and Thank-you letters.						
Module-4	Reading Skills					2 Hours
Skimming, scanning, guessing unfamiliar words from context, understanding text organization, recognizing argument and counter-argument; distinguishing between main information and supporting detail, fact and opinion, hypothesis versus evidence; summarizing and note-taking Activity: Reading of Newspapers & Articles in the class						
PRACTICE SESSIONS						
Activity-1	Listening Comprehensions					4 hours
Listening & Note Making: Short speeches/ news clips from Indian TV channels in English with						

interpretive questions Session: Summarizing/ note-making and drawing inferences		
Activity-2	Introduction to Phonetics	4 hours
Speech Sounds – Vowels and Consonants – Minimal Pairs- Consonant Clusters- Past Tense Marker and Plural Marker Session: Learning varied types of speech sounds		
Activity-3	Public Speaking: Two Models	6 hours
<p>i) The interactional model of public speaking which includes encoding, decoding and feedback.</p> <p>ii) The transactional model of public speaking takes on a more mutual communication effort between the sender and receiver wherein both seek to find mutual meaning in the message.</p> <p>Session: The learners watch different videos on Public speaking and accordingly engage themselves in planning and preparing speeches that inform, persuade, or fulfill the needs of a special occasion.</p>		
Activity-4	Skit on Social issues / Debate	6 hours
<p>To highlight the use of functional English which helps the students to learn the usage of language in different occasions</p> <p>Session: Under the supervision of the Instructor and the audio-visual materials, the students will enact small skit on social issues and learn different expressions used for various situations like getting to know someone, introducing someone etc.; they will also hone their oratory power and argumentative skills by taking part in debates</p>		
Activity-5	Reading E-books through Intonation	4 hours
<p>Intonation refers to the way the reader varies the voice in tone, pitch, and volume to reflect the meaning of the text--sometimes called "expression."</p> <p>Session: Students learn to read E-books properly with the appropriate use of intonation</p>		
Activity-6	Information Transfer	6 hours
<p>Information transfer, or presenting verbal account of facts and processes in pictorial form and, conversely, changing Web-based graphic representations to writing, involves learning how to restate a given body of material in different ways.</p> <p>Session: The learners will be interpreting the information in different forms like tree diagrams, bar charts, pie charts</p>		
1.	Textbook/ Workbook	
	Wren & Martin, (Re-Printed 2018), <i>High School English Grammar & Composition</i> (Revised by Dr. N.D.V. Prasada Rao); New Delhi, S. Chand & Company Ltd.,	
Reference Books		
1.	Parul Popat (2015) <i>Communication Skills</i> , Noida, Pearson Education.	
2.	Aruna Koneru, (2015) <i>Professional Speaking Skills</i> , New Delhi, OUP.	
Mode of Evaluation: Quizzes, Presentations, Discussions, Role Play, Assignments and FAT.		
	List of Challenging Experiments (Indicative)	
1	Vocabulary building through reading a newspaper article	5 hours

2	Reading the prescribed text and writing a summary	10 hours
3	Writing a resume	5 hours
4	Listening to speeches/news clips and making inferences	5 hours
5	Public speaking	10 hours
6	Debates on current issues	10 hours
	Total Laboratory Hours	45 Hours
Mode of Evaluation: Quizzes, Presentations, Discussions, Role Play, Assignments and FAT.		
Recommended by Board of Studies	08.06.2019	
Approved by Academic Council	No. 55	Date 13-06-2019

Course code	Course title	L	T	P	J	C
ENG1912	General English-II	1	0	2	0	2
Pre-requisite	General English-I	Syllabus version				
		1				
Course Objectives:						
<ol style="list-style-type: none"> To provide resources for the students to learn pronunciation of the English sounds through the knowledge of syllable-break-up and stress; and to know the advance level English grammar and vocabulary To learn to appear for personal interview and to participate in Group Discussions To develop the students' reading skills to enable them to skim an adapted text for main idea, to scan the text for specific information, to interpret and for inferences 						
Course Outcome:						
<ol style="list-style-type: none"> Communicate effectively in medium level interview and group-discussions; Develop the listening skills so as to understand and apply specific information from the source; Use English appropriately in their professional and academic environment Improve the Grammar writing skills to enable the students to respond to input provided through training so as to stimulate, to select and to summarize information in Technical Reports and apply acquired information to a specified task like Transcoding, writing letters etc. Develop the overall personality and to hone the leadership qualities of the learners 						
THEORY						
Module:1	Advanced-level Grammar	5 hours				
Simple, Compound and Complex Sentences, Phrases-Adjective Phrases, Adverb Phrases, Noun Phrases, Direct and Indirect Speech, Conditionals, Concord, Punctuation Vocabulary building: Idioms Activity: Grammar Worksheet						
Module:2	Professional Dialogues	2 hours				
Formal Conversations – at the office with the CEO/ with the Registrar of a University/ Introducing oneself at an interview panel Activity: Role play [students practice short formal conversations in pairs/groups of 5-6]						
Module:3	Drafting	4 hours				
Notice, Circular, Resolution & Minutes, Business letter writing- Offer letter, quotation, status enquiry, Confirmation, Execution, Refusal and cancellation of order, recommendation, credit collection, claim, bank loan Activity: Worksheets						
Module:4	Text-based Analysis	4 hours				
<i>You Can Win</i> by Shiv Khera Activity: Skimming, scanning, guessing unfamiliar words from context; summarizing/note making & drawing inferences from the Text						
PRACTICE SESSIONS:						

Activity-1	Listening Comprehension for General Details	2 hours
Listening Comprehension Tests; Testing Exercises Session: Students will reflect back what they hear from the videos, which help them to be understood.		
Activity-2	Syllable structure; Word stress	4 hours
Structure of Syllables – Word Stress– Weak Forms and Strong Forms –Tone & Rhythm Session: Practicing basic rules of word accent - Stress shift - Weak forms and Strong forms- Sentence Stress		
Activity-3	Verbal & Non-Verbal Communication	6 hours
Exposure to videos of structured talks delivered by leaders across all domain - Presentation Skills- Non-verbal Communication Session: Students will make short speeches by watching relevant TED-Talk videos –PPT presentations by students communicating non-verbally in a pair/group		
Activity-4	Features of Good Conversation	4 hours
Strategies for effective Communication and the use of polite language through the aid of audio-visual materials. Session: Making requests and seeking permissions, Telephone etiquette, Participating in Case-study based Group Discussions		
Activity-5	Report Writing & Transcoding	8 hours
Report writing format; Essential qualities of technical writing; Data interpretation & Transcoding; logical and analytical reasoning questions Session: Students write a Report; they interpret graphs of medium level difficulty		
Activity-6	Leadership Development	6 hours
The focus will be on individual, group and organization factors associated with leadership. Session: Students will be acquainted with the development of the conception of leadership and in the process would hone their vocabulary and conversational power, by watching videos of leaders delivering Lectures; Seminars conducted by Administrative Heads of various Schools/ Departments within the University.		
		Total Practical hours: 45 hours
Text Book/ Work Book		
1	Wren & Martin, (Re-Printed 2018) <i>High School English Grammar & Composition</i> (Revised by Dr. N.D.V. Prasada Rao); New Delhi, S. Chand & Company Ltd.,	
Reference Books		
1.	Maclean Joan and Lynch Tony (2013) <i>Study Speaking</i> , CUP.	
2.	Thill John and L. Bove Courtland (2016) <i>Excellence in Business Communication</i> , Pearson Publications	
3	Khera Shiv 2013 (Reprint 2019) <i>You Can Win</i> : New Delhi, Bloomsbury India, New Delhi	
Mode of Evaluation: Quizzes, Presentation, Discussion, Role play, Assignments and FAT		
List of Challenging Experiments (Indicative)		

1	Error detection in paragraph	6 hours
2	Role plays on professional situations	10 hours
3	Discussing a Case on communication skills	7 hours
4	Academic listening and note taking	7 hours
5	Report Writing	10 hours
6	Guessing unfamiliar words from the prescribed text	5 hours
	Total Laboratory Hours	45 hours
Mode of Evaluation: Quizzes, Presentation, Discussion, Role Play, Assignments & FAT		
Recommended by Board of Studies	08-06-2019	
Approved by Academic Council	No. 55	Date 13-06-2019

Course code	Course title	L	T	P	J	C
ENG1913	Effective Communication Skills	1	0	2	0	2
Pre-requisite	General English-II	Syllabus version				
		v.1				
Course Objectives:						
<ol style="list-style-type: none"> To be an independent/ a competent speaker in all areas of written and spoken communication for successful business/ professional interactions. To organize, compare and contrast, categorize and describe complex content. To speak and write with fluency and confidence, with minor grammatical errors and with a fairly wide active vocabulary. 						
Course Outcome:						
<ol style="list-style-type: none"> Acquire an effective command over the language, though with minor inaccuracies Understand complex theories of varied subjects and understand detailed logic & reasoning Perform well in middle to upper-end placement interviews/ competitive exams/ general social situations Participate actively and independently in seminars/discussions Understand the requisite proficiency for difficult/ varied levels of communications in BBC/UK & CNN/US accents 						
THEORY						
Module:1	Verbal-Logic & Reasoning					4 hours
Verbal reasoning tests assess the learner's understanding and comprehension skills. Activity: Interpreting short texts.						
Module:2	The Art of Paraphrasing					2 hours
A restatement of the meaning of a text or passage using other words. Activity: Paraphrasing different articles & Research papers						
Module:3	Text-based Analysis					6 hours
<i>The Thousand Faces of Night</i> by Githa Hariharan Activity: Summarizing/ note making & drawing inferences from the text						
Module:4	Research Paper Writing					3 hours
Structure of a Research paper; Plagiarism Activity: Practice on Research Paper writing.						
PRACTICE-SESSIONS						
Activity-1	Vocalics					4 hours
The learners will undergo training in vocalics which are rate, or speed at which the person speaks, pitch, inflection and variety in the voice, volume, being loud or soft, and articulation and pronunciation, or how correctly and clearly the person speaks. Session: Type the learners will undergo training in vocalics						
Activity-2	Travel blogs / E-Travel Diary					6 hours
Briefing on the art of writing travel blogs. Session: The learners will engage in writing relevant blogs						
Activity-3	Video-conference and Interview					8 hours
Preparing the students for Interviews. Session: Students will participate in mock-Interviews and real-time video-conference						
Activity-4	Language Sensitivity & Cross Cultural Communication					4 hours
Meaning & importance of Cross Cultural Communication; Understanding Inter and Cross-Cultural Communication Nuances through relevant videos & case-studies Session: Students will attempt a case study on cross-cultural communication						

Activity-5	Mass-Media Communication	2 hours
<p>Briefing on the constituents of mass media such as newspapers, magazines, films/documentaries, radio, television, the mechanism of conveying information to a mass-audience and an academic investigation of the different methods of mass correspondence</p> <p>Activity: An advanced understanding of news media and their role in the society and relevant media education through the mode of note-making & interpretive exercises</p>		
Activity-6	Writing Abstract/Summary/Articles	6 hours
<p>Equip participants with skills in writing and presenting effective and successful Abstract/ Summary. The participants will also acquire skills in writing quality Articles which can engage the audience.</p> <p>Session: Each individual student will submit an Article under the guidance of the course-Instructor</p>		
		Total Lecture hours: 45 hours
Text Book/Work Book		
1	Krizan, Merrier, Logan, Williams (Eight Edition) 2012 <i>Business Communication</i> , New Delhi, Cengage Learning	
Reference Books		
1.	Githa Hariharan (2013) <i>The Thousand Faces of Night</i> , Royal New Zealand Foundation of the Blind	
2.	O' Brien, Terry, (2011) <i>Effective English Skills</i> , Nd: Rupa	
3.	Kumar, Sanjay & Puspalata, (2015-2 nd Ed) <i>Communication Skills</i> ,Nd: OUP	
Mode of Evaluation: Quizzes, Presentation, Discussion, Role play, Assignments & FAT		
List of Challenging Experiments (Indicative)		
1	Interpreting short texts and writing a paragraph	8 hours
2	Writing an abstracts	10 hours
3	Mock Interviews through video conferencing	12 hours
4	Analysing and discussing a case on cross cultural communication	6 hours
5	Listening and paraphrasing	4 hours
6	Reading aloud travel blogs or E-travel diary with focus on vocalics	5 hours
		Total Laboratory Hours 45 hours
Mode of Evaluation: Quizzes, Presentation, Discussion, Role play, Assignments & FAT		
Recommended by Board of Studies	08.06.2019	
Approved by Academic Council	No.55	Date 13-06-2019

Course code	Course Title	L	T	P	J	C
HUM1032	ETHICS AND VALUES	2	0	0	0	2
Pre-requisite	Nil	Syllabus version				
		1.1				
Course Objectives:						
1. To understand and appreciate the ethical issues faced by an individual in profession, society and polity 2. To understand the negative health impacts of certain unhealthy behaviors 3. To appreciate the need and importance of physical, emotional health and social health						
Expected Course Outcome:						
Students will be able to:						
1. Follow sound morals and ethical values scrupulously to prove as good citizens 2. Understand various social problems and learn to act ethically 3. Understand the concept of addiction and how it will affect the physical and mental health 4. Identify ethical concerns in research and intellectual contexts, including academic integrity, use and citation of sources, the objective presentation of data, and the treatment of human subjects 5. Identify the main typologies, characteristics, activities, actors and forms of cybercrime						
Module:1	Being Good and Responsible	5 hours				
Gandhian values such as truth and non-violence – Comparative analysis on leaders of past and present – Society’s interests versus self-interests - Personal Social Responsibility: Helping the needy, charity and serving the society						
Module:2	Social Issues 1	4 hours				
Harassment – Types - Prevention of harassment, Violence and Terrorism						
Module:3	Social Issues 2	4 hours				
Corruption: Ethical values, causes, impact, laws, prevention – Electoral malpractices; White collar crimes - Tax evasions – Unfair trade practices						
Module:4	Addiction and Health	5 hours				
Peer pressure - Alcoholism: Ethical values, causes, impact, laws, prevention – Ill effects of smoking - Prevention of Suicides; Sexual Health: Prevention and impact of pre-marital pregnancy and Sexually Transmitted Diseases						
Module:5	Drug Abuse	3 hours				
Abuse of different types of legal and illegal drugs: Ethical values, causes, impact, laws and prevention						
Module:6	Personal and Professional Ethics	4 hours				
Dishonesty - Stealing - Malpractices in Examinations – Plagiarism						
Module:7	Abuse of Technologies	3 hours				
Hacking and other cyber crimes, Addiction to mobile phone usage, Video games and Social networking websites						
Module:8	Contemporary issues:	2 hours				
Guest lectures by Experts						
Total Lecture hours					30 hours	
Reference Books						
1.	Dhaliwal, K.K , “Gandhian Philosophy of Ethics: A Study of Relationship between his Presupposition and Precepts,2016, Writers Choice, New Delhi, India.					
2.	Vittal, N, “Ending Corruption? - How to Clean up India?”, 2012, Penguin Publishers, UK.					
3.	Pagliaro, L.A. and Pagliaro, A.M, “Handbook of Child and Adolescent Drug and Substance Abuse:					

4.	Pharmacological, Developmental and Clinical Considerations”, 2012Wiley Publishers, U.S.A.		
	Pandey, P. K (2012), “Sexual Harassment and Law in India”, 2012, Lambert Publishers, Germany.		
Mode of Evaluation: CAT, Assignment, Quiz, Seminar and FAT			
Recommended by Board of Studies		26-07-2017	
Approved by Academic Council		No. 46	Date 24-08-2017

Course Code	Course title	L	T	P	J	C
MAT1012	Statistical Applications	2	0	2	0	3
Pre-requisite	None	Syllabus Version				
		1.0				
Course Objectives:						
[1] This course provides the meaning and scope of Statistical Applications.						
[2] This enables the students to understand and use statistics in real-world problems.						
[3] This course imparts comprehensive knowledge on data collection, presentation of data, pictorial representation, and measures of central tendency, measures of dispersion, control charts, correlation, regression, time series, probability, estimation and inference.						
Expected Course Outcome :						
After completion of the course, a student will be able to						
[1] Organize, present and interpret statistical data, both numerically and graphically.						
[2] perform regression analysis, and compute and interpret the coefficient of correlation						
[3] use various methods to compute the probabilities of events						
[4] Analyse and interpret data using appropriate statistical hypothesis and parametric testing techniques.						
[5] apply statistical quality control techniques						
[6] implement SPSS code for statistical data						
Module:1	Introduction to Statistics and Data Collection	5 hours				
Importance of statistics, concepts of statistical population and a sample - Methods of scales - Random and Non -Random Sampling - quantitative and qualitative data - Measurement						
nominal, ordinal, interval and ratio - Primary and secondary data- Classification and tabulation of data. Diagrammatic and graphical representation of data-Histograms and						
Frequency Polygons.						
Module:2	Describing Business Data	5 hours				
Measures of Central tendency- Mean, median and mode- Measures of Dispersion, Range, Quartile deviation, Mean Deviation, Standard Deviation-The coefficient of Variation.						
Module:3	Correlation and Regression Analysis	4 hours				
The Scatter Plot- Correlation-Types-Karl Pearson's Coefficient of Correlation-Spearman's						
Rank Correlation -Regression lines and coefficients- the coefficient of Determination- Residuals-the standard error of Estimate.						
Module:4	Probability	4 hours				
Probability, Random experiments, trial, sample space, events. Approaches to probability - of classical, empirical, subjective and axiomatic. Theorems on probabilities of events. Addition rule of probability. Conditional probability, independence of events and multiplication rule probability. Bayes theorem and its applications.						
Module:5	Testing of Hypothesis	5 hours				
Testing of Hypothesis – Z- test, Student's t- test, F-test, Chi-square test.						
Module:6	Statistical Quality Control Charts	5 hours				
Statistical Quality Control Charts- Introduction - Types of Control Charts – Setting up a Control Procedure – X bar (Mean) Chart and R Chart–c Chart–p Chart–Advantages and Limitations of Control Charts.						

Module:7	Contemporary Issues	2 hours
Total Lecture hours		
		30 hours
Text Book(s)		
1.	Statistics for managers using MS-Excel, David. M. Levin, David. F. Stephen, and Cathryn. A. Szadat 7 th Edition, Pearson Education (India), (2013) .	
Reference Books		
1.	Business Statistics and Statistical Methods, S. P. Gupta, S. Chand Publication, New Delhi, 2014.	
2.	Probability and Statistics for Engineers and Scientists, Ronald E. Walpole, Raymond H. Myers, Sharon L. Myers, Keying E. Ye, (9 th Edition), Pearson Education (2015)	
3.	Statistics For Management, Levin Richard and Rubin David, 7 th Edition, Pearson Education, Dorling Kindersley, (2008, 2011-reprint).	
4.	Discovering Statistics Using IBM SPSS Statistics, Andy Field, 4 th Edition, Sage Publication, (2013).	
Mode of Evaluation		
Digital Assignments, Continuous Assessments, Final Assessment Test		
List of Challenging Experiments (Indicative)		
1	Tabulation and Pictorial representations of Various data types using Excel or SPSS.	2 hours
2	Calculation of Mean, Median, Mode, location measures, Variance and Box-Plot representations, calculation using Excel or SPSS.	2 hours
3	Plotting scatter diagram, computing correlation	2 hours
4	Fitting of linear regression	2 hours
5	Fitting of Multiple linear regression	2 hours
6	Plotting Mean and Range Charts, C chart, using Excel or SPSS.	2 hours
7	Plotting P chart, np chart and C chart using Excel or SPSS.	2 hours
8	Z-test for means and Proportions-One sample and Two sample tests	2 hours
9	t-test for single mean, difference of means and Proportions	2 hours
10	Test for variance and Contingency (Chi-Square -Cross Tab) Test Excel or SPSS.	2 hours
Total Laboratory Hours		20 hours
Mode of Evaluation		
Weekly Assessments, Final Assessment Test		
Recommended by Board of Studies		12-06-2016
Approved by Academic Council		No. 37 Date 16-06-2015

Course code	Course title	L	T	P	J	C
CHY1003	ENVIRONMENTAL STUDIES	3	0	0	0	3
Pre-requisite	None	Syllabus version				
		1.1				
Course Objectives						
The course is aimed at						
<ul style="list-style-type: none"> To make students understand and appreciate the unity of life in all its forms and the implications of life style on the environment. To broaden the understanding of global climate changes and the importance of renewable sources of energy. To give students a basic understanding of the major causes of environmental degradation on the planet, with specific reference to Indian situation. To inspire students to find ways in which they can contribute personally and professionally to prevent and rectify environmental problems. 						
Expected Course Outcome:						
Students will be able to						
<ol style="list-style-type: none"> Know the importance of environment and awareness on natural resources to find the causes, effects and the consequences if not protected. Acquire knowledge on renewable and non-renewable energy resources to solve the future problems on energy demand. Enriching the understanding of the need for eco-balance and importance of biodiversity conservation. Identify the numerous causes for environmental pollutions, hazards, their management and control methods. Find ways to protect the environment on global climatic changes and their mitigation. Recognise some of the social issues and gaining knowledge on the protection of environment. Develop adequate knowledge on population which enabling them to make better in life decisions as well as enter a career in an environmental profession or higher education. 						
Module:1	Environment and Natural Resources	7 hours				
Definition, scope, importance; need for public awareness on natural resources Forest resources – use, exploitation, causes and consequences of deforestation. Water resources – use of surface and subsurface water; dams - effect of drought, water conflicts. Land resources - Land degradation, soil erosion and desertification. Indian Case studies. Food resources – Definition, world food problems, Traditional and modern agriculture and its impacts and remedies.						
Module:2	Energy Resources	7 hours				
Definition for renewable and non-renewable energy resources. Non-renewable energy resources - oil, Natural gas, Coal, Nuclear energy. Renewable energy - Solar energy, Hydroelectric power, Ocean thermal energy, Wind and geothermal energy. Biomass energy and Bio Gas.						
Module:3	Ecosystem and Biodiversity	5 hours				
Concept of ecosystem, Structure and functions of an ecosystem, Food chains, food webs. Energy flow in an ecosystem, ecological pyramids and ecological succession. Case studies: Bio magnification of DDT. Biodiversity-Bio-geographical classification of India, hotspots, values of biodiversity. Threats to biodiversity - Case study. Conservation of bio-diversity. GM Crops						
Module:4	Environmental changes and Remediation	6 hours				
Air, water, soil, Thermal Pollution: Causes, effects and control measures; Nuclear hazard. Solid waste Management- Causes, Effects and control measures. Floods, earthquakes, cyclones, tsunami and landslides, Case studies.						

Module:5	Global Climatic Change and Mitigation	5 hours
Global climate change and greenhouse effect – Kyoto Protocol, Carbon sequestration, Acid rain, Ozone depletion problem – Montreal Protocol.		
Module:6	Social Issues and the Environment	6 hours
Urban problems related to energy and sustainable development, Water conservation, Rain water harvesting, Wasteland Reclamation. Environment Protection Act - Prevention and control of Pollution of Air and Water. Wildlife protection and Forest Conservation Acts.		
Module:7	Human Population and the Environment	7 hours
Population growth, variation among nations, population explosion, Family Welfare Programme, Environment, Women and Child Welfare, Human rights, HIV/AIDS, Role of information technology on environment and human health. Discussion on current environmental issues / topics by an Industrial expert or faculty		
Module: 8	Contemporary issues	2 hours
Industry Expert Lectures		
Total Lecture hours		45 hours
Text Book(s)		
1.	Anubha Kaushik and C.P. Kaushik, Environmental Science and Engineering, 2016, 5th Edition, ISBN: 978-81-224-4013-3, New Age International.	
2.	G. Tyler Miller Jr and Scott E. Spoolman, Living in the Environment, 2012. 17 th Edition, ISBN-13: 978-0-538-73534-6, Brooks / Cole.	
Reference Books		
1.	Environmental Science and Engineering by Anjali Bagad, 2014, 1st Edition, ISBN-10: 9350997088, Technical Publications.	
2.	Introduction to Environmental Engineering by Masters, 2015, 3rd Edition, ISBN-10: 9332549761, Pearson Education India.	
3.	Basic Environmental Sciences For Undergraduates by Dr. Tanu Allen, Dr. Richa K. Tyagi Dr. Sohini Singh, 2014, 1 st Edition, ISBN-10: 938375827, Vayu Education of India.	
Mode of Evaluation: Internal Assessment (CAT, Quizzes, Digital Assignments) & FAT		
Recommended by Board of Studies	12-8-2017	
Approved by Academic Council	No.47	Date 05-10-2017

Course code	Course Title	L	T	P	J	C
CCA3098	Comprehensive Examination	0	0	0	0	2
Pre-requisite	As per the academic regulations	Syllabus version				
		1.0				
Course Objectives:						
<ol style="list-style-type: none"> 1. To emphasize on thought process and comprehensive skill in the subjects. 2. Aims to map the recent developments in the core and major courses. 3. Emphasizing on curriculum based learning 						
Expected Course Outcome:						
At the end of the course						
<ol style="list-style-type: none"> 1. Creating the ability to use the presence of mind in the subjects. 2. Analytical skill can be developed. 3. Students will be able to understand the things which are important in the subject specialization. 4. Imparting knowledge towards the business and accounting field. 5. Develop their professional skills in the specialized subjects. 						
Mode of Evaluation: Periodic reviews, Presentation, Final oral viva with external examiners						
Recommended by Board of Studies		12-06-2016				
Approved by Academic Council		37	Date	16-06-2015		

Course code	Course title	L	T	P	J	C
CCA3099	Capstone Project	0	0	0	0	12
Pre-requisite	As per the academic regulations	Syllabus version				
		1.0				
Course Objectives:						
<ol style="list-style-type: none"> To enable the students to cope up with the recent developments in Accounting, Marketing and Finance. To train the students in the mode of work- ready force concept. 						
Expected Course Outcome:						
At the end of the course the student will be able to						
<ol style="list-style-type: none"> Students will be able to manage the accounting and financial activities in organizations. To think in a creative manner and act according to the situations. The ability to analyse the data in research can be enriched. Analytical skill and innovative skill can be developed among the students Students will be able to engage in the major arena such as Marketing, Financial Services, Management and Accounting. Research activities are developed through Projects. Students can acquire knowledge in the real working conditions. 						
Contents						
1	Accounting – GAAP- International Standards- Financial reporting – Financial Accounting – Corporate Accounting - Cost and Management Accounting – Study and Analysis					
2	Entrepreneurship ideas and skill development - Field research and survey - business ideas – innovative thinking and study					
3	Banking and other financial services- modern banking –digital banking and other banking financial services- Stock market – Mutual funds- Non- Banking financial Institutions – Study and Analysis					
4	Customers Perception- online shopping- e-market- Problems and Prospects in different arena of business and trade					
5	Marketing – stages – international marketing – export and import – Analysis and suggestions					
6	Taxation – direct tax- indirect tax – GST – Application of different tax					
7	Business Law – Policies – Procedures – Applications – Corporate law – Case Studies and Analysis					
8	Computer and Information Technology – Apps introduction – Algorithms – Applications					
9	Management – Human Resource – Financial Management – Performance Management- Research and Development – Application and Analysis					
Mode of Evaluation: Periodic reviews, Presentation, Final oral viva with external examiners						
Recommended by Board of Studies		12-06-2016				
Approved by Academic Council		37	Date	16-06-2015		

Programme Core

Course Code	Course Title	L	T	P	J	C
CCA1002	BUSINESS ECONOMICS	3	0	0	0	3
Pre-requisite	NIL	Syllabus version				
		1.1				
Course Objectives:						
The course gives students the necessary background to:						
<ol style="list-style-type: none"> 1. To enable students to identify and explain economic concepts and theories related to the behaviour of economic agents, markets, industry and firm structures 2. To integrate theoretical knowledge with quantitative and qualitative evidence in order to explain past economic events and to formulate predictions on future ones. 3. To evaluate the consequences of economic activities and institutions for individual and social welfare 						
Expected Course Outcome:						
Students will be able to:						
<ol style="list-style-type: none"> 1. Understand the discipline of business economics 2. Analyse how consumers and producers make decisions 3. Evaluate the production and pricing decisions of business firms 4. Understand the general principles of how the market economy functions 5. Develop the skills to use theories, models and graphs to analyse economic issues in business 						
Module:1	Introduction	6 hours				
Objectives and Scope of Business Economics -Demand Analysis: Consumer Equilibrium- Law of Diminishing Marginal Utility Theory – Law of Demand – Demand determinants.						
Module:2	Elasticity of Demand	6 hours				
Elasticity of Demand – Types – Importance of Elasticity of Demand in Management – Demand Forecasting.						
Module:3	Supply Analysis	5 hours				
Law of Supply – Elasticity of Supply – Factors influencing Supply.						
Module:4	Production Analysis	6 hours				
Producer’s Behavior – Production Function – Law of Variable Proportion – Law of Returns to Scale.						
Module:5	Cost Analysis	5 hours				
Cost and Revenue Functions- Types – Short Run – Long Run – Areas of Cost Control.						
Module:6	Break - Even Analysis	5 hours				
Break-even Point – Determination of Break-even Point – Managerial uses of Break-even Analysis.						
Module:7	Market Structure & Pricing	5 hours				
Perfect, Imperfect, Monopolistic, Monopoly, Oligopoly Pricing- Role of Pricing in Market.						
Module:8	Objectives of Business Firm	5 hours				
Sales or Revenue Maximization Theory- Objectives of Pricing Policy – Factors- Pricing Strategies: Skimming – Penetration Pricing.						
Contemporary Issues					2 hours	
Total Lecture Hours					45 hours	

Text Book(s)			
1.	Pyndik & Rubinfeld “Modern Micro Economics”, Pearson Education, Seventh Edition, 2009.		
Reference Books			
1	Varian H.R., “Intermediate Microeconomics: A Modern Approach”, East West Press Pvt., Ltd, New Delhi, Eighth Edition, 2015.		
2.	Dominick Salvatore, Principles of Microeconomics, Oxford University Press, Fifth Edition, 2015.		
3.	Paul Keat, Managerial Economics, Philip Young, Global Edition, 7th Edition, 2013.		
4.	Joseph Nellis, David Parker , Principles of Business Economics, 2nd Edition, , Financial Times Prentice Hall Publisher, 2006.		
5.	ManabAdhikary, Anurag , Business Economics, Jain Publishers, New Delhi, 2008.		
Mode of Evaluation: CAT, Assignment, Quiz, FAT and Seminar			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No:46	Date 24.08.2017

Course Code	Course Title	L	T	P	J	C
CCA1014	BUSINESS MATHEMATICS	2	0	0	0	2
Pre-requisite	NIL	Syllabus version				
		1.1				
Course Objectives:						
The course gives students the necessary background to:						
<ul style="list-style-type: none"> To understand the application of Maths in business and administration. To solve the real problems using math application in an accurate way 						
Expected Course Outcome:						
<ol style="list-style-type: none"> Students will be able to: The students can do the matrix and inverse square. Pay roll and annuities can be calculated in the organizations. Students will be able to calculate the depreciation and find out the value of Assets. Students will be able to use differentiation and chain rules in the business and organization. Problem solving techniques using Maxima and Minima can be applied in the management. 						
Module:1	Matrices	5 hours				
Definition of Matrix – Different types of matrices – Transpose of a matrix Matrix operation –Addition, Subtraction, Multiplication of matrices, Determinants of square matrix of order two and three-Inverse square matrix						
Module:2	Pay roll	5 hours				
Gross pay-Hourly rate and hours worked-overtime-salary and commission-Net pay						
Module:3	Depreciation – Straight line method	4 hours				
Depreciation and salvage value-straight line method-Units of products- Diminishing balance method-Sum of the year's digits method.						
Module:4	Annuities and its Applications	4 hours				
Annuities- sinking funds and Amortization and sinking fund						
Module:5	Differentiation	4 hours				
The Derivative – Basic Differentiation Rules and Rates of Change - Higher-Order Derivatives-Chain Rule						
Module:6	Applications of Derivatives	3 hours				
Average and marginal cost- relationship among total cost, average and marginal cost curves – Total revenue, marginal revenue and average revenue						
Module:7	Maxima and Minima	3 hours				
Maximum and minimum values for single variable function - applications						
Module:8	Contemporary Issues	2 hours				
Total Lecture Hours:						
						30 hours
Text Book(s)						
1.	Business Mathematics Theory and Applications, J. K. Sharma, Ane Books India, New Delhi, 2008.					
Reference Books						

1	Business Mathematics, Qasi Zameeruddin, VK Khanna and SK Bhambria, Vikas Publishing House Pvt. Ltd, 2009.		
2.	Business Mathematics, P.R. Vittal, Margham Publications, Chennai, 2009.		
3.	Business Mathematics and Statistics, J. K. Sharma, Ane Books India, New Delhi, 2008.		
Mode of Evaluation: CAT, Assignment, Quiz, FAT and Seminar			
Recommended by Board of Studies		12-06-2016	
Approved by Academic Council		No:41	Date 17.06.2016

Course Code	Course title	L	T	P	J	C
CCA1701	FINANCIAL ACCOUNTING	4	0	0	0	4
Pre-requisite	Nil	Syllabus version				
		1.0				
Course Objectives:						
<p>The course gives students the necessary background to:</p> <ol style="list-style-type: none"> 1. Understand the accounting process and to develop skills necessary to evaluate financial position of sole proprietor, branch and department 2. Enable students the steps involved in the process of finding profit or loss in case of incomplete records 3. Learn the theoretical knowledge and apply it in the real practical world 						
Course Outcome:						
<p>The students will able to:</p> <ol style="list-style-type: none"> 1. Acquire basic knowledge on double entry system of accounting and the role of accountant in the society 2. Employ critical thinking skills to analyze financial data and effects of differing financial accounting methods on financial statements 3. Explain the various reasons of disagreement, the various types of errors disclosed by a trial balance and the essential steps to locate those errors. 4. Be familiar with the causes of different between cash book or pass book balance 5. Gain practical application to find out profit or loss when single entry records are converted into double entry 6. Know the procedure in calculating profits by preparing branch accounts under debtors' system 7. Understand the advantages of keeping departmental accounting to business firms 						
Module:1	Introduction to Accounting	6 hours				
Financial Reporting- Nature- Scope- Principles- Types of business entity- Users of accounting information- Concepts and Conventions of Accounting						
Module:2	Accounting Cycle, Books and Records	8 hours				
Double entry system- concepts, Accounting equation- Books of Primary entry- Journal-Ledger- Trial Balance- Types of errors- Rectification of errors						
Module:3	Final Accounts	9 hours				
Trading and profit and loss account- Balance Sheet with adjustments						
Module:4	Bank Reconciliation Statement	9 hours				
Meaning-Causes-Importance- Preparation of Bank Reconciliation Statement						
Module:5	Depreciation	8 hours				
Meaning- Causes- Methods of recording depreciation-Straight line method, Diminishing balance method-Change of method- Recording of depreciation in final accounts						
Module:6	Incomplete Records	9 hours				
Meaning- Ascertainment of profit- Net worth Method- Missing figures -Conversion Method						
Module:7	Branch and Departmental Accounting	9 hours				
Branch Accounting-Meaning- objectives-Types of branches-Methods- Debtors system, Stock and Debtor system - Departmental Accounting-Meaning-Needs-Advantages-Techniques of - departmental accounting - Departmentalization of expenses- Inter departmental transfer						

Module:8	Invited Talk: Contemporary Issues	2 hours	
	Total Lecture hours:	60 hours	
Text Book(s)			
1.	R.L. Gupta and V. K Gupta,(2012), Advanced Accountancy, Sultan Chand and Sons Publishers, New Delhi		
Reference Books			
1.	M.C. Shukla, T.S. Grewal and S.C. Gupta,(2013), Advanced Accounts, S. Chand Publishing, New Delhi		
2.	S.P. Jain and K.L. Narang,(2012), Advanced Accountancy, Kalyani Publishers, New Delhi		
3.	S.N. Maheshwari and S.K. Maheshwari,(2012), Advanced Accountancy, Vikas Publishing House Ltd., New Delhi		
Mode of Evaluation: CAT, Assignment, Quiz, Seminar and FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 46	Date 24-08-2017

Course code	Course title	L	T	P	J	C
CCA1703	ORGANISATION AND MANAGEMENT	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		1				
Course Objectives:						
<ol style="list-style-type: none"> 1. To create basic understanding about functions of organization and management 2. To inculcate the knowledge about human behaviour towards organizational structure 3. To help developing the skills of gathering information for taking effective decisions 						
Expected Course Outcome:						
The students will be able to:						
<ol style="list-style-type: none"> 1. Analyse the Environments so as to venture into Business 2. Apply Principles in the real time organisation 3. Design the contingent and situational structure to build effective relationship among employees 4. Predict the behaviour of employees for effective use of human resources 5. Create a motivational workforce 6. Analyse the necessary information through effective Information System 						
Module:1	Understanding Business	6 Hours				
Meaning of business – Nature and Objectives- Vision and Mission- Environments affecting business-SWOT Analysis Internal and External Environments- Social Responsibility of Business – Governance- Types of Business-Commercial, Not for Profit, Public Sector, NGOs and Co-operatives.						
Module:2	Management functions -Planning and Decision Making	6 Hours				
Meaning and Definitions of Management – Characteristics - Evolution of Management- Contributions of Henry Fayol, F.W. Taylor and Peter F. Drucker. Functions of Manager. Planning: Meaning – Nature – Types of plans – Process of Planning– Problems in planning –. Making planning effective – Decision Making process and techniques						
Module:3	Organisational Structure – Elements and Governance	6 Hours				
Formal and Informal Organisation – Types of Formal organisation - Entrepreneurial, Functional, Committee, Matrix, Divisional, Boundary less – Advantages and limitations – Role of Committees						
Module:4	Elements of Organising and Staffing	6 Hours				
Span of Control – Factors and Types. Centralisation and Decentralisation – Main departments in the organisation – Strategic Management of different departments –Recruitment, Selection and Training.						
Module:5	Organisational Behaviour	7 Hours				
Definition – Scope – Individual, Group and Organisational – Personality: Types and Determinants – Perception: Importance and Process– Attitude: Components and formation – Learning: characteristics, process and types – Group Dynamics: Interpersonal communication, Team Effectiveness - Organisational Dynamics: Change and development, Diversity in organization, Professional Ethics – Role of Professional Bodies, Ethical codes and conflicts.						
Module:6	Motivation, Communication and Leadership	7 Hours				
Motivation: Meaning-Importance –Theories of motivation -Abraham Maslow’s, Herzberg and Mc Gregor- Financial and non-financial motivational methods. Communication: Meaning - Types - Process- Obstacles -Measures to overcome barriers Leadership: Concept-Qualities of a Good Leader – Leadership Style						
Module:7	Management Information and Control	5 Hours				
Meaning -Importance of controlling –Process – Management Information System – Role of						

Information Technology in Information System.			
Module:8	Contemporary issues:	2 hours	
Total Lecture hours		45 Hours	
Text Book(s)			
1.	Stoner A.F. James, Freeman R Edward, Gilbert R Daniel, (2013), Management, 6 th Edition, Pearson Education, New Delhi		
2.	Mc Shane, VenGlinow, Radha Sharma,(2012), Organisational Behaviour, Mc Grawhill Education, New Delhi		
Reference Books			
1.	Harold Koontz and Heinz Wehrich,(2012), Essentials of Management, Tata McGraw Hill, New Delhi		
2.	Vishal Pandey, (2011), Business Organization & Management, Pearson Education, New Delhi		
3.	Stephen P. Robbins,(2013), Organisational Behaviour, Pearson Prentice, 15 th Edition, New Delhi		
4.	Udai Pareek,(2011) Understanding Organisational Behaviour, Oxford Publishing, New Delhi.		
Mode of Evaluation: CAT, Assignment, Quiz, Seminar and FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 46	Date 24-08-2017

Course code	Course title	L	T	P	J	C
CCA1705	MANAGEMENT ACCOUNTING	4	0	0	0	4
Pre-requisite	Nil	Syllabus version				
		1.0				
Course Objectives:						
The course gives students the necessary background to:						
<ol style="list-style-type: none"> 1. Familiarize the students with the basic management accounting concepts, definition and their applications in managerial decision making 2. Develop the skills needed to analyze budget statements effectively 3. Gain an understanding of the choices enterprises make a forecast that would give better results of their business activities 						
Course Outcomes:						
The students will be able to						
<ol style="list-style-type: none"> 1. Assist in Planning and Formulation of Future Policies and Costing based on the data and information available 2. Forecast future expenditure and manage them efficiently in terms of the cost of material, labour and overheads 3. Understand the need for budgeting and preparing different budgeting based on cost 4. Provide a formal basis for assessing performance, efficiency and control costs by establishing standards and analysis of variances 5. Practice the principle of 'management by exception' at the detailed, operational level 						
Module:1	Introduction	9 hours				
The nature, source and purpose of Management information: Accounting for management-Sources of data – Cost classifications - presenting information						
Module:2	Elements of Cost	9 hours				
Accounting for material - concept and techniques - Methods - Accounting and Control of labor cost – Overhead Classification, allocation, apportionment and absorption of overhead - Treatments of items in costing- Activity based costing						
Module:3	Budgeting	9 hours				
Nature and purpose of budgeting - Budget preparation - Flexible budgets – Capital budgeting and discounted cash flow - budgetary controls and reporting - Behavioural aspects of budgeting						
Module:4	Standard costing and Variance Analysis	8 hours				
Meaning of standard cost and standard costing: advantages, limitations and applications. Variance analysis – material, labour, overhead and sales variances, Disposition of variances, Control ratios-Reconciliation of budgeted and actual profit						
Module:5	Absorption and Marginal Costing	8 hours				
Introduction - Provisions, contingent liabilities and contingent assets (IAS 37 and Ind AS 37) - Share based payments (IFRS 2 and Ind AS 102) – Accounting for taxation (IAS 12).						
Module:6	Application of Marginal Costing	7 hours				
Differential costing / incremental analysis – Key factor –Make or buy – Fixing the selling price-mix – Product mix – Shut down decision						
Module:7	Funds Flow Statement	8 hours				
Concepts of Funds Flow Statement – Sources and Uses of Funds – Managerial Uses of Funds Flow Analysis- Construction of Funds Flow Statement						
Module:8	Invited Talk: Contemporary Issues	2 hours				
Total Lecture hours:						60 hours
Text Book(s)						

1.	Maheswari, (2012), Management Accounting, S. Chand Publications, New Delhi.		
2.	Maheshwari, S.N. and S.N. Mittal, (2012), Cost Accounting: Theory and Problems. Shri Mahabir Book Depot, New Delhi.		
Reference Books			
1	an, M.Y. and P.K. Jain,(2013), Management Accounting, Tata McGraw Hill, Publishing, New Delhi.		
2	MA P1,(2015),-Management Accounting – BPP or Kaplan Publications.		
3	Jain, S.P. and K.L. Narang,(2013), Cost Accounting: Principles and Methods, Kalyani Publishers, Jalandhar.		
4	Mittal, D.K. and Luv Mittal, (2013), Cost Accounting, Galgotia Publishing Co., New Delhi.		
Mode of Evaluation: CAT, Assignment, Quiz, Seminar and FAT			
Recommended by Board of Studies			
12-08-2017			
Approved by Academic Council	No. 46	Date	05.10.2017

Course code	Course title	L	T	P	J	C
CCA1706	BUSINESS LAW	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 1				
Course Objectives:						
<ol style="list-style-type: none"> 1. Enable the students to comprehend the basic rules of law 2. Build an aptitude to interpret laws and legal language 3. Develop the capacity to apply theory in real life situations 						
Expected Course Outcome:						
<ol style="list-style-type: none"> 1. Familiarize the regulation of laws and to get thorough knowledge of the various provisions of the legal framework in India. 2. Understand the maneuverer of drafting an agreement 3. Realize the most imperative clauses of an agreement and its applicability 4. Develop an ability to compare and contrast the legal mechanisms of court and out of court settlements 5. Build an aptitude towards policy and legal applications for international business transactions and their jurisdiction 						
Module:1	Legal System	6 hours				
Business, political, economic and legal systems – Doctrine of Separation of powers – Distinction between criminal and civil law – International trade – International legal regulation – Conflict of laws						
Module:2	Alternative Dispute Resolution Mechanisms	6 hours				
Court-based adjudication – Alternative dispute resolution mechanisms – International courts of trade – International court of arbitration – United Nations Commission on International Trade Law (UNCITRAL) model law on international commercial arbitration – Arbitral tribunal – Arbitral award						
Module:3	Contract Laws in India	6 hours				
Elements of valid contract – Discharge of contract – Breach of Contract – Remedies for Breach						
Module:4	International Business Transactions	6 hours				
UN convention on contracts – International sale of goods and International Chamber of Commerce (ICC) Incoterms – Rules for creating contractual relations under the convention.						
Module:5	Seller and Buyer Obligations under UN Convention	6 hours				
Seller obligations: Delivery of goods – Conformity of the goods and third party claims – for breach of contract by seller – Buyer obligations: Payment of price – Taking delivery – Remedies of breach of contract by buyer – Common provisions applicable to both buyer and seller						
Remedies– Passing of Risk						
Module:6	Transportation and Payment of International Transactions	6 hours				
Operation of bills of lading – Operation of bank Transfers – UNCITRAL model law on and international credit transfer – Rules under the UN convention on international bills of exchange international promissory notes – Letters of credit and letters of comfort						
Module:7	Partnership and Agency Laws	7 hours				
Unlimited partnerships – Formation of partnerships – Authority of partners – Liability of partners for partnership debts – Termination of partnership - Partners’ subsequent rights and liabilities – Role of agent – Examples of such relationships: Partners and company directors – Formation of						

agency – Authority of agent – Liability of principal and agent			
Module:8	Contemporary issues:	2 hours	
Total Lecture hours:		45 Hours	
Text Book(s)			
1.	Avtar Singh, Business Law, 2018, 11 th Edition, Eastern Book Company, Delhi.		
2.	James Crawford, Brownlie's Principles of Public International Law, 2012, 8 th Edition Oxford University Press, UK.		
Reference Books			
1.	Ray August, <i>et al.</i> , International Business Law: Text, Cases and Readings, 2014, 6 th Edition, Pearson, USA		
2.	Richard Schaffer, Filiberto Agusti, Lucien J., International Business Law and its Environment, 2017, 10 th Edition, Cengage Learning Inc, USA		
Mode of Evaluation: CAT, Assignment, Quiz, Seminar and FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course Title	L	T	P	J	C
CCA1709	PRINCIPLES OF MARKETING	2	0	0	4	3
Pre-requisite	Nil	Syllabus version				
		V.1				
Course Objectives:						
To enable the students to learn various components involved in marketing function.						
2. To recognize organizational markets and buyer behavior.						
3. To Identify the product mix, cycle, strategy, distribution strategies and Promotion/ Advertising.						
Expected Course Outcome:						
1. Introduce the marketing concept and identify, understand and satisfy the needs of customers and markets						
2. Understand how organization identifies customers and their needs and wants						
3. Help the student to understand the factors that influence marketing decisions and focus attention on the vital role of marketing in today's global economy						
4. Enable the students to learn various components involved in marketing function						
Module:1	Introduction to Marketing	4 hours				
Meaning – Evolution of Marketing- Kinds of market – Significance of Marketing – Marketing Mix - Marketing functions – Recent trends in Marketing						
Module:2	Marketing Environment and Information system	4 hours				
Marketing Environment: Demographic, Economic, natural, technological, politic, legal and socio-cultural environment. Marketing Information System and Marketing Research						
Module:3	Market Segmentation and Buyer Behaviour	4 hours				
Meaning – Essentials of Market Segmentation – Need and bases of segmentation, concept of niche marketing. Factors of buyer behavior – buying decision process – Profile and feature of Indian consumers						
Module:4	Product Mix	4 hours				
Product planning - product mix - deciding product policy- product line decisions, product differentiation – Branding – packaging and labeling - concept of product life cycle - new product development process						
Module:5	Pricing Mix	4 hours				
Meaning – Factors – Pricing Process –Objectives –Strategies –Policies – Methods of Pricing						

Module:6	Place Mix	4 hours	
Need – Factors – Levels – Types of Middlemen – Functions of wholesalers – Types – Functions of Retailers – Types – Modern trends in Retailing			
Module:7	Promotion Mix	4 hours	
Meaning - Importance, Elements of Promotion Mix – Advertising – Role of Advertising, Advertising Media – Sales Promotion – Personal selling – Public Relations and Publicity			
Module:8	External invited lecture on Contemporary Topics	2 hours	
Total Lecture hours:			
		30 hours	
Text Book(s)			
1.	Philip Kotler, Kevin Lane Keller, Abraham Koshy, MithileshwarJha, Marketing Management 14e, Pearson Education, New Delhi 2013.		
Reference Books			
1	Philip Kotler, Marketing Management (2009), Pearson Education, New Delhi.		
2	William J Stanton, et all Marketing, (2004), 13th Edition, Tata McGraw Hill, New Delhi.		
3	R.L.Varshay and S.L.Gupta, Marketing Management, (2000), An Indian Perspective Sultan Chand and sons, New Delhi.		
4	V.S.Ramasamy and Namakumari, Marketing Management, Planning Implementing and Control, An Indian Context, (2005) Macmillan Publishers, Bangalore.		
5	S.A.Sherlekar, Marketing Management (2009), Himalaya Publishing House, New Delhi.		
Mode of Evaluation: CAT, Assignment, Quiz, FAT and Seminar			
Sample Projects:			
1. Role of Advertisement in marketing			
2. Impact of pricing policies in sales of a product			
Mode of evaluation: CAT / Assignment / Quiz / Seminar / Project / FAT			
Recommended by Board of Studies		14-06-2016	
Approved by Academic Council		No. 41	Date 17- 06 -2016

Course code	Course Title	L	T	P	J	C
CCA 2706	CORPORATE ACCOUNTING	4	0	0	0	4
Pre-requisite	Nil	Syllabus version				
		1.1				
Course Objectives:						
The course gives students the necessary background to:						
<ol style="list-style-type: none"> 1. Familiarise the students the accounting treatment adopted for raising funds and redemptions 2. Provide knowledge and develop the skills in the preparation of final accounts of corporates. 3. Understand the Provisions of the companies act 2013. 4. Give them an exposure to calculate the value of Goodwill and shares. 						
Expected Course Outcome:						
The students will be able to						
<ol style="list-style-type: none"> 1. Acquire knowledge on issue of shares. 2. Understand the knowledge on issue of debentures and redemption. 3. Describe the calculation of profits prior to incorporation and final accounts. 4. Understand the accounting treatment for valuation of goodwill & shares. 5. Demonstrate an understanding about the profits of the company and their division. 6. Understand the provisions related to liquidation of companies 7. Be aware on the corporate accounting conformity with the provision of the companies act 						
Module:1	Share Capital	9 hours				
Company and its Features – Various Kinds – Types of shares -Issue of Shares –Issued at Par, Premium and at Discount – Forfeiture and Re-issue of Shares						
Module:2	Preference Shares and Debentures	9 hours				
Meaning- Types- Issue - Redemption of preference shares-Issue – Redemption of Debentures						
Module:3	Final Accounts	9 hours				
Preparation of Profit and Loss Account and Balance Sheet of Companies as per Schedules						
Module:4	Profits Prior to Incorporation	8 hours				
Meaning- Basis-Profit Pre and Post incorporation						
Module:5	Valuation of Goodwill and Shares	8 hours				
Meaning – Sources of Goodwill- Need for valuing Goodwill- Factors affecting value of Goodwill- Methods of Valuation of Goodwill and Shares						
Module:6	Liquidation of Companies	9 hours				
Meaning – Different ways of Liquidation-Liquidator’s Final Statement of Accounts						
Module:7	Human Resource Accounting	6 hours				
Meaning- Objective –Limitation- Efficient use of Human Resource- Calculating the Market Value of Assets						
Module:8	Invited Talk: Contemporary Issues	2 hours				
Total Lecture hours:						
						60 hours
Text Book(s)						
1.	R.L. Gupta and M. Radhaswamy, (2012), Advanced Accountancy, Volume II, Sultan Chand and Sons Publishers, New Delhi.					

Reference Books			
1.	M.C. Shukla, T.S. Grewal and S.C. Gupta,(2013), Advanced Accounts Volume II, S. Chand Publishing, New Delhi.		
2.	S.P. Jain and K.L. Narang,(2012), Advanced Accountancy Volume II, Kalyani Publishers, New Delhi.		
3.	S.N. Maheshwari and S.K. Maheshwari,(2012), Advanced Accountancy Volume II, Vikas Publishing House Ltd., New Delhi.		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA2707	COST ACCOUNTING	4	0	0	0	4
Pre-requisite	Nil	Syllabus version				
		1.0				
Course Objectives :						
This course enables the student to:						
<ol style="list-style-type: none"> 1. Thoroughly understand the theory and practice of cost accounting for decision making 2. Define the costs and their impact on value creation in the companies 3. Use advanced accounting methods of cost calculation 						
Expected Course Outcome:						
The students will be able to:						
<ol style="list-style-type: none"> 1. Gain a working knowledge of the principles and process of cost accounting 2. Express the place and role of cost sheet in the modern economic environment 3. Select the material costs according to their impact on business and differentiate methods of calculating stock consumption 4. Differentiate methods of labour costs and overhead costs according to the nature of the business 5. Interpret the use of the process and operating cost 6. Identify the applications of contract costing 7. Develop the skills in the cost accounting applications. 						
Module:1	Introduction	7 hours				
Meaning of Costing and Cost Accounting – Objectives- Scope - and functions of Cost Accounting – Cost						
Accounting Vs. Financial Accounting – Advantages and limitations of cost accounting –						
Essentials of a good costing system-Classifications of cost						
Module:2	Cost Sheet	7 hours				
Elements of cost – Preparation of Cost sheet- Tenders and quotations						
Module:3	Material Cost	9 hours				
Need and essentials of Material Control-Accounting for Material- Concept and Techniques -						
Inventory - Control — EOQ- Levels of Inventory- Methods of pricing of Materials issues –						
FIFO, LIFO - Simple averages and weighted Average – ABC Analysis						
Module:4	Labour Cost	8 hours				
Accounting and Control of Labour cost – Labour Turnover – Labour Remuneration – Methods of Remuneration – Time rate System – Piece rate system and incentive schemes						
Module:5	Overhead Cost	9 hours				
Overheads – Classification –Distribution and absorption of overheads						
Module:6	Process Costing	9 hours				
Characteristics of process costing - Process costing procedure – Process losses and wastages –						
Abnormal loss or gain						
Module:7	Contract and Operating Costing	9 hours				
Features of contract costing – Contract costing Vs. Job costing – Work certified and uncertified –						
profit on incomplete contracts – cost plus contract Operating costing – characteristics – Transport Costing						

Module:8	Invited Talk: Contemporary Issues	2 hours	
	Total Lecture hours:	60 hours	
Text Book(s)			
1.	S.P. Jain and K.L. Narang,(2016), Cost Accounting ,(2016), Kalyani Publishers, New Delhi		
Reference Books			
1.	B.K. Bhar, Cost Accounting,(2015),, Academic Publishers, Calcutta.		
2.	Bhabatosh Banerjee, Cost Accounting Theory And Practice ,(2014), PHI Learning Private Ltd, New Delhi		
3.	S.P Iyengar, Cost Accounting,(2015), Sultan Chand and Sons., New Delhi		
4.	Ravi M. Kishore, Cost Accounting (2016),, Taxman's Allied Services Private Ltd, New Delhi		
5.	C.T.Horangren, Cost Accounting, (2015),: A Managerial Emphasis, Pearson Education, New Delhi		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA2708	BANKING THEORY AND PRACTICE	2	0	0	4	3
Pre-requisite	NIL	Syllabus version				
		1				
Course Objectives:						
1. To enable the reader to understand the features of Indian banking system 2.To know the significance of contribution of different types of banks 3.To appreciate how important banking services for the development of the country.						
Expected Course Outcome:						
The students will be able to						
1. Understand the role and purpose of Banking System 2.Acquire knowledge in Banker and Customer relationship 3. Attain knowledge in credit control techniques 4. Gain knowledge in the system of RBI and lending process 5. Use the digital banking system 6. Ability to solve contemporary issues through redressal mechanism.						
Module:1	Bank Origin	4 hours				
Origin of Banks – Banking Regulation Act, 1949 -Definition of Banking – Nationalization of Banks - Branch banking -Unit Banking. Deposit Banking - Commercial Banking – Industrial Banking - Developmental Banking-Recent Developments in Banking						
Module:2	Banker And Customer	4 hours				
Opening of an Account-Types of Account –Customers -Individuals, Firms, Trusts and Companies- KYC- Relationship between Banker and Customer						
Module:3	Commercial Banks	4 hours				
Structure and Banking System in India- Banking Sector Reforms- Commercial and Banks- Functions of Commercial Banks –Deposit Mobilization and Credit Creation Control						
Module:4	Reserve Bank of India	4 hours				
Origin - Functions-Methods of Credit Control-Quantitative and Qualitative – Repo rate and Reverse Repo rate						
Module:5	E – Banking	4 hours				
TM Cards, Credit Cards, Personal Identification Number – Online Enquiry System – National Electronic Fund Transfer- Real Time Gross Settlement – Electronic Clearing System						
Module:6	Principles of Lending	4 hours				
Types of loans – precautions to be taken by a banker while lending against various securities						
Module:7	Customer Grievances & Redressal	4 hours				
Types of Customer Grievances- Redressal Mechanism – Ombudsman						
Module:8	Contemporary issues:	2 hours				

Total Lecture hours		30 hours	
Text Book(s)			
1.	Gordon E and Natarajan K , Banking Law Theory and Practice, Himalaya Publications, 2017		
Reference Books			
1	B.Santhanam, Banking and Financial Systems Margham Publishers, 2015		
2	S.N. Maheswari, Banking Law Theory and Practice, Kalyani Publications,2015		
3	Gomez Clifford, Banking and Finance : Theory, Law and Practice,PHI, 2015		
4	Sundaram and Varshney, Banking Theory and Practice,Sultan Chand and Sons, 2015		
5	K C Shekhar and Lekshmy Shekar, Banking Theory And Practice, Vikas Publications, 2016		
Mode of Evaluation: CAT / Assignment / Quiz / Project / Seminar & FAT			
Sample Projects:		60 (Non- contact hours)	
<ol style="list-style-type: none"> 1. Role of Technology in banking 2. Relationship between customer and banker 			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA2709	ADVANCED FINANCIAL ACCOUNTING	4	0	0	0	4
Pre-requisite	Financial Accounting	Syllabus version				
		1.0				
Course Objectives:						
The course is aimed at						
1. To enable students understand the process of finding partnership profit and settlement of account in case retirement, death and dissolution of firm.						
2. Imparting the thinking capability on capital structure of public limited company.						
3. Extrapolating the analytical and interpretation skills on financial statement.						
Expected Course Outcome:						
At the end of the course the student should be able to						
1. Describe various accounting adjustments required at the time of admission of a partner.						
2. Compare and construct the procedure to be followed at the time of retirement cum admission of a partner.						
3. Solve the real time issues on insolvency of a partner.						
4. Illustrate the different accounting treatments of 'provisions', 'contingent liabilities' and 'contingent asserts'.						
5. List the major sources of share capital, including the various classes of shares.						
6. Apply financial statement analysis to assess the solvency of a business						
7. Summaries the types of cash flow activities reported in the statement of cash flows.						
Module:1	Admission of a partner	9 hours				
Calculation of new profit-sharing ratio- Sacrificing ratio- Calculation of Goodwill- Adjustment of Goodwill. Revaluation account- Partners' capital account and Balance sheet						
Module:2	Retirement and Death of a partner	9 hours				
Calculation of gaining ratio- Amount to be paid to outgoing partner or to deceased partner. Joint life policy- Treatment. Preparation of Capital account and Balance sheet						
Module:3	Dissolution of Firm	8 hours				
Meaning- Modes- Settlement of accounts. Insolvency of partner- Piecemeal distribution						
Module:4	Provision and Contingencies	7 hours				
Meaning- Contingent Liabilities- Contingent Assets- Difference- Accounting Method- Calculation of Provision						
Module:5	Capital Structure	8 hours				
Equity share- Preference share- Reserves in balance sheet. Issue of bonus shares and Right shares						
Module:6	Interpretation of Financial Statement	8 hours				
Importance – Purpose- Ratio analysis- Profitability- Liquidity- Efficiency and position						
Module:7	Cash Flow Statement	9 hours				
Meaning- Purpose –Benefits and drawback. Preparation of cash flow statement						
Module:8	Invited Talk: Contemporary Issues	2 hours				
Total Lecture hours						
						60 hours
Text Book(s)						

1.	R.L. Gupta and M. Radhaswamy, (2012), Advanced Accountancy, Sultan Chand and Sons Publishers, New Delhi.		
2	A. Murthy and S. Gurusamy,(2013), Management Accounting, Vijay Nicole Imprints Private Limited, New Delhi.		
Reference Books			
1.	S.N. Maheshwari and S.K. Maheshwari,(2012), Advanced Accountancy, Vikas Publishing House Ltd, New Delhi.		
2.	S.P. Jain and K.L. Narang,(2012), Advanced Accountancy, Kalyani Publishers, New Delhi.		
3.	M.C. Shukla, T.S. Grewal and S.C. Gupta,(2013),Advanced Accounts, S. Chand Publishing, , New Delhi.		
4.	P.C. Tulsian,(2014), Financial Accounting, Tata Mc Graw Hill Publishing, New Delhi.		
5.	Ashok K. Nadhani,(2012), Tally ERP 9, BPB Publications, New Delhi.		
Mode of Evaluation: CAT / Assignment / Quiz / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA3701	INCOME TAX LAW AND PRACTICE	4	0	0	0	4
Pre-requisite	Nil	Syllabus version				
Course Objectives:						
<ol style="list-style-type: none"> To enable the students to provide basic knowledge and equip with application of principles and provisions of Income-Tax Act. To able to interpret and analyze personal income tax and understand direct tax laws as prescribed under different provisions of the Income-tax Act, 1961. To help in taking different financial/managerial decisions after evaluating and reviewing the impact of direct tax laws. 						
Course Outcome:						
<ol style="list-style-type: none"> To understand the basic concepts and also know how to compute the tax liability of a person and the applicable tax rates. Able to determine the residential status and understand scope of total income. To identify the allowances and perquisites exempt from tax and to compute the income chargeable to tax under the head. To determine and compute annual value of different categories of house property To identify the expenditure/payments which are admissible as deduction while computing business income from business and profession. To comprehend the meaning of short- term capital assets and long term capital assets and identify the types of assets and to compute capital gains. To identify the admissible and inadmissible deductions while computing income under the head income from other sources 						
Module:1	Introduction	7 hours				
Basic Concepts – Assessee – Person – Income - Assessment Year – Previous year-Exceptions-Gross Total Income – Rates of Tax.						
Module:2	Residential Status	7 hours				
Determination of residential status of an Individual – Incidence of Tax– Exempted Income u/s 10.						
Module:3	Income from Salary	9 hours				
Salary – Basis of Charge of Salary Income – Taxation of different forms of salary and Allowances - of Perquisites and their types- Treatment - Permissible Deductions from Salary -- Problems on computation income from salary.						
Module:4	Income from House Property	9 hours				
Basis of Charge – Basis of determining Annual Value – Computation of Taxable income from House property –Deductions available under sections 24 from Net Adjusted Annual Value – Problems on computation of income from house property.						
Module:5	Income from Business/Profession	9 hours				
Definition – rules- Allowable expenses- Expenses expressly disallowed-Weighted deduction Expenses - Problems on computation of income from business/profession.						
Module:6	Income from Capital gains	9 hours				
Short term and long term capital asset – Exempted Capital Assets-Transfer of capital Asset – Computation of Capital Gain – Exemption.						
Module:7	Income from Other Sources	8 hours				

General Incomes-Specific Incomes- Expenses expressly disallowed- Computation of Income from other sources – Permissible deductions from gross total income under section 80 C to 80 U -			
Assessment of total Income Tax for individuals			
Module:8	Invited Talk: Contemporary Issues	2 hours	
Total Lecture hours		60 hours	
Text Book(s)			
1.	Dr. Vinod K Singhania and Dr. Monica Singhania Students' Guide to Income Tax, Taxmann Publication.		
Reference Books			
1.	H.C Mehrotra and Goyal from Sahitya Bhawan .		
2	Law and practice of Income tax by DinkarPagare from Sultan Chand and Sons.		
Mode of Evaluation: : CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA 3702	E-COMMERCE	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		1				
Course Objectives:						
The course gives students the necessary background to:						
1. Understand the importance of electronic medium in today's business environment						
2. Develop the skills needed to build e-commerce websites, domain names registration						
3. Gain an understanding of the electronic data interchange and e-payment concepts						
Module:1	Introduction to E-Commerce	4 hours				
Definition – Traditional Commerce vs E-Commerce- Advantages and Disadvantages of E-Commerce.						
Module:2	Business Models and Anatomy of E-Commerce	4 hours				
E-Commerce Business Models – Types of E-Commerce – Inter Organization (B2B) – Intra Organizational -Commerce – Business to Consumer (B2C) E-Commerce – Anatomy of E-Commerce E Applications						
Module:3	Electronic Data Interchange (EDI)	4 hours				
Meaning – Nature – Benefits – Legal, Security and privacy issues in Electronic data interchange.						
Module:4	Technologies and Search Engines	4 hours				
Enabling Technologies of the Internet and World Wide Web – Search Engines – Steps in building an E-commerce Enterprise – Ascertain the need for E-Commerce – Competition – Global reach – Customer service – Value additions						
Module:5	Designing an E-Commerce Web Site	4 hours				
Setting up a website – Customer effective web design – Requirements of Intelligent websites – and Domain name Registration – Registering the website with search engines – Setting website goals Objectives						
Module:6	E- Payment and Security	4 hours				
E-Commerce security risks – Information security issues and Security management systems – E-payment types – Digital signature						
Module:7	Government Rules and Regulations	4 hours				
Web URL hosting – Website registration – Client relationship – Client information sharing						
Module:8	Invited Talk: Contemporary Issues	2 hours				
					Total Lecture hours:	30 hours
Text Book(s)						
1.	P.T. Joseph, (2015), E-Commerce, An Indian Perspective, Prentice Hall of India (PHI), New Delhi.					
2.	David Whiteley, (2017), E - Commerce: Strategy, Technologies and Applications, McGraw Hill Education					
Reference Books						
1.	Chaffey, (2009), E-Business and E-Commerce Management, Pearson Education, New Delhi.					
2.	Jaffey F. Rayport & Bernard J. Joworski , (2009), Introduction to E-Commerce, Tata McGraw Hill, New Delhi.					
3.	Bharat Bhasker , (2006), Electronic Commerce, Tata McGraw Hill Publishing Co Ltd, New Delhi.					

4.	Ravi Kalakota and Andrew B. Whinston, (2013), Frontiers of Electronic Commerce, Pearson Education, New Delhi.		
Mode of Evaluation: CAT / Assignment / Quiz / FAT			
Recommended by Board of Studies	12-08-2017		
Approved by Academic Council	No. 47	Date	05-10-2017

Course code	Course title	L	T	P	J	C
CCA3717	ADVANCED CORPORATE ACCOUNTING	4	0	0	0	4
Pre-requisite	Corporate accounting	Syllabus version				
		1.0				
Course Objectives:						
The course gives students the necessary background to:						
<ol style="list-style-type: none"> 1. Make students aware about latest issues of corporate accounting 2. Provide the student with knowledge of recent developments in corporate accounting 3. Acquire knowledge of AS-14 and preparation of accounts of banking and insurance companies. 						
Expected Course Outcome:						
e students will be able to						
<ol style="list-style-type: none"> 1. Become expert in corporate account management like, amalgamation and absorption of companies 2. Prepare accounts of corporate sectors when there is an alteration of share capital and restructuring of share capital 3. Implement their knowledge in current issues in the insurance companies 4. Prepare final accounts of banking companies 5. Interpret the consolidated balance sheets. 6. Understand the double account system followed in public sector companies. 7. Analyse concepts and practices of company accounts in accordance with statutory requirements 						
Module:1	Amalgamation and Absorption of Companies	9 hours				
Meaning- purchase consideration- accounting entries in the books of transferor and transferee companies						
Module:2	Alteration of Share Capital and Re-construction	9 hours				
Meaning-Kinds of alteration –Accounting entries- Internal reconstruction - Reduction of share capital- procedure for reducing share capital- Revised Balance sheet- External reconstruction						
Module:3	Accounting for Life Insurance	9 hours				
Life Insurance – Revenue account – Profit and Loss account – Balance sheet as per new format						
Module:4	Accounting for General Insurance- Fire and Marine	8 hours				
Meaning – Revenue account - Profit and Loss account – Balance sheet as per new format						
Module:5	Accounting for Banking Companies	7 hours				
Banking companies – Rebate on Bills discounted – Profit and Loss account – Balance Sheet as per new format						
Module:6	Holding Company Accounts	9 hours				
Meaning– Capital Profit – Revenue Profit - Cost of control - Consolidated Balance sheet						
Module:7	Double Account Systems	7 hours				
Accounts of Electricity and Railway Companies						
Module:8	Invited Talk: Contemporary issues	2 hours				

Total Lecture hours		60 hours	
Text Book(s)			
1.	M.C. Shukla, T.S. Grewal and S.C. Gupta,(2012), Corporate Accounting, S. Chand Publishing, New Delhi		
Reference Books			
1.	T. S. Reddy and A. Murthy, (2012), Corporate Accounting, Margham Publications, Chennai		
2	S.P. Jain and K.L. Narang,(2012), Advanced Accountancy Volume II, Kalyani Publishers, New Delhi		
3	S.N. Maheshwari and S.K. Maheshwari,(2012), Advanced Accountancy Volume II, Vikas Publishing House Ltd., New Delhi		
Mode of Evaluation: CAT / Assignment / Quiz / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
FRE1002	Français facile (Easy French)	3	0	0	0	3
Pre-requisite		Syllabus version				
NIL		v.1				
Course Objectives						
The course gives students the necessary background to:						
<ol style="list-style-type: none"> 1. Acquaint the learners with the basics of French language. 2. Enable learners understand the sentence structures in French. 3. Use Information Technology and Multimedia for teaching of French. 						
Expected Course Outcome:						
e students will be able to:						
<ol style="list-style-type: none"> 1. create the basic communication by introducing and greeting in French language 2. understand the gender of nouns and apply numerical in day to day life 3. remember the various parts of speech and use them appropriately 4. create basic sentences in French 5. understand French language and French grammar for appreciating the aspects of French culture 6. create the art of narration/ share information with others 						
Module:1						9 hours
La conjugaison des verbes en <i>-er</i> – les pronoms sujets – les articles indéfinis – les nombres 1 à 20.						
<i>Savoir-faire pour:</i> saluer, et se présenter – épeler en français – communiquer en classe – utiliser des stratégies pour comprendre un texte en français – différencier le tutoiement du vouvoiement.						
Module:2						7 hours
Les verbes être et avoir – les adjectifs de nationalité – le lexique de l'identité – le lexique de l'expression des goûts et des intérêts – les nombres 21 à 100.						
<i>Savoir-faire pour:</i> demander et donner des renseignements personnels – exprimer des objectifs – renseigner sur la nationalité.						
Module:3						6 hours
Le présent du verbe irrégulier – il y a/ il n'y a pas – les articles définis – les prépositions de lieu – les adjectifs qualificatifs.						
<i>Savoir-faire pour:</i> décrire et qualifier une ville ou un quartier – localiser – exprimer la quantité.						
Module:4						5 hours
Les formes de la négation – les adjectifs possessifs – le lexique des liens de parenté – le lexique de loisirs.						
<i>Savoir-faire pour:</i> parler de notre entourage – parler de la première impression que produit quelqu'un et de son caractère – présenter et décrire quelqu'un.						
Module:5						6 hours
Les verbes pronominaux – les adverbes de temps – le lexique des jours de la semaine et des moments de la journée.						
<i>Savoir-faire pour :</i> parler de nos habitudes – exprimer l'heure – nous informer sur la fréquence, l'heure et le moment – exprimer la ressemblance et la différence.						
Module:6						5 hours
Les adjectifs interrogatifs- les adjectifs démonstratifs – les adjectifs du couleur- le future proche.						

<i>Savoir-faire pour:</i> s'informer sur un produit – acheter et vendre un produit – expliquer comment on s'habille – donner un avis sur la façon de s'habiller – parler du temps qu'il fait - Situer une action dans le futur.			
Module:7		5 hours	
Les pronoms compléments d'objet direct – les articles partitifs – le lexique des aliments – le lexique de la quantité - le passé composé – les marqueurs temporels du passé.			
<i>Savoir-faire pour:</i> Donner et demander des informations sur un plat – Commander dans un restaurant – parler de nos expériences et de ce que nous savons faire – parler de faits passés.			
Module:8		2 hours	
Contemporary Issues			
Total Lecture hours		45 hours	
Text Book(s)			
1.	CONNEXIONS- 1, Méthode de français, Régine Mérieux, Yves Loiseau, Les Éditions Didier, 2010		
2	CONNEXIONS -1, Le cahier d'exercices, Régine Mérieux, Yves Loiseau, Les Éditions Didier, 2010		
Reference Books			
1.	ALTER EGO 1, Méthode de français, Annie Berthet, Catherine Hugo, Véronique M. Kizirian, Béatrix Sampsonis, Monique Waendendries, Hachette livre, Paris, 2006.		
2	ALTER EGO 1, Le cahier d'activités, Annie Berthet, Catherine Hugo, Béatrix Sampsonis, Monique Waendendries, Hachette livre, Paris, 2006.		
Mode of Evaluation: CAT / Assignment / Quiz / FAT			
Recommended by Board of Studies		26.02.2016	
Approved by Academic Council		41	Date 17.06.2016

Course code	Course title	L	T	P	J	C
HIN 1002	APPLIED HINDI	3	0	0	0	3
Pre-requisite	Know to read and write Hindi	Syllabus version				
		1.0				
Course Objectives:						
The course gives students the necessary background to:						
<ol style="list-style-type: none"> 1. develop communicative and technical skills in Applied Hindi. 2. effectively communicate in different fields like administration, media and business. 3. understand translation as a linguistic, cultural, economic and professional activity and analyzing the problems and challenges of effective communication in Hindi. 						
Expected Course Outcome:						
The students will be able to						
<ol style="list-style-type: none"> 1. Create situation for students sit in the competitive exams. 2. Apply technology in various fields through Hindi. 3. Understand about various careers other than software where Hindi is used. 4. Analyze the use of Hindi skill in various fields. 5. Understand different areas where Hindi is used other than literature. 						
Module:1	भूगिका					3 hours
हिन्दीभाषा- प्रयोजनमूलकहिन्दी: सामान्यपरिचय – हिशेषता						
Module:2	मिन्दीकिंंप्राचार					6 hours
सामान्यपत्राचाः नौकीके हलएआिेदनपत्र – छुट्टीके हलएपत्र िाहिज्यकएिंव्यािसाहयकपत्राचाः प्रकाशकके नामपत्र- पूछताछपत्र – व्यापािीहशकायतीपत्र – बैंककोपत्र						
Module:3	प्रयोजनिलकमिन्दीके कायक्रेकापरचय					6 hours
िाहिज्यओिव्यापाि – हिज्ञानसूचनाएिंएस्थोहिकी – जनसंचािमाध्यम – बैंकंकिं – प्रशासन						
Module:4	मिन्दीकम्प्युटरओसिज्ञापन					6hours
कम्प्युटिमिंंहिन्दीकाअनुप्रयोि – हिन्दीओिइं टिनेट मिज्ञापन : परिभाषा – उद्देश्यओिमिच – हिज्ञापनके माध्यम – जनसंचािमाध्यमोसं ेंहिज्ञापन –शब्द – दृश्य – श्रव्यसंचाि – हिज्ञापनोसं ेंहिन्दीकाप्रयोि – अभ्यास						
Module:5	अनुिादमिद्वान्त					6 hours
अनुिाद :अर्एिंपरिभाषा – अनुिादकके िुिं – अनुिादकामिित्व- अनुिादके प्रकाि- अनुिादकीसामान्यसमस्याएं						
Module:6	अनुिादअभ्याि (मिन्दी – अङ्गरेजी – मिन्दी)					9hours
व्यािसाहयक – बैंकंकिं-िाहिज्यआहदसेसंबंहित						
Module:7	पाररभामिकशब्दालिी					6 hours
अर्एिंस्वरूप – अपेहितिुिं- समस्याएं – हिभननिंेसं ेंप्रयुक्तपारिभाहकशब्दालिी						
		Total Lecture hours:		45 hours		
Text Book(s)						
1.	डॉकृ णकृ मािििोस्वामी,अनुप्रयोहिकहिन्दी,िािीप्रकशन 2012					
Reference Books						
1.	डॉअनुपचंदबाििनी,व्यािसाहयकसंएषि, िाजपालएं डसनस, हदल्ली, प्र.सं 2011.					
2.	डॉकृ णकृ मािििोस्वामी,अनुप्रयोहिकहिन्दीअरुिोदयप्रकाशननईहदल्लीप्र.सं 2015.					
3.	डॉसुनिलिक्ष्मी,प्रयोजनमूलकहिन्दीप्रासंहिकताएिंपरिदृश्यजिािििपुस्तकालयम रुिा 2012.					
4.	दं ििलझालटेप्रयोजनमूलकहिन्दीहसंतओिप्रयोििािीप्रकाशननईहदल्ली 2009.					
5.	मिुिंिन,हिज्ञापनकलािािीप्रकाशननईहदल्ली 2010.					
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT						
Recommended by Board of Studies			11.12.2015			
Approved by Academic Council			39 th AC	Date	17.12.2015	

TAM1003	தமிழ்	L	T	P	J	C
For UG Programmes		3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		1				
Course Objectives:						
<ol style="list-style-type: none"> 1. ஐந்திணை நிலங்களின் அடிப்படையில் மக்களின் வாழ்வைப் புரிந்து கொள்ளுதல் 2. சமய ஒற்றுமை கூறுதல் 3. தமிழ்ச் சிறுகதை, மரபுக்கவிதை முதல் நவீன கவிதை வரையிலான தமிழ் இலக்கிய வளர்ச்சி - புரிதல், படைப்பூக்கம் பெறுதல் 						
Expected Course Outcome:						
<ol style="list-style-type: none"> 1. சங்க காலம் முதல் நவீன காலம் வரையிலான தமிழக மக்களின் வாழ்வியல் குறித்த புரிதல் 2. தமிழ்நாடு அரசு பணியாளர்கள் தேர்வாணையம் (TNPSC) நடத்தும் தேர்விற்குத் தயாராகுதல் 3. நவீன கவிதை மற்றும் சிறுகதைகளுக்கு மாணவர்களின் பங்களிப்பை தர வைத்தல் (படைப்பாளியாக்குதல்) 4. தமிழ்ச் சிறுகதையின் போக்கு , உலகச் சிறுகதை -அறிமுகம் 5. உலக மொழிகளில் பரவியுள்ள தமிழின் வேர்ச்சொல் , தமிழரின் நாடகம், மறுவாசிப்பு , தொல்லியல் களங்கள், சூழலியல் குறித்த புரிதல் 						
Student Learning Outcomes:						
		2,11				
அலகு 1	சங்க இலக்கியம்	8 hours				
அகம்: குறிஞ்சி : காலையும் பகலும் கையறு மாலையும் (குறுந்- 32), செம்புலப் பெயல் நீரார் – (குறுந்-40),						
முல்லை : அம்ம வாழி தோழி காதலர் (குறுந்-287) , தருமணல் தாழப்பெய்து இல்பூவல் ஊட்டி (கலித்தொகை- 114 : 12-21),						
மருதம்: கழனி மாத்து விளைந்துகு தீம்பழம்(ஐங்கு-8), சிலரும் பலரும் கடைக்கண் நோக்கி - குறுந்149.),						
நெய்தல் : விளையாடு ஆயமொடு வெண்மணல் அழுத்தி - (நற்றி 172).பூ இடைப்படினும் யாண்டு கழிந்தன்ன- (குறுந் -57),						
பாலை: கன்றும் உண்ணாது கலத்தினும் படாது, (குறுந்-27), முட்டுவேன் கொல் (குறுந்-28),						
புறம் : செஞ்ஞா யிற்றுச் செலவு (புறம்- 30), மைம்மீன் புகையினும் (புறம்-117),யாதும் ஊரே யாவரும் கேளிர் (புறம்-192)						

அலகு 2	நீதி இலக்கியம்	6 hours	
திருக்குறள் : புலவி நுணுக்கம் (132 வது அதிகாரம்)			
நாலடியார் : பெரியாரைப் பிழையாமை (1முதல் 5) பாடல்கள்			
இன்னா நாற்பது: (8 முதல் 12 வரை) பாடல்கள்			
இனியவை நாற்பது : (2 முதல் 6 வரை) பாடல்கள்			
பழமொழி நானூறு : அவையறிதல்: 21			
அலகு 3	பக்தி இலக்கிய , சிற்றிலக்கிய அறிமுகம்	4 hours	
சைவம்: காத லாகி கசிந்து கண்ணீர் மல்கி (சம்பந்தர் தேவாரம்-3320) , பித்தா பிறைசூடி பெருமான ! அருளாளா(சுந்தரர் தேவாரம், 7225) ஊன் ஆய், உயிர் ஆய், உணர்வு ஆய், என்னுள் கலந்து, (திருவாசகம் - திருஅம்மாலை -16)			
வைணவம்: (ஆண்டாள் நாச்சியார் திருமொழி) ,கற்பூரம் நாறுமோ கமலப்பூ நாறுமோ - 64, வாரணம் ஆயிரம் சூழ வலம்செய்து -555, மத்தளம் கொட்ட வரிசங்கம் நின்றூத - 560			
சித்தர் இலக்கியம்: அன்பும் சிவமும் இரண்டு என்பர் அறிவிலார் (திருமந்திரம் : -270), படமாடக் கோயில் பகவற்கு ஒன்று ஈயில் (திருமந்திரம் 1857), நட்கல்லைத் தெய்வமென்று நாலுபுஷ்பந் சாத்தியே – (சிவவாக்கியர் 521)			
குற்றால குறவஞ்சி - குறத்தி மலை வளங்கூறுதல்: 1,2,3,6			
அலகு : 4	நவீன இலக்கியம் (கவிதை)	10 hours	
பாரதி - பாரத தேசம், பாரதி தாசன் -தமிழியக்கம்- இருப்பதைவிட இறப்பது நன்று			
பட்டுக்கோட்டை கல்யாணசுந்தரம் - சும்மா கெடந்த நெலத்தைக் கொத்தி (பாடல்) ,உடுமலை நாராயண கவி - எங்கே சொர்க்கம் ?, கண்ணதாசன் - மயக்கமா கலக்கமா (பாடல்)			
நா . காமராசன் - காகித பூக்கள், அப்துல் ரகுமான் - தொலைந்து போனவர்கள்			
சிற்பி பாலசுப்பிரமணியம் - ஒரு கிராமத்து நதி, அறிவுமதி - நட்புக் காலம் (தேர்ந்தெடுத்த கவிதைகள்)			
மனுசி - (தேர்ந்தெடுத்த கவிதைகள்), ப . சுடலைமணி – (தேர்ந்தெடுத்த கவிதைகள்)			
அலகு : 5	சிறுகதை	6 hours	
அண்ணா - செவ்வாழை , புதுமைப்பித்தன் - செல்லம்மாள் , பி. எஸ். ராமையா- நட்சத்திரக் குழந்தைகள் , சு. வேணுகோபால் - புற்று, அழகிய பெரியவன்- திசையெங்கும் சுவர்கள் கொண்ட கிராமம், ஆண்ட்ரே செகாவ் - வான்கா (ரஷ்ய சிறுகதை)			

அலகு .6	உரைநடை	5 hours	
பேராசிரியர் அருளி - வேர்ச்சொல்லின் தேவை , முனைவர் மு .ராமசாமி - தமிழ் நாடகமும் நாடகத்தமிழும், சிவசு - இலக்கியமும் மறுவாசிப்பும் , முனைவர் செளந்திர மஹாதேவன் - தன்னம்பிக்கை தரும் நம்பிக்கை , புலவர் ந .வேங்கடேசன் - தமிழக தொல்லியல் தடங்கள், தியோடர் பாஸ்கரன் - காணுறை வேங்கை			
அலகு .7	இலக்கிய வரலாறு	4 hours	
சங்க இலக்கியம் , சமய இலக்கியம் , தமிழ்ச் சிறுகதை வரலாறு , புதுக்கவிதை வரலாறு			
அலகு .8	சிறப்பு விரிவுரை	2 hour	
	Total Lecture hours	45 hours	
வி ஐ டி பல்கலைக்கழக வெளியீடு			
Reference Book (s):			
1.	சங்க இலக்கியம் (தொகுப்பு) - திருநெல்வேலி தென்னிந்திய சைவசித்தாந்த நூற்பதிப்பு கழகம் லிட்ட் , 522.டி .டி .கே . சாலை ,ஆழ்வார்பேட்டை ,சென்னை -18- (திசம்பர் 2007)		
2.	ஞானசம்பந்தர் தேவாரம் - வீ .சிவஞானம் , விஜயா பதிப்பகம் , ராஜவீதி ,கோவை 001 மார்ச் 2016		
3.	மகாகவி பாரதியார், நியூ செஞ்சுரி புக் ஹவுஸ் , அண்ணாசாலை , மௌன்ட் ரோடு , சென்னை 02- (2014)		
4.	மக்கள் கவிஞர் பட்டுக்கோட்டை கல்யாணசுந்தரம் பாடல்கள் - நியூ செஞ்சுரி புக் ஹவுஸ் (பி)லிட்ட் .,41-பி சிட்கோ இண்டஸ்ட்ரியல் எஸ்டேட் , அம்பத்தூர் , சென்னை 98 (செப் 2017)		
5.	கண்ணதாசன் திரை இசை பாடல்கள் , கண்ணதாசன் பதிப்பகம் , கண்ணதாசன் சாலை , தி நகர் , சென்னை 17 , 2015		
6.	கறுப்பு மலர்கள் ,நா.காமராசன்,கவிதா பதிப்பகம், த பெ எண் : 6123, 8, மாசிலாமணி தெரு , பாண்டி பஜார் , தி நகர் , சென்னை , 17 , Jan 2016		
7.	ஒரு கிராமத்து நதி - ஆசிரியர்: சிற்பி பாலசுப்ரமணியம், கவிதா பதிப்பகம், த பெ எண் : 6123, 8, மாசிலாமணி தெரு , பாண்டி பஜார் , தி நகர் , சென்னை , 17 , Dec 2012		
8.	கவிக்கோ அப்துல்ரகுமான் கவிதைகள் , நேஷனல் பப்ளிஷர்ஸ், தம்பு செட்டி வீதி , பாரிஸ் , சென்னை 001 (2013) ,		
9.	100 சிறந்த கதைகள் , தொகுப்பு எஸ் .ராமகிருஷ்ணன் , டிஸ்கவரி புக் பேலஸ் , கே கே நகர் , சென்னை 78. (2016)		
10.	அழகிய பெரியவன் கதைகள் - நற்றிணை பதிப்பகம் , திருவல்லிக்கேணி , சென்னை -2013		
11.	காணுறை வேங்கை, தியடோர் பாஸ்கரன் , காலச்சுவடு பதிப்பகம் 669,கே .பி சாலை , நாகர்கோவில் 01(2006)		
	www.tamilvu.org		

Mode of Evaluation: CAT , Quiz and Digital Assignments			
Recommended by Board of Studies	31.10.2018		
Approved by Academic Council	No. 53	Date	13.12.2018

Programme Elective

Course Code	Course title	L	T	P	J	C
CCA1704	INTRODUCTION TO INFORMATION TECHNOLOGY	3	0	2	0	4
Pre-requisite	Nil	Syllabus version				
		1				
Course Objectives:						
<ol style="list-style-type: none"> 1. Learn the organization of a digital computer. 2. Be exposed to the number systems. 3. Ability Draw flow charts for problems. 4. Be exposed to the syntax of C Programming. 5. Learn to usage operators in C Programming. 6. Be exposed to problem solving techniques and computer networks. 7. Develop the skills to analysis the social media. 						
Expected Course Outcomes:						
The students will be able to:						
<ol style="list-style-type: none"> 1. Understand the components of the digital computer 2. Convert the number systems. 3. Learn to think logically and write pseudo code 4. Design algorithm for problems. 5. Be familiar with the use of Office software. 6. Be exposed to presentation and visualization tools. 						
Module:1	Fundamental Concepts and History	6 hours				
History of Computers - Functionality of computer -Basic Components of Computer System – Control Unit – Memory unit - Input Devices –Output Devices						
Module:2	Number systems and codes	7 hours				
Characteristics and Classification of Computer Systems - Data Representations within Computer - Bits - Bytes and Words - Number Systems and Codes						
Module:3	Software	6 hours				
Types of Software – Software Terminologies – Installing and uninstalling software-Software Piracy –Booting-Software Development steps – Usage of Application software						
Module:4	Database	6 hours				
Data –Database –Data Base Management System –Database Models – Database Language Problems with file system- Data management - Commercial Databases and Applications						
Module:5	Algorithm	6 hours				
Algorithm – Definition – Properties of Algorithm – Classification of Algorithms – Algorithm Logic						
Module:6	Flow Chart	6 hours				
Importance of Flowchart, Flow chart symbols, Advantages of flow chart – Limitation of flow Charts						
Module:7	Computer Networks	6 hours				
Concepts of Computer Networking – Advantages – Network types – Network topologies-						

Applications of Computer Networks.			
Module:8	Invited Talk: Contemporary Issues		2 hours
Total Lecture hours		45 hours	
Text Book(s)			
1.	Peter Norton,(2013),Introduction to Computers, TMH Publications, New Delhi		
2.	Dennis P., Curtin, (2012), Information Technology: The Breaking Wave, McGraw Hill, New Delhi		
Reference Books			
1.	E.Balagurusamy, (2012), Fundamentals of Computers, McGraw Hill, New Delhi		
2.	AnitalGoel, (2013),Computer Fundamentals, Pearson Publications, New Delhi		
3.	V Rajaraman,(2013), Fundamentals of Computers, Prentice Hall publications, New Delhi		
4.	P.K.Sinha,(2013),Computer Fundamentals, BPB Publications, New Delhi		
List of Challenging Experiments (Indicative)			
1	Design a Business card and company broacher (tri fold) for an upcoming organization.	3 hours	
2	ABC Company is introducing a new product; send the invitation to 100 of its clients using mail merge.	3 hours	
3	Design a Digital advertisement to be displayed in Amazon web site for electronic items.	3 hours	
4	Design a route map for ABC Company from Chennai International airport.	3 hours	
5	Create a worksheet for calculating Employee payroll of an Information Technology (IT) organization.	3 hours	
6	Create a worksheet for automatic calculation of student's grade point.	3 hours	
7	Create a template using worksheet for calculating number systems (All 4 System)	3 hours	
8	Create a worksheet and charts for ABC Company's annual report.	3 hours	
9	Create a presentation about ABC Company for a business meet.	3 hours	
10	Create an Annual report presentation for an IT organization.	3 hours	
Total Lab hours		30 hours	
Mode of Evaluation: CAT, Quiz , Digital Assignments and Practical			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 46	Date 24-08-2017

Course Code	Course title	L	T	P	J	C
CCA1708	EXPORT MARKETING	2	0	0	4	3
Pre-requisite	None					
Course Objectives:						
This course enables the student to:						
<ol style="list-style-type: none"> 1. Understand the export marketing concepts. 2. Demonstrate their skills in writing and presenting team oriented professional business strategies for a firm with global orientation 3. Carry out the export marketing procedures and activities. 						
Student Learning Outcome:						
2,11,12,18						
2. Having a clear understanding of the subject related concepts and of contemporary issues						
11. Having interest in lifelong learning						
12. Having adaptive thinking and adaptability						
18. Having critical thinking and innovative skills						
Module:1	Basics of Export Marketing	6 hours				
Concepts and features – Importance – difference between domestic and export marketing – Factors affecting export marketing.						
Module:2	Global Framework for Export Marketing	6 hours				
Economic grouping of export marketing – Implication of World Trade Organization Agreements – General Agreement of Trade and Tariff, General Agreement of Tariff and Services.						
Module:3	Export Product	6 hours				
Modes of entry in foreign markets - Criteria for selection of products for exports -Steps in new product development process - identifying foreign markets for export of products.						
Module:4	Export Pricing	6 hours				
Factors –objectives - quotations - Marginal cost pricing - Break even pricing - Export pricing strategies.						
Module:5	Export Finance	6 hours				
Types of export finance - Features of pre-shipment and post-shipment finance - Methods of payment – Letter of credit - Role of commercial banks and EXIM bank in export finance.						
Module:6	Export Policies and Promotional Measures	7 hours				
Foreign Trade Policies – Highlights and implications, Privileges of export and trading house status – Role of Directorate -General of Foreign Trade.						
Module:7	Export Procedure and Incentives	6 hours				
Stages in export procedure - Shipping and Customs formalities- Procedure for realization of export incentives - Main export incentives available to Indian exporters.						
Module:8	Invited Talk: Contemporary Issues	2 hours				
Total Lecture hours:		45 hours				
Sample Projects Outcomes:						
Students will be able to write a report on						
<ol style="list-style-type: none"> 1. A study on L/C in export marketing 2. Documentations and Procedures in Export – A study 3. Impact of Pricing policies in export marketing 		60 (Non-Contact hours)				

Text Book(s)			
1.	D.C. Kapoor, Export Management, Vikas Publishing House Pvt Ltd. New Delhi, 2012.		
Reference Books			
1.	P.K.Khurana, Export Management, Galgotia Publications, New Delhi, 2013.		
2.	Michael R. Czinkota, Ilkka A. Ronkainen, Marta Ortiz, The Export Marketing Imperative, South- Western publisher, USA, 2004.		
3	New Import Export Policy, Nabhi Board Members, Nabhi Publications, New Delhi, 2009.		
4	Gerald. Albaum, Edwin. Duerr, Jesper. Strandkov, International Marketing and Export Management, Pearson Education, New Delhi, 2005.		
Mode of Evaluation: CAT / Assignment / Quiz / Project / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA1719	BUSINESS COMMUNICATION	2	0	0	0	2
Pre-requisite	Nil	Syllabus version				
		1.1				
Course Objectives:						
The Course provides the fundamentals to the students to						
<ol style="list-style-type: none"> 1. Create basic understanding of the communication. 2. Impart the skills of listening, speaking, reading and writing 3. Explore the various kinds of body language in the component of communication 4. Know the contemporaries in communication 						
Expected Course Outcome:						
The students will be able to						
<ol style="list-style-type: none"> 1. Enhance their effectiveness of communication skills 2. Project appropriate body language along with the verbal communication 3. Write various kinds of business letters 4. Apply the skills of communication in the real life situations 5. Update and upgrade the contemporaries in communication 						
Module:1	Introduction and Types of Communication	4 hours				
Meaning and Definition - Importance –Process- Essentials of good communication - Principles of Communication -Downward – Upward – Horizontal – Grapevine – Consensus						
Module:2	Barriers to Communication	4 hours				
Physical; Psychological; Semantic; Organizational Structure Barrier- Cross Cultural Barriers - Overcoming communication barriers						
Module:3	Listening Process	4 hours				
Barriers to Listening - Ten thumb rules for good listening - Active Listening Practices - Listening in conversational Interaction - Listening and note –taking						
Module:4	Non-Verbal Communication	4hours				
Kinesics – Proxemics – Chronemics – Vocalics – Occulesics - Personal Appearance						
Module:5	Business Letters and Drafting of Business Letters	6hours				
Need and functions of business letters - Planning and layout of business letter - Kinds of business letters - Essentials of effective correspondence – E-Business mails						
Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings – Memos						
Module:6	Application of Communication Skills	3 hours				
Group Decision-Making - Conflict and Negotiations - Presentation and Interviews – Speeches						
Module:7	Digital Communication	3 hours				
Social media- WhatsApp- Twitter- Face Book- LinkedIn						
Module:8	Invited Talk: Contemporary Issues	2 hours				
Total Lecture hours						
						30 hours

Text Book(s)			
1.	Nirmal Singh, (2013), Business Communication, Deep and Deep Publications Pvt.Ltd., New Delhi.		
Reference Books			
1.	Krishna Mohan &MeeraBanerji, (2012), Developing Communication Skills, McMillan India Ltd, New Delhi.		
2.	Rajendra Pal & J.S. Korlahalli, (2014), Essentials of Business Communication, Sultan Chand Publications, New Delhi.		
3.	M. Ashraf Rizvi, (2013), Effective Technical Communication, Tata McGraw-Hill Education, New Delhi.		
4.	K. K. Sinha, (2012), Business Communication, Taxman Publishing Pvt. Ltd., New Delhi.		
5.	R. C. Sharma and Krishna Mohan (2014), Business Correspondence and Report Writing, Tata McGraw-Hill Publishing Company Limited, New Delhi.		
Mode of Evaluation: CAT, Quiz and Digital Assignments			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA2701	CORPORATE LAWS	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		1.0				
Course Objectives:						
<ol style="list-style-type: none"> 1. Complement this course contents with other courses such as Tax, Corporate Accounting, Banking system, etc. 2. Build an ability to interpret laws and legal language 3. Develop the aptitude to apply theory in real life situation 						
Expected Course Outcome:						
<ol style="list-style-type: none"> 6. Apprehend the basic rules of conduct enforced by the state to regulate the conduct of corporations 7. Develop an ability to compare and contrast the mechanism of policy frameworks 8. Institute ideas of starting a company 9. Be acquainted with the structure of governing a company 10. Tinge upon ethical standards and contemplate over not falling prey to crimes 11. Gain confidence to apply theory in real life situations 						
Module:1	Corporations and Legal Personality	6 hours				
Definition, Meaning, Nature and its Characteristics – Different types of companies - Company vis-à-vis other Forms of Business – Concept of Corporate Personality – Corporate Veil – Lifting the Veil of incorporation						
Module:2	Formation and Constitution of a Company	8 hours				
Promoters: meaning, responsibilities and duties, rights and liabilities - Pre-incorporation contracts						
Procedural aspects of formation of companies - Constitutional documents, its effect:						
Memorandum and Articles of Association, its contents and alteration– Prospectus: Definition – Contents – The Golden Rule– Mis-statement – Remedies						
Module:3	Company Officers	5 hours				
Directors: Types (de jure and de facto), Director's Identification Number (DIN), Appointment / Reappointment, Qualifications, Disqualifications, Role and Responsibilities of Directors – Powers and Duties – Remuneration of Directors						
Module:4	Other Officers	5 hours				
Appointment, Role and Responsibilities, Company Secretary as a Key Managerial Personnel, Company Auditor: appointment, duties, rights, removal and resignation						

Module:5	Company Meetings and Resolutions	9 hours	
Meetings of Board -Frequency, Convening, Proceedings, Video Conferencing of Board - Practice			
Resolution by Circulation, Minutes and Evidence- General Meetings –Kinds of Meetings- Law, and Procedure Relating to Convening And Proceedings at General and Other Meetings; Notice, Quorum, Chairman, Proxy, Voting including Voting through Electronic Means; Resolutions, Circulation of Members' Resolution, Postal Ballot, Recording, Signing and Inspection of Minutes			
Module:6	Insolvency	5 hours	
Liquidation: Compulsory and voluntary liquidation, Process and Procedure; Appointment, powers and duties of liquidator and insolvency practitioners. Consequences of Winding Up			
Module:7	Corporate Fraud and Criminal Behaviour	5 hours	
Nature and Legal Control: Insider dealing, market abuse, money laundering, bribery, fraudulent and Wrongly trading			
Module:8	Contemporary issues:	2 hours	
Total Lecture hours		45 hours	
Text Book(s)			
1.	Munish Bhandari, A Handbook on Corporate and Allied Laws (for CA Final), 2019, 24 th Edition, Best Word Publication, New Delhi.		
Reference Books			
1.	ICSI, Corporate Laws (Set of 2 volumes - Pocket Edition), 2017, 36 th Edition, Taxman Publication, New Delhi		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code CCA2702	Course title	L	T	P	J	C
	PERFORMANCE MANAGEMENT	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Course Objectives:						
The Course provides the foundations to:						
<ol style="list-style-type: none"> 1. Create basic understanding about the concepts of Performance Management 2. Impart Skills required to enhance the performance of Organisation 3. Explore the various accounting aspects of performance 						
Course Outcome:						
The students will be able to:						
<ol style="list-style-type: none"> 1. Handle the Quantitative Areas of Performance in product-wise and division-wise 2. Decide on operational and managerial performance based on marginal costing principles 3. Analyze the costs through effective budgetary systems 4. Evaluate the value added and non-value added activities to reduce the cost and to increase profit 5. Apply the Standard Costing Principles in taking various operational and market decisions. 6. Analyse and Interpret the Financial Statements in Not for Profit Organizations 						
Module:1	Specialist cost and Management Accounting Techniques	6 hours				
Activity-based costing, Target costing, Life-cycle costing.						
Module:2	Special Areas on costing	6 hours				
Throughput accounting, Environmental accounting.						
Module:3	Decision-making Techniques	6 hours				
Relevant cost analysis, Cost volume analysis, Limiting factors, Pricing decisions, Make-or-buy and other short-term decisions, Dealing with risk and uncertainty in decision making.						
Module:4	Budgeting and Control	6 hours				
Budgetary systems, Types of budget, Quantitative analysis in budgeting.						
Module:5	Standard Costing	7 hours				
Material mix and yield variances, Sales mix and quantity variances, Planning and operational Variances, Performance analysis and Behavioural aspects.						
Module:6	Performance Measurement and Control	6 hours				
Performance management information systems, Sources of management information, Management reports, Performance analysis in private sector. Organisations and Divisional performance.						
Module:7	Trends in Costing	6 hours				
Transfer pricing, Performance analysis in Not-for-profit organisations and the public sector, External considerations and behavioural aspects						
Module:8	Invited Talk: Contemporary Issues	2 hours				
Total Lecture hours						
						45 hours
Text Book(s)						

1.	S.P. Jain and K.L. Narang , Cost Accounting (2016), - Kalyani Publishers - New Delhi.		
Reference Books			
1.	B.K. Bhar, Cost Accounting ,(2015), -Academic publishers, Calcutta.		
2.	Bhabatosh Banerjee , Cost Accounting Theory And Practice, (2014), PHI Learning Private Ltd, New Delhi.		
3.	S.P Iyengar , Cost Accounting ,(2015), Sultan Chand and Sons, New Delhi.		
4.	Ravi M. Kishore, Cost Accounting (2016), Taxmann’s Allied Services Private Ltd, New Delhi.		
5.	C.T.Horangren, Cost Accounting (2015), A Managerial Emphasis- Pearson education-New Delhi.		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA2703	FINANCIAL REPORTING	3	0	0	0	3
Pre-requisite	NIL	Syllabus version				
		1.0				
Course Objectives:						
The course aimed at:						
<ol style="list-style-type: none"> 1. To understand the concepts and measurements that underlie financial statements 2. To develop the skills needed to prepare financial statements effectively 3. To gain an understanding of the choices enterprises make in reporting the results of their business activities. 						
Expected Course Outcome:						
At the end of the course the student should be able to						
<ol style="list-style-type: none"> 1. Interpret general purpose financial reports 2. Differentiate between International Financial Reporting Standards and Indian Accounting standards 3. Apply International Financial Reporting Standards in the context of Indian companies 4. Contrast between accounting policies and accounting estimates and assemble the financial data in prescribed format of financial statements 5. Demonstrate the application of Ind AS while drawing the financial statements of a company. 6. Implement the provision of Ind AS 7 while preparing Cash Flow Statement of a company 						
Module:1	Introduction	6 hours				
Objectives and uses of financial statements for users - Role/objectives of accounting standards -						
Development of accounting standards in India - Requirements of international accounting standards - International organizations engaged in accounting harmonization						
Module:2	International Standards	6 hours				
International Accounting Standards Board (IASB) – Financial Accounting Standards Board (FASB) - Role of IASB in developing IFRS – International Financial Reporting Standards (IFRS)- adoption or convergence in India - Implementation plan in India - Ind AS - Differences between Ind AS and IFRS- Conceptual framework - Definition of financial elements - Principles of recognition, measurements, presentation and disclosure						
Module:3	Assets Based Accounting Standards	6 hours				
Accounting for tangible non-current assets (IAS 16 and Ind AS 16) - Accounting for intangible assets (IAS 38 and Ind AS 38) Accounting for impairment of assets (IAS 36 and Ind AS 36) – Inventories (IAS 2 and Ind AS 2) - Accounting for borrowing costs (IAS 23 and Ind AS 23).						
Module:4	Revenue Based Accounting Standards	6 hours				
Revenue from contracts with customers (IFRS 15 and Ind AS 115) - Income tax (IAS 12 and Ind AS 12) - Employee benefits (IAS 19 and Ind AS 19)						
Module:5	Liability based Accounting Standards	6 hours				
Introduction - Provisions, contingent liabilities and contingent assets (IAS 37 and Ind AS 37) - Share based payments (IFRS 2 and Ind AS 102) – Accounting for taxation (IAS 12).						
Module:6	Preparation of Single Entity Financial Statements	7 hours				
Presentation of financial statements (IAS 1 and Ind AS 1) - Accounting policies, accounting estimates (IAS 8 and Ind AS 8)- Events after reporting date (IAS 10 and Ind AS 10) –Structure and content of financial statements.						

Module:7	Preparation of consolidated financial statements including an associate	6 hours	
Preparation of financial statements : Statement of Financial Position (SOFP) - Statement of Profit or Loss (SOPL) - Statement of Changes in Equity (SOCE) - Cash Flow Statement (SOCF) (IAS 7 and Ind AS 7).			
Module:8	Invited Talk: Contemporary Issues	2 hours	
Total Lecture hours		45 hours	
Text Book(s)			
1.	intan Patel, Bhupendra Mantri,(2015), Indian Accounting Standards, Taxmann Publications, New Delhi.		
2.	lphy D'Souza, Vishal Bansal,(2014),Indian Accounting Standards, Snow White Publications, New Delhi.		
Reference Books			
1.	T. P, Ghosh,(2015), Illustrated Guide To Indian Accounting Standards, Taxmann Publications, New Delhi.		
2.	B. D, Chatterjee,(2015), Illustrated Guide To Indian Accounting Standards, Taxmann Publications, New Delhi.		
3.	Financial Reporting,(2015), BPP or Kaplan Publications, New Delhi.		
4.	IFRS,(2013), International Financial Reporting Standards, New Delhi: Taxmann Publications P Ltd, New Delhi.		
5.	IASB- A Guide through International Financial Reporting Standards, (2014), New Delhi: IASB, New Delhi.		
6.	Abbas AliMirza, Graham J. Holt and Magnus Orrell, IFRS (2013): Practical implementation guide and workbook, New Delhi: Wiley India		
Mode of Evaluation: CAT / Assignment / Quiz / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code CCA2704	Course title	L	T	P	J	C
	AUDIT AND ASSURANCE	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Course Objectives:						
<ol style="list-style-type: none"> 1. To introduce students passed elements of accounting and finance or principles accounting to the principles of external auditing and other assurance services. 2. To provide the students with an understanding of nature of the functions of auditing and other assurance services 						
Expected Course Outcome:						
The student will be able to						
<ol style="list-style-type: none"> 1. explain why external audits and other types of assurance services are conducted 2. discuss the duties of auditors and other assurance providers and how these have changed over time 3. explain the meaning of concepts that are fundamental to auditing and assurance services, such as 'independence', 'evidence', 'risk', 'materiality' 4. describe, in general terms, the processes involved in auditing and other assurance services 5. distinguish between compliance and substantive testing and describe various audit tests 6. discuss the form, content and importance of the reports provided at the end of the audit or assurance service 						
Module:1	Concepts	6 hours				
Assurance engagements- external audits-corporate governance- Professional ethics and code of ethics and conduct						
Module:2	Internal Audit	6 hours				
Internal audit and governance- difference between external and internal audit- scope of internal audit- Internal audit assignments						
Module:3	Audit Engagements	6 hours				
Obtaining and accepting audit engagements- objective and general principles						
Module:4	Planning and Risk Assessment	6hours				
Assessing audit risks- understanding the entity and environment- audit planning and documentation.						
Module:5	Internal Control	6 hours				
Internal control systems- Use and evaluation of internal control systems by auditors- Tests of control- communication on internal control						
Module:6	Audit Evidence and Sampling	7hours				
Financial statements assertions and evidence- methods of obtaining evidence-audit procedures- audit sampling and testing- computer assisted audit techniques						
Module:7	Reporting	6 hours				
Audit Report – Types- Qualifications, Disclaimers, Adverse opinion, Disclosures, Reports and certificates						
Module:8	Invited Talk: Contemporary Issues	2 hours				
Total Lecture hours:		45 hours				
Text Book(s)						
1.	VarshaAinapure and MukundAinapure , (2012), Auditing and Assurance - PHI Learning Pvt ltd, New Delhi					

Reference Books			
1.	B.N. Tandon , (2013), A Handbook of Practical Auditing, Sultan Chand, New Delhi		
2.	Gupta, Contemporary Auditing, (2012), Tata-McGraw Hill, New Delhi		
3.	P. Kamal Gupta and Ashok Arora, (2012), Fundamentals of Auditing, Tata-McGraw Hill, New Delhi		
Mode of Evaluation: CAT, Quiz and Digital Assignments			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA2705	FINANCIAL MANAGEMENT	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		1.0				
Course Objective:						
The course is aimed at						
1. Develop a thorough understanding of the role of the financial manager in relation to investment and financing decisions.						
2. Understand the application of investment appraisal techniques in the financial management.						
Course Outcomes (CO):						
The student should be able to						
1. Understand role and purpose of Financial Management						
2. Assess the impact of the economic environment on Financial Management						
3. Apply Working Capital Management techniques						
4. Carry out effective investment appraisal						
5. Evaluate alternative source of Business and calculate cost of capital and factors which affect it.						
6. Apply principles of business and risk management techniques						
7. Ability to solve contemporary issues.						
Module:1	Financial Management Function	5 hours				
The nature and purpose of financial management- Financial objectives and relationship with corporate strategy						
.Stakeholders and impact on corporate objectives - Financial and other objectives in not-for-profit organizations						
Module:2	Financial Management Environment	5 hours				
Economic environment for business - Nature and role of financial markets - Financial institutions and money market						
Module:3	Working Capital Management	6 hours				
Nature, elements and importance of working capital - Management of inventories, accounts receivables, accounts payable and cash - Determining working capital needs and funding - Strategies						
Module:4	Investment Appraisal	6 hours				
Investment appraisal techniques - Allowing for inflation and taxation in investment appraisal – Adjustment for risk and uncertainty in investment appraisal- Specific investment decisions (lease or buy; asset replacement, capital rationing						
Module:5	Business Finance	7 hours				
Sources of raising business finances - Estimating the cost of capital - Capital structure theories and practical considerations - Finance for small and medium sized entities						
Module:6	Business Valuations	7 hours				
Nature and purpose of the valuation of business and financial assets - Models for the valuation of Shares - Valuation of debt and other financial assets - Efficient market hypothesis (EMH) and practical considerations in the valuation of shares						

Module:7	Risk Management	7 hours	
Nature and types of risk and approaches to risk management - Causes of exchange rate differences and interest rate fluctuations - Hedging techniques for foreign currency risk - Hedging techniques for interest rate risk			
Module:8	Invited Talk: Contemporary Issues	2 hours	
Total Lecture hours		45 hours	
Text Book(s)			
1.	M. Pandey,(2012), Financial Management, Vikas Publishing House (P) Ltd., New Delhi.		
Reference Books			
1.	Prasanna Chandra, (2012), Financial Management, Theory and Practice, Tata McGraw Hill Publishing Company, New Delhi.		
2.	Khan and Jain, (2011), Basic Financial Management & Practice, Tata McGraw Hill Publishing Company, New Delhi.		
3.	James C Vanhorne,(2013), Financial Management and Policy, Pearson Education Asia (Low Priced Edition), New Delhi.		
4.	Aswat Damodaran,(2011), Corporate Finance Theory and Practice, John Wiley and Sons, New Delhi.		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA2710	STRATEGIC BUSINESS REPORTING	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Course Objectives:						
The students will be to						
<ol style="list-style-type: none"> 1. Prepare reports and presentations relating to financial matters for the board and senior officers of organisations 2. Apply knowledge, skills, and exercise professional judgement in the application and evaluation of financial reporting principles and practices 3. Gain an understanding of the choices enterprises make in reporting the results of their business activities. 						
Expected Course Outcome:						
<ol style="list-style-type: none"> 1 Demonstrate ethical behaviour while complying with accounting standard. 2 Evaluate strengths and weakness of an accounting framework. 3 Create performance report of small and medium sized enterprises 4 Present financial statements of group of entities, not for profit and public sector companies 5 Analyse the effect of changes in accounting standards on business entities 6 Distinguish between national and international reporting standards 						
Module:1	Professional and Ethical Duty of the Accountant	6 hours				
Professional behaviour and compliance with accounting standards- Ethical requirements of corporate reporting and the consequences of unethical behaviour- Social Responsibility						
Module:2	Financial Reporting Framework	6 hours				
The applications, strengths and weaknesses of an accounting framework- Critical evaluation of principles and practices						
Module:3	Reporting the Financial Performance	6 hours				
Performance reporting-Non-current assets- Leases- Reporting requirements of small and medium sized entities (SMEs)						
Module:4	Financial Statements of Groups of Entities	6 hours				
Group accounting including statements of cash flows- Continuing and discontinued interests- Changes in group structures- Foreign transactions and entities						
Module:5	Specialised Entities and Transactions	7 hours				
Financial reporting in specialised, not-for-profit and public sector entities- Entity reconstructions						
Module:6	Implications of Changes in Accounting Regulation on Financial Reporting	6 hours				
The effect of changes in accounting standards on accounting systems - Proposed changes to accounting standards						
Module:7	Current Development	6 hours				
Environmental and social reporting- Convergence between national and international reporting standards- Current reporting issues						
Module:8	Invited Talk: Contemporary Issues	2 hours				

Total Lecture hours		45 hours	
Text Book(s)			
1.	David Young, Jacob Cohen,(2013), Corporate Financial Reporting and Analysis, 3rd Edition, John Wiley and Sons, London		
Reference Books			
1.	Andrew W Higson,(2012), Corporate Financial Reporting: Theory and Practice, SAGE Publications Ltd, United States		
2.	Corporate Financial Reporting Study Notes, (2016), ICWA, Kolkata		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA2711	STRATEGIC BUSINESS LEADER	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Course Objectives:						
<ol style="list-style-type: none"> To enable students understand concepts of organisational leadership. To enable students to acquire advisory capabilities and relevant professional skills. 						
Expected Course Outcome:						
<ol style="list-style-type: none"> To understand the qualities of leadership To demonstrate the Governance aspects of leadership To apply strategic choices to the forces of business environments To evaluate the tools of excellence through change management To analyze business analytics and big data for effective control of business To create tools of business and finance to ensure effective strategic business control. 						
Module:1	Leadership	4 hours				
Qualities of leadership- Leadership and organizational culture- Professionalism, ethical codes and the public interest.						
Module:2	Governance	5 hours				
Agency, Stakeholder analysis and organisational social responsibility-Governance, scope and Approaches-Reporting to stakeholders- The board of directors. Public sector governance						
Module:3	Strategy and Risk	9 hours				
Concepts of strategy - Environmental issues - Competitive forces - The internal resources, capabilities and competences of an organisation - Strategic choices						
Identification-assessment and measurement of risk - Managing, monitoring and mitigating risk.						
Module:4	Innovation, performance excellence and change management	8 hours				
Enabling success: disruptive technologies - Enabling success: talent management - Enabling success: performance excellence - Managing strategic change - Innovation and change management - Leading and managing projects-Professional skills - Communication - Commercial Acumen - Analysis - Scepticism – Evaluation						
Module:5	Technology and data analytics	7 hours				
Cloud and mobile technology - Big data and data analytics - E- business: value chain - IT systems security and control.						
Module:6	Organisational control and audit	5 hours				
Management and internal control systems - Audit and compliance - Internal control and management reporting.						
Module:7	Finance in planning and decision-making	5 hours				
Finance function- Financial analysis and decision making techniques - Cost and management accounting.						
Module:8	Contemporary issues	2 hours				
Total Lecture hours:		45 hours				

Text Book(s)			
1.	Edgar H. Schein and Peter Schein, Organizational Culture and Leadership, (2016) 5th Edition, Wiley Publishers, United States.		
Reference Books			
1.	I.M. Pandey, Financial Management, (2015), Vikas Publishing House PVT Ltd., New Delhi.		
2.	David Mayle, Big-Data Analytics for Cloud Managing Innovation and Change (2015), Sage publishing, <u>California, United States</u>		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		10.02.2018	
Approved by Academic Council		No. 49	Date 15-03-2018

Course code	Course title	L	T	P	J	C
CCA2712	MACRO ECONOMICS	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		1.1				
Course Objectives:						
1. To enable the student to understand the different concepts of macroeconomics including national income, income and employment, fiscal and monetary policies etc.						
Expected Course Outcome:						
1. Apply economic reasoning to the analysis of selected contemporary economic problems.						
2. Use economic problem solving skills to discuss the opportunities and challenges of the increasing globalization of the world economy.						
Module:1	National Income Accounting	6 hours				
Meaning and subject matter of macroeconomics – macroeconomic issues - National Income Accounting - Methods- circular flow of income - computational problems- Problem of double counting.						
Module:2	Keynesian Models	6 hours				
Keynes theory of income and employment -- liquidity preference-investment, savings, & Consumption Functions -IS-LM model –Equilibrium-multiplier-liquidity trap						
Module:3	Inflation	6 hours				
Meaning & types of inflation-demand pull inflation-cost push inflation-inflationary gap-Phillips curve and Inflation-effects of inflation-control of inflation-stagflation- -inflation and economic development						
Module:4	Employment and Unemployment	6 hours				
Concept of employment-Classical theory of employment- Say's law of market-Pigou's wage cut policy- causes of unemployment-types - -meaning and causes-policies to reduce unemployment						
Module:5	Fiscal Policy	6 hours				
Meaning & objectives of fiscal policy-instruments -fiscal policy and stabilization-fiscal policy and Deflation, economic development, depression and inflation- - limitations of fiscal policy						
Module:6	Monetary policy	6 hours	SLO:9,12			
Concept of Monetary Policy-instruments -objectives -monetary policy and stabilization-monetary policy and economic development- effectiveness of monetary policy during recession& inflation-Monetary policy and developing economy						
Module:7	Money and RBI	7 hours	SLO:11,12			
Concept of money-functions of money- demand for money- supply of money -RBI and its functions-determinants of money supply-concept of credit control- methods of credit control						
Module:8	Invited Talk: Contemporary Issues	2 Hours	SLO: 2, 12			
Total Lecture hours:		45 hours				
Text Book(s)						
1.	N. Gregory Mankiw, (2012), Principles of Macroeconomics, Cengage Learning, Stanford, USA.					
Reference Books						
1.	N. Gregory Mankiw, (2010), Macroeconomics, Worth Publishers, 7th edition.					

2.	M.L.Jhingan, (2010), Macroeconomic theory, Konark Publishers Pvt. Ltd.		
3.	Edward Shapiro, (2009), Macro Economic Analysis, Prentice Hall of India		
Mode of Evaluation: CAT, Quiz and Digital Assignments.			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 07-10-2017

Course code	Course title	L	T	P	J	C
CCA 2713	RURAL MARKETING	2	0	0	4	3
Pre-requisite	Nil	Syllabus version				
Course Objectives:						
<p>1. To study the various aspects of Indian rural markets because of the saturation of the urban markets and the increase in the purchasing power of the rural population.</p> <p>2. To cover aspects like relevance and scope of rural market in India, the environment prevailing these dynamic involved in the behavior of rural consumers, rural markets research, and rural market segmentation and targeting.</p> <p>3. To go in details for explaining the product strategy adopted by the companies for rural market, pricing strategy and rural distributions includes traditional and modern channel</p>						
Expected Course Outcomes:						
<p>The students will be able to:</p> <ol style="list-style-type: none"> 1. Explore the various facets of rural marketing and develop an insight into rural marketing regarding different concepts and basic practices in this area. 2. Identify the challenges and opportunities in the field of rural marketing for the budding managers and also expose the students to the rural market environment and the emerging challenges in the globalization of the economies 3. Acquaint with the appropriate concepts and techniques in the area of rural marketing 4. Apply adaptations to the rural marketing mix (4 A's) to meet the needs of rural consumers 5. Understand the concept and methodology for conducting the research in rural market. 6. Familiarize with the special problems related to sales in rural markets 						
Module:1	Introduction	4 hours				
Definition – Concept and Scope – Nature of Rural Market – Rural Market Structure – Economic structure – Income and consumption – Problems of Rural Market – Rural Market vs Urban Market						
Module:2	Rural Marketing Environment	4 hours				
Rural Marketing Environment – Social factors – Economic factors – Political factors – Personal factors – Psychological factors - Technological – Cultural factors – Market Segmentation						
Module:3	Rural Consumer Behavior	4 hours				
Introduction – Models of Consumer Behavior – Buyer Characteristics – Buying decision process - Factors affecting consumer's behaviors – Brand – Types – Brand awareness – Brand loyalty						
Module:4	Rural Market Product and Price Strategy	4 hours				
Product strategy – Product concept and classification – Product item decisions – New product pricing strategy - Kinds of pricing						
Module:5	Rural Market Promotion Strategy	4 hours				
Introduction – Exploring Media – Designing right Promotion Strategy – Promotional Campaigns						
Module:6	Rural Market Distribution Strategy	4 hours				
Communication strategy – Challenges of Rural communications – Media strategy – Distribution strategy - Channels of distribution – Physical distribution						

Module:7	Rural Market Research and Management Information System	4 hours	
Research to rural markets – Major techniques of market research – Multi-dimensional scaling – Data collection – Rural marketing information system Role of innovations – Importance of ICT in rural distribution – ICT initiatives			
Module:8	Invited Talk: Contemporary Issues	2 hours	
Total Lecture hours		30 hours	
Sample Projects:		60 (Non- contact hours)	
1. Promotional Strategies in Rural Marketing			
2. Rural Consumers' Satisfaction			
Text Book(s)			
1.	Pradeep Kashyap and Siddhartha Raut, (2013), The Rural Marketing, Biztantra, New Delhi		
2.	C.S.G. Krishnamacharyulu and Lalitha Ramakrishnan, (2011), Rural Marketing, Pearson Education, India		
Reference Books			
1.	Awadhesh Kumar Singh and Satyaprakash Pandey, (2011), Rural Marketing: Indian Perspective, New Age International Publishers, New Delhi		
2.	U.C. Mathur, (2011), Rural Marketing: Text and Cases, Excel Books, New Delhi		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code CCA2714	Course title	L	T	P	J	C
	SERVICE MARKETING	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Course Objectives:						
<ol style="list-style-type: none"> To understand the role of services in economic development of the country To provide students with an appreciation of concepts, functions, and techniques of the craft of marketing services. To identify critical issues in service design including the nature of service products & markets, building the service model, and creating customer value 						
Expected Course Outcome:						
The students will be able to						
<ol style="list-style-type: none"> To be able to differentiate marketing of goods and services and apply various concepts models and principles in various service industries To provide a theoretical and practical basis for assessing service performance using company examples To explain the nature and scope of services marketing To explain describe and utilize key services frameworks and concepts including the of marketing, the customer satisfaction, loyalty, and customer lifetime value. To explain service blueprinting, the integration of new technologies, and other key issues facing to days customer service providers and service managers. To identify critical issues in service design including the nature of service products & markets, building the service model, and creating customer value. 						
Module:1	Introduction	6 hours				
Concept of services and Services Marketing - Characteristics of Services – Classification of services – Challenges in Service Marketing – Growth of the service sector in Indian Economy						
Module:2	Services Design	6 hours				
Design and Delivery Components – Guiding principles in Service Design – Blue Printing- Components of Service blue prints – Stages in the preparation of a service blue print - Benchmarking - Services Triangle						
Module:3	Services Marketing Mix	6 hours				
Definition of service marketing mix – Service Product – Concept – Pricing objectives – Promotion mix – Tools of Sales promotion – Communication Mix- The Seven P’s-Product Decision, Pricing Strategies, Tactics, Promotion of service and placing of distribution methods for services ,people, physical evidence and process						
Module:4	Service Quality	7 hours				
Service Quality dimensions – Five Dimensions of service quality – Gap analysis – Factors and Techniques to closing the gaps – Programs for organization Quality Improvement – Service Productivity						
Module:5	Managing Demand and Capacity	6 hours				

Managing Demand and Capacity – Managing Queue – Customer role in services delivery- Building customer Relationships – Services Recovery		
Module:6	Marketing of Services	6 hours
Financial Services – Characteristics of marketing of financial services – Role of personal selling in Financial services – Insurance Marketing – Segmentation in the insurance organization – Significance of segmentation to the insurance business		
Module:7	Application of Services Marketing	6 hours
Health Services – Types of hospitals – Tourism Service – Techniques of sales promotion for Tourism – Educational Services - Professional or consultancy Services – Telecommunication Services		
Module:8	Invited Talk: Contemporary Issues	2 hours
Total Lecture hours:		45 hours
Text Book(s)		
1.	Chrisopher Lovelock and JochenWirtz, (2013), Services Marketing; People, Technology Strategy, Seventh Edition, Pearson Education, New Delhi	
Reference Books		
1.	larie A. Zeithaml and Mary Jo Bitner, (2012), Services Marketing; Integrating Customer Focus across the firm, Tata McGraw Hill, New Delhi	
2.	nes A. Fitzsimmons and Monaj. Filzsimmons, (2011),Services Management; Operations, Strategy and Information Technology, McGraw Hill, International Edition, Boston	
3.	Jha S.M., Services Marketing, (2011), Himalaya Publishing House, Bangalore	
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT		
Recommended by Board of Studies	12-08-2017	
Approved by Academic Council	No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA3703	BUSINESS ANALYSIS	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
Course Objectives:						
<ol style="list-style-type: none"> To improve efficiency, reduce waste, identify and implement solutions, meet project deadlines and accurately document the necessary requirements To become more efficient, effective and profitable. 						
Expected Course Outcome:						
The students will be able to						
<ol style="list-style-type: none"> Understand the day to day life of a Business Analyst within a project Understand how to tackle the project from a Business Analysis perspective Develop an ability to elicit and document different type of requirements Identify and estimate the Business Analyst's specific tasks Understand the challenges faced by the Business Analysts during a project Decide whether Business Analysis is the right career choice for them 						
Module:1	Strategic Position	6 hours				
Need and purpose of strategic and business analysis - Environmental issues affecting the strategic position- future outlook of Organization, Competitive forces affecting an organization- Marketing and the value of goods and services - resources, capabilities and competences of an organization - expectations of stakeholders and the influence of ethics and culture						
Module:2	Strategic Choices	6 hours				
The influence of corporate strategy on an organization - Alternative approaches to achieving competitive advantage - alternative directions and methods of development						
Module:3	Strategic Action	6 hours				
Organizing and enabling success, managing strategic change, Understanding strategy development Business and process change - role of process and process change Initiatives of an organization - Software Solutions						
Module:4	Information Technology	6 hours				
Principles of information technology and e-business. E-business application - upstream supply chain management - downstream supply chain management - customer relationship Management. Project management- The nature of projects, building a business case, managing and leading projects, planning, monitoring and controlling projects, concluding a project						
Module:5	Data Mining	6 hours				
Text mining, Web mining, Spatial mining, and Process mining. BI process- Private and Public intelligence, Strategic assessment of implementing BI						
Module:6	Data Warehousing	6 hours				
Characteristics and view - OLTP and OLAP - Design and development of data warehouse, Meta data models, Extract/ Transform / Load (ETL) design						
Module:7	Financial Analysis	7 hours				
The link between strategy and finance - finance decisions to formulate and support business strategy - role of cost and management accounting in strategic planning and implementation - financial implications						

of making strategic Choices and consequences of implementing strategic actions. People: Strategy and people – leadership - Strategy and people: job design, Strategy and people: staff development			
Module:8	Invited Talk: Contemporary Issues	2 hours	
Total Lecture hours:		45 hours	
Text Book(s)			
1.	Kevin Brennan, (2015), A guide to the business analysis body of knowledge, Canada: International institute of business analysis.		
2.	Jaiwei Ham and Micheline Kamber, (2006), Data Mining concepts and techniques, Kauffmann Publishers		
Reference Books			
1.	Barbara A. Carkenord, (2013), Seven steps to mastering business analysis, Florida: J. Ross Publishing, New Delhi.		
2.	Business Analysis, (2015), – BPP or Kaplan Publications, New Delhi		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code CCA3704	Course title	L	T	P	J	C
	ADVANCED FINANCIAL MANAGEMENT	3	0	0	0	3
Pre-requisite	Financial Management	Syllabus version				
		1.0				
Course Objectives:						
<ol style="list-style-type: none"> To develop a thorough understanding of role of financial manager with regard to investment and financing decisions To provide, in conjunction with BA629, a complete overview of modern corporate finance, including relevant theory and practical application. 						
Expected Course Outcome:						
The Students are able to						
<ol style="list-style-type: none"> Describe the financial environment within which organizations must operate evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders Discuss the function of capital markets Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances Assess the factors affecting investment decisions and opportunities presented to an organization Analyse a company's performance and make appropriate recommendations. 						
Module:1	Roles and Responsibilities towards Stakeholders	7 hours				
The role and responsibility of senior financial executive/advisor - Financial strategy formulation -						
Conflicting stakeholder interests - Ethical issues in financial management-Environmental						
issues and integrated reporting						
Module:2	Economic Environment for Multinational Organizations	4 hours				
Management of international trade and finance –Strategic business and financial planning for multinational organizations						
Module:3	Advanced Investment Appraisal	7 hours				
Discounted cash flow techniques - Application of option pricing theory in investment decisions -						
Impact of financing on investment decisions and adjusted present values-Valuation and						
the use of free cash flows -International investment and financing decisions						
Module:4	Acquisition and Merger	6 hours				
Acquisition and merger- versus other growth strategies-Valuation for acquisitions and mergers -						
Regulatory framework and processes -Financing acquisitions and mergers						
Module:5	Corporate reconstruction and Re-organization	4 hours				
Financial reconstruction- Business re-organization						
Module:6	Treasury and Advanced Risk Management Techniques	7hours				
The role of the treasury function in multinationals -The use of financial derivatives to hedge						
against forex risk -The use of financial derivatives to hedge against interest rate risk -						
Dividend policy in multinationals and transfer pricing						
Module:7	Emerging Issues in Finance	8 hours				
Developments in world financial markets -Developments in international trade and finance -						
Developments in Islamic financing Nature of funds management open and closed end investment						
companies, mutual funds, Hedge funds other type of funds						
Module:8	Contemporary issues:	2 hours				

Total Lecture hours:		45 hours	
Text Book(s)			
1.	Keown, J; Martin, D. J;William. J &Scott, D. F (2011)., Financial Management: Principle and applications, Prentice Hall, <u>New Jersey, United States.</u>		
2.	an, M. Y & Jain, P. K(2011). Financial management, 6 nd Edition, Tata McGraw Hill, New Delhi.		
Reference Books			
1.	Prasanna Chandra, (2012), Financial Management, Theory and Practice, Tata McGraw Hill Publishing Company, New Delhi.		
2.	Panday. I. M (2015). Financial management.11 th Edition, Vikash Publishing House, New Delhi.		
3.	Gupta, S.K & Sharma, P. K(2015).Financial Management Theory and Practices, Kalyani Publishers, New Delhi.		
4.	VanHorne, C; Wachowicz, M . J (2009).Fundamentals of Financial management 13 th Edition, Prentice Hall, <u>New Jersey, United States</u>		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		10.02.2018	
Approved by Academic Council		No. 49	Date 15-03-2018

Course code	Course title	L	T	P	J	C
CCA3705	ADVANCED PERFORMANCE MANAGEMENT	4	0	0	0	4
Pre-requisite		Syllabus version				
		1.1				
Course Objectives:						
<ol style="list-style-type: none"> 1. The main objective of the course is to provide a thorough understanding of the theory and practice of cost accounting for decision making 2. To run an effective and efficient organization 3. To explain the difference between performance appraisal and performance management 						
Expected Course Outcome:						
e students will be able						
<ol style="list-style-type: none"> 1. To meet the growing complex, informative needs of planners decision makers and controllers of modern commercial and industrial enterprises 2. To Systematically decide and communicate strategic performance aims, objectives, priorities and targets. 3. To plan effective performance management policies and practices to improve organisational and employee performance. (CIPD 7PFM2) 4. To devise and sustain arguments for using appropriate performance management techniques, rewards and sanctions to improve performance. (CIPD 7PFM3 CIPD 7SBL7) 5. To demonstrate the communication skills required when managing achievement and underachievement. (CIPD 7PFM4 CIPD 7SBL4) 6. To critically evaluate the effectiveness of performance management. (CIPD 7PFM 						
Module:1	Strategic Management Accounting	6 hours				
Introduction to Strategic Management Accounting – Meaning and importance -Strategic Planning and						
Control – Role of Management Accountant – Changes in Business Structure and Management Accounting						
– Information Technology on Strategic Management Accounting.						
Module:2	Environments to Business Performance	9 hours				
Internal and External Factors – SWOT Analysis – Changing business environment – Impact of External Factors on Strategic Management Accounting.						
Module:3	Performance of Management Information System.	9 hours				
Performance Measurement – Design of Management Accounting Information System – Techniques – Responsibility Accounting – bench marking – kaizen costing, target costing and other cost reduction Techniques						
Module:4	Measurement Process	8 hours				
Sources of Management Information – Recording and Processing Methods – Management Reports.						
Module:5	Techniques of Measurement	9 hours				
Return on Capital Employed (ROCE) - Return on Investment (ROI) – Earnings Per Share (EPS) – Earnings Before Interest, Tax, Depreciation and Amortization (EBITDA) – Residual Income (RI)						

– Net Present Value (NPV) – Internal Rate of Return (IRR) and Modified Rate of Return (MIRR).			
Module:6	Types of Measurement	9 hours	
Strategic Performance in Private Sector – Divisional Performance and Transfer Pricing –			
Strategic Performance in Not-for-profit organizations – Non-financial performance indicators –			
Performance management and the Reward Systems – Behavioral issues.			
Module:7	Corporate Failure Prevention Strategies	8 hours	
Causes – Evaluation techniques – Balanced Score Card – Performance Pyramid - Performance			
Prism – Activity Based Management Approaches.			
Module:8	Invited Talk: Contemporary Issues	2 hours	
Total Lecture hours		60 hours	
Text Book(s)			
1.	Tulsian, (2015), Advanced Management Accounting, S.Chand Publications, New Delhi.		
Reference Books			
1.	Rao, M.E,(2012), Advanced Cost and Management Accounting, New International Publications, New Delhi.		
2.	S.P.Jain,(2013), Advanced Cost Accounting, Kalyani Publishers , New Delhi.		
3.	Management Accounting, Shashi K Gupta, RK Sharma, (2014), Kalyani Publishers, 13 th Revised Edition, New Delhi.		
Mode of Evaluation: : CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course Code	Course title	L	T	P	J	C
CCA3706	RESEARCH METHODS	3	0	0	4	4
Pre-requisite	None	Syllabus Version				
Course Objectives:	1					
<p>The course gives students the necessary background to:</p> <ol style="list-style-type: none"> 1. Understand research terminologies 2. Identify the real business problem of an enterprises 3. Scientifically and logically study the problem and 4. Apply the acquired solution for the business problem by knowledge in business 						
Course Outcomes:						
<p>e students will be able to:</p> <p>Develop a thorough understanding of the fundamental theoretical ideas and logic of research</p> <p>Formulate research questions and decide on the appropriateness of hypothesis/hypotheses</p> <p>Propose and distinguish appropriate research designs and methodologies to apply to a specific research project</p> <ol style="list-style-type: none"> 4. Understand the various techniques to analyse the business problems 5. Critically analyse research methodologies identified in existing literature 6. Apply the understanding of feasibility and practicality of research methodology for a proposed project 						
Module:1	Introduction	6 hours				
Business Research – Definition and Significance – the research process – Types of Research – Exploratory and causal Research – Theoretical and empirical Research						
Module:2	Research Design and Measurement	6 hours				
Research design – Definition – Types of research design – exploratory and causal research design – Descriptive and experimental design – different types of experimental design - Validity and Reliability of instrument						
Module:3	Data Collection	6 hours				
Types of data – Primary Vs Secondary data – Methods of Primary Data collection – Survey Vs Observation – Experiments – Construction of Questionnaire and Instrument						
Module:4	Data Preparation	6 hours				
Data Preparation – Editing – Coding –Data entry – Validity of data						
Module:5	Sampling	6 hours				
Sampling plan – Sample size – Determinants optimal sample size – Sampling Techniques – Probability Vs Non-probability Sampling Methods						
Module:6	Data Analysis	8 hours				
Qualitative Vs Quantitative data analyses – Scaling techniques- Correlation and Regression analysis using Excel application-Chi-Square test and ANOVA						
Module:7	Report Design	5 hours				
Research Report – Different types – Contents of report – need of executive summary – chapterization contents of chapter – report writing – the role of audience – readability – Comprehension – tone – –final proof – Report format – Title of the report						
Module:8	Invited Talk: Contemporary Issues	2 hours				

Total Lecture hours		45 hours	
Sample Projects: 1. Population and Suitability of Sampling Techniques 2. Measurement in validity of data		60 (Non- contact hours)	
Text Book(s)			
1.	C.R. Kothari, (2004), Research Methodology: Methods and Techniques, New Age International Publishers, Mumbai.		
Reference Books			
1.	Alan Bryman and Emma Bell, (2011), Business Research methods, Oxford University Press, New Delhi.		
2.	Uma Sekaran and Roger Bougie, (2012), Research methods for Business, Wiley India, New Delhi.		
3.	William G Zikmund, Barry J Babin, Jon C.Carr, Atanu Adhikari, Mitch Griffin,(2012), Business Research methods, A South Asian Perspective, Cengage Learning, New Delhi.		
Mode of Evaluation: : CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA3707	INDIRECT TAXATION	2	0	2	0	3
Pre-requisite	Nil	Syllabus version				
		1.1				
Course Objectives :						
The course is aimed at:						
<ol style="list-style-type: none"> To provide working knowledge and framework of taxation systems in India To provide an in-depth study of the various provisions of indirect tax laws and their impact on business decision making. To get exposure on how to compute the assessable value of transactions related to goods and services for levy and determination of tax liability. 						
Expected Course Outcomes:						
the end of the course the student should be able to:						
<ol style="list-style-type: none"> To Identify and analyze the procedural aspects under different applicable statutes related to Customs tax and its valuation. To provide a thorough knowledge of laws and practices of indirect taxes in all aspects including tax planning and management Gain an insight into the recording and analyzing the transactions for compliance under GST. Understand and make use of knowledge of GST rules in taking managerial decisions in various tax-related matters To examine the method of input tax credit including Inflows and outflows and tax exemptions, tax deductions as well. 						
Module:1	Customs Duty	4 hours				
Introduction- Levy and Collection of Customs Duty- Types of Customs Duty-Exemptions from duty- Prohibition on importation and Exportation of goods						
Module:2	Valuation of goods	4 hours				
Valuation of goods under customs Act- Penalties and offences-Duty drawback-Special economic Zones						
Module:3	Goods and Services Tax	4 hours				
Introduction-Objectives of the Act – Components- Scope of supply- Tax liability on composite and mixed supplies- Levy and collection-Composition levy- Power to grant exemption from tax.						
Module:4	Registration	4 hours				
Registration liability-Compulsory registration in certain cases-Procedure for registration-deemed registration-cancellation of registration-revocation of cancellation of registration.						
Module:5	Time and Value of Supply	4 hours				
Time of supply of goods-Time of supply of services-Change in rate of tax in respect of supply of goods or services-Value of taxable service.						
Module:6	Input Tax Credit	4 hours				
Eligibility and conditions for taking input tax credit-Taking input tax credit in respect of inputs and capital goods sent for job-work- Manner of distribution of credit by input service distributor						
Module:7	Integrated Goods and Services Tax	4 hours				
Levy and collection-Power to grant exemption from tax-inter-state supply-intra-state supply-Place of supply of goods or services or both						

Module:8	Invited Talk: Contemporary Issues	2 hours	
Total Lecture hours		30 hours	
List of Challenging Experiments (Indicative)			
1	Types of sales in manufacturing organization, recording sales, price levels.	3 hours	
2	Preparation of invoice.	3 hours	
3	Ledger-wise outstanding, interest calculation.	3 hours	
4	Interest receivable, interest payable, group interest calculation.	3 hours	
5	Group summary and stock transfer, Physical stock register, sales order book, purchase order book	3 hours	
6	Stock categories, stock query, sales order summary, purchase order,	3 hours	
7	Furnishing details of outward supplies/ inward supplies	3 hours	
8	Matching of input tax credit, Reversal and reclaim of input tax credit	3 hours	
9	Matching of output tax liability	3 hours	
10	Reversal and reclaim of output tax liability	3 hours	
Total Lab Hours		30 hours	
Text Book(s)			
1.	V.S. Datey,(2017) Indirect Taxes Law and Practice, Taxman publication		
Reference Books			
1.	Dr. Vinod K. Singhania (2017), Students guide to Indirect Tax Laws, Taxman.		
2.	Bagawati Prasad, (2017), Income Tax Law and Practice, Wishwa Prakashan (Wiley Eastern Ltd.) New Delhi.		
3.	Ashok K. Nadhani,(2017), Tally ERP 9, BPB Publications		
Mode of Evaluation: CAT, Quiz, Digital Assignments and Practical's / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA3708	ACCOUNTING PACKAGES	0	0	4	0	2
Pre-requisite	Nil	Syllabus version				
		1.1				
Course Objectives:						
<ol style="list-style-type: none"> 1. The objective of the course is to acquaint students with the accounting concept, tools and techniques influencing business organization will be liable for preparation of financial statements in the modern technological era. 2. To enable the students to explore to and acquire skills in respect of most sophisticated computerized accounting procedures and practices so as to help them serve better the vast accounting needs of every commercial organization. 3. The students do possess required skill and can also be employed as audit assistant, accountant and also data entry operator. 						
Expected Course Outcomes:						
The students are able:						
<ol style="list-style-type: none"> 1. To create their own company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements. 2. To lay a foundation for the preparations of financial statements from incomplete record using computerized accounting environment. 3. To get exposure and perform for preparation of reconciliation statements on a variety of accounts using accounting software. 4. To understand how to create and maintain cost categories, cost centres of a product for easy processing of sales and purchase inventories using Tally. 5. To know about GST compilation with adjustments using tally software and preparation of statutory reports including financial statements for filing of returns. 						
Practical						
<ol style="list-style-type: none"> 1. Nature of trading organization, Activities in a trading organization, Accounting and commercial terms 2. Vouchers- Configuring vouchers- creating/customizing vouchers- displaying vouchers- altering vouchers 3. Alteration of a company, configure –Master configuration, voucher configuration 4. Predefined vouchers- contra vouchers- sales vouchers- payment vouchers- receipt vouchers- journal vouchers- memo vouchers- optional vouchers 5. Introduction to Inventory- Kinds of inventory-Introduction to inventory valuation, Inventory systems, Determining Inventory level 6. Purchase- Cash and credit purchase, Price levels, Bills of exchange, Duties and taxes 7. Sales- Cash and credit sales, price level, Bills of exchange, Duties and taxes 8. Goods and Service Tax (GST) –introduction – configuration with tally – preparation of statutory reports including adjustments. 9. Transaction: Depreciation entries, provision entries, Adjustment entries for prepaid expenses & other adjustment entries. 10. Cost categories- Creating cost category- Displaying cost category- Altering a cost category- deleting cost category 11. Printing Reports: Types of print configuration options, print formats 12. Reports: Balance Sheet, Profit & loss account, Accounts books, statement of accounts, Statutory Masters, Statutory report and Day book 13. Outstanding: Ledger wise view of outstanding reports, Interest calculations. 14. Interest receivable, Interest payable and group interest calculations. 15. Statements of Inventory-Godown summary, Stock categories, Stock query, purchase order summary & sales order summary. 16. Statutory Masters-classification, types, TDS and nature of payments, service categories. 17. Management control system-Management structure-Centralized management- Decentralized Management-Responsibility centres-Costing system 18. System Administration & other utilities-Consolidation of accounts-Split company data-Export and Import of data-Web enabled data. 						60 hours

19. Multiple currencies and foreign exchanges- budget- securities control in Tally – Data import and data export- backup and restore.		
Total Lecture hours		60 hours
Text Book(s)		
1.	Ashok K. Nadhani, (2017) Tally ERP 9 with GST, BPB Publications.	
Reference Books		
1.	Shraddha Singh, (2017) Tally ERP 9 with GST, Kindle Edition	
2.	Soumya Ranjan Behera (2017), Learn Tally ERP 9 with GST	
Mode of Evaluation: CAT and Practical's		
Recommended by Board of Studies	12-08-2017	
Approved by Academic Council	No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA3709	INDIAN FINANCIAL SYSTEM	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		1.1				
Course Objectives:						
This course enables the student to -						
<ol style="list-style-type: none"> 1. Understand the structure, organization and functioning of the financial system in India 2. Build relationship between a financial system and economic growth 3. Realize the complexity of Indian financial system for better financial decision making 						
Course Outcomes:						
The students will be able to-						
<ol style="list-style-type: none"> 1. Get exposure to new financial instruments and their implications in the regulatory framework 2. Understand the development of financial markets in India, trading of financial instruments and their intermediaries 3. Know how non-banking financial institutions support the development of Indian economy 4. Learn the functions and monetary policies of RBI as well as the recent development in commercial banks 5. Know the role of development banks and their functions – pre- and post-globalization 6. Get acquainted with the recent development of new financial instruments in Indian financial system 						
Module:1	Financial System and the Economy	6 hours				
Nature and role of financial system; Financial system and economic development; Indian financial system –an overview.						
Module:2	Financial markets	6 hours				
Money and capital market; Money market – meaning , constituents, functions of money market; Money market instruments – call loans, treasury bills, certificates of deposits, commercial bills, trade bills etc..						
Module:3	Money market	6 hours				
Recent trends in Indian money market; Capital market- primary and secondary markets; their role and recent developments; Government securities market. SEBI: Objectives and Functions						
Module:4	Reserve Bank of India	6 hours				
Organization, management and functions; Recent Monetary policy of RBI. Commercial Banks: Meaning, functions; E-banking; Recent developments in commercial banking.						
Module:5	Development banks	6 hours				
Concept, objectives, and functions of development banks; Role of development banks; IFCI, IDBI, NABARD, SIDCs, SIDBI; State financial corporations.						
Module:6	Non-banking financial institutions	6 hours				
Concept, role and functions of non-banking financial institutions; Major Sources of finance.						
Module:7	New financial instruments	7 hours				
Financial Instruments: Shares, Debentures/Bonds including Floating Rate Bonds, Zero Coupon Bonds.						
Module:8	Invited Talk: External invited lecture on Contemporary Topics	2 hours				

		Total Lecture hours	45 hours
Text Book(s)			
1.	H.R Machiraju, (2010), Indian Financial System, Vikas Publishers, New Delhi.		
Reference Books			
1.	M.Y.Khan,(2011), Financial Services, McGraw Hill Education (India) Private Limited, New Delhi.		
2.	Bharati V. Pathak,(2014), Indian Financial System, Pearson Education, New Delhi.		
3.	Bharati V. Pathak,(2013), The Indian Financial System: Markets, Institutions and Services, 3rd Edition,Pearson Education, New Delhi.		
4.	Dr. S.Guruswamy, (2009), Indian Financial System, Tata McGraw-Hill Education, New Delhi.		
Mode of Evaluation: CAT, Quiz and Digital Assignments			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council	47	Date	05.10.2017

Course code	Course title	L	T	P	J	C
CCA3710	ENTREPRENEURSHIP DEVELOPMENT	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 1				
Course Objectives:						
The course gives students the necessary background to:						
<ol style="list-style-type: none"> 1. Develop and can systematically apply an entrepreneurial way of thinking. 2. Define, identify and/or apply the principles of new venture financing, growth financing, and growth financing for existing businesses 3. Master the knowledge necessary to plan entrepreneurial activities. 						
Expected Course Outcomes:						
e students will be able to						
<ol style="list-style-type: none"> 1. Define, the principles of entrepreneurial and family business; 2. Identify and/or apply the principles of entrepreneurial and family business; 3. Apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; 4. Implement the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; 5. Create and defend an entrepreneurial marketing plan; 6. Apply the principles of new venture financing, growth financing, and growth financing for existing businesses 						
Module:1	Entrepreneurship Concepts	6 hours				
Meaning – Types of Entrepreneurs – Traits - Factors affecting Entrepreneurship growth – Theories of Entrepreneurship – Entrepreneurship Decision process –Social Entrepreneurship						
Module:2	Aspects of Entrepreneurial Process	6 hours				
Identification – Selection of a good Business opportunity - Market survey and Research – developing a business plan -Entrepreneurship Development Programme						
Module:3	Formulation of Business Idea	6 hours				
Sources for new ideas - evaluation of new ideas of business - barriers to entrepreneurship – Components of project cost - Criteria's for selecting a particular project –Project report						
Module:4	Preparation of Business Plan	7 hours				
Business Plan: Meaning, Objectives, Model format of business Plan						
Module:5	Process of Business Commencement	6 hours				
Formalities for registration of business units - Types of ownership in Business- merits and demerits – business incubators						
Module:6	Institutional Support for setting up Enterprises	6 hours				
Enterprise. National Small Industries Corporation. Small Scale Industries. Small Industries Development Bank of India. EDP of the various Governments, Incentives and subsidies- District Industries Centre, National Bank for agriculture and Rural Development, Rural and Women						
Module:7	Case Studies of Entrepreneurs	6 hours				
The Four Entrepreneurial Pitfalls - Case studies of Successful Entrepreneurial Ventures, Failed Entrepreneurial Ventures and Turnaround Ventures						
Module:8	Invited Talk: Contemporary Issues	2 hours				

	Total Lecture hours	45 hours
Text Book(s)		
1.	Anshuja Tiwari, (2015), Entrepreneurship Development in India, Himalaya Publishing House, New Delhi.	
Reference Books		
1.	Poornima M Charantimath, (2016), Entrepreneurship Development Small Business Enterprises, Dorling Kindersley India Pvt. Ltd, New Delhi.	
2.	Anshuja Tiwari, (2015), Women Entrepreneurship and Economic Development, Himalaya Publishing House, New Delhi.	
3.	S. Anil Kumar, (2015), Small Businesses and Entrepreneurship, International Publishing House Private Ltd, New Delhi.	
4.	Dr. S.S. Khanka, (2012), Entrepreneurial Development, S.Chand, New Delhi.	
5.	Robert D Hisrich, (2015), Michel Peters, Entrepreneurship, Tata McGraw Hills, New Delhi.	
Mode of Evaluation: CAT / Assignment / Quiz / FAT		
Recommended by Board of Studies	12-08-2017	
Approved by Academic Council	No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA3711	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		1.1				
Course Objectives:						
<ol style="list-style-type: none"> 1. To improve the overall organization performance and customer satisfaction by improving product or service delivery to consumer. 2. to move the inventory in a supply chain effectively and efficiently and to extend the desired level of customer service at the minimal cost 						
Expected Course Outcome:						
<ol style="list-style-type: none"> 1. The student will be able 2. To get a comprehensive understanding of supply chain management that covers planning, design and operations. 3. To understand fundamental supply chain management concepts. 4. To apply knowledge to evaluate and manage an effective supply chain. 5. To understand the foundational role of logistics as it relates to transportation and warehousing. 6. To align the management of a supply chain with corporate goals and strategies. 7. To analyse and improve supply chain processes. 						
Module:1	Logistics: at the Centre of World Trade	6 hours				
Introduction – Logistics defined – Scope of Logistics – Logistics – A system concept – Customer value chain – Logistic functions – A logistic for Business Excellence – Objectives of Logistics management						
Module:2	Understanding the Supply Chain	6 hours				
Definition – Decision phases in a supply chain – Process view of a supply chain – The importance of supply chain flows						
Module:3	Supply Chain Drivers and Obstacles	6 hours				
Drivers of supply chain performance – A frame work for structuring drivers – Inventory – Transportation – Facilities – Information – Obstacles of Achieving Fit						
Module:4	Demand Forecasting in a Supply Chain	6hours				
The Role of forecasting in a supply chain – Characteristics of Forecasts – Components of a Forecast and Forecasting Methods – Basic approach to demand forecasting – Problems in demand forecasting						
Module:5	Aggregate Planning in a Supply Chain	6 hours				
The Role of aggregate planning in a supply chain – the aggregate planning problem – aggregate planning strategies – Aggregate planning using linear programming – Implementing aggregate planning in practice						
Module:6	Designing and Planning Transportation Network	6 hours				
The Role of transportation in a supply chain – Factors affecting transportation decisions – Modes of transportation and their performance characteristics – Design Options for a transportation network – Trade offs in transportation design – Routing and scheduling in Transportation						
Module:7	Information Technology in a Supply Chain	7hours				
The role of information Technology in a supply chain – Framework for IT adoption -The importance of Information in a supply chain – Use of information in supply chain – Supply chain information Technology in practice						
Module:8	Invited Talk: Contemporary Issues	2 hours				

Total Lecture hours		45 hours	
Text Book(s)			
1.	Sunil Chopra and Peter Meindl, (2013), Supply Chain Management Strategy, Planning and Operation, Pearson Prentice Hall, New Delhi		
Reference Books			
1.	Donald Waters, (2013), Logistics an Introduction to Supply Chain Management, Palgrave Macmillan, New York.		
2.	Vinod V Sople, (2012), Logistic Management the supply chain imperative, Pearson Education Singapore.		
Mode of Evaluation: CAT, Quiz and Digital Assignments			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA3712	INVESTMENT AND SECURITIES ANALYSIS	4	0	0	0	4
Pre-requisite	Nil	Syllabus version				
		1.1				
Course Objectives:						
<ol style="list-style-type: none"> 1. To understand different investment alternatives in the market 2. To understand how securities are traded in the market 3. To be able to analyze and price different securities 						
Expected Course Outcomes:						
<p>The students will be able</p> <ol style="list-style-type: none"> 1. To understand the risk and return involved in the investment 2. To value assets such as stocks and bonds. 3. To manage investment portfolios. 4. To optimally diversify portfolios. 5. To allocate investments into stock and bond portfolios in accordance with a person's risk preferences. 6. To figure out when a trading account at a brokerage firm will receive a margin call. 						
Module:1	Introduction	8 hours				
Concepts of investment – Sources of investment information- Investment Instruments. Investment Cycle						
Module:2	Valuation of Securities and Bonds	8 hours				
Meaning of Securities- types- valuation of equity and preference shares- Bond and fixed income instruments valuation						
Module:3	Risk and Return	8 hours				
Concept-Types- factors contributing to total risk : default risk, interest rate risk, market risk, management risk, purchasing power risk, systematic and unsystematic risk						
Module:4	Measurement of Risk and Return	8 hours				
Measurement of return- Methods- Measurement of Risk-Standard deviation – Beta – Computation and interpretation						
Module:5	Fundamental Analysis	8 hours				
Concept of intrinsic value- Objectives and beliefs of fundamental analysts- Economic, Industry, Company framework and forecasting						
Module:6	Technical analysis	9 hours				
Points and figures chart, bar chart, RSA, RSI, Moving average analysis, MACD, Japanese Candlesticks						
Module:7	Efficient Market hypotheses	9 hours				
Random Walk theory- Weak form, Semi-Strong form and strong form hypotheses						
Module:8	Invited Talk: Contemporary Issues	2 hours				
Total Lecture hours		60 hours				
Text Book(s)						
1.	S. Kevin, (2015), Security Analysis and Portfolio Management, PHI Learning Private Ltd.					

	New Delhi.		
Reference Books			
1.	Frank K. Reilly and Keith C. Brown, (2012), Investment Analysis and Portfolio Management, Cengage Learning India Private Limited, New Delhi.		
2.	Zvi Bodie, Alex Kane, Alan Marcus, Pitabas Mohanty, (2013), Investments, Tata McGraw-Hill, New Delhi.		
Mode of Evaluation: CAT, Quiz and Digital Assignments			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA3714	HUMAN BEHAVIOUR AT WORK	3	0	0	0	3
Pre-requisite	Nil	Version				
		1.1				
Course Objectives:						
<ol style="list-style-type: none"> To create basic understanding about behaviour at work To enable the students to analyse the psychology of self and others To help developing the skills of predicting the behaviour of others in an organizational settings. 						
Expected Course Outcome:						
The students will be able to:						
<ol style="list-style-type: none"> Analyze the concepts of human behaviour Apply theories of personality in the real time life. Learn the theories of learning and change the undesirable behaviour Be aware of the effective perception Predict the emotional behaviour of employees for effective use of human resources Influence the behaviour of employees to work in team and with the balance in their lives. 						
Module:1	Fundamentals of Human Behaviour	7 Hours				
Nature, Meaning; Approaches for studying Human Behaviour: Behavioural Approach, Cognitive Approach, Psychoanalytic Approach						
Module:2	Personality	7 Hours				
Personality – Nature and Meaning - types – Factors influencing personality						
Module:3	Learning	7 Hours				
Nature and Meaning - Types of learners – The learning process – Learning theories - Classical conditioning and Operant conditioning						
Module:4	Perception	7 Hours				
Nature and Meaning, Laws of Perceptual Organization, Attention and Perception						
Module:5	Emotional Intelligence	6 Hours				
Positive and Negative affectivity - relation of Job satisfaction with work behavior						
Module:6	Organizational change	5 Hours				
Team Building – Quality of Work Life - Employee Involvement in decision making Creativity in workplace – Group Development Process - Group Dynamic Process						
Module:7	Work Life Balance(WLB)	4 Hours				
Concept-work ethic – consequences of work life imbalances -stress- Employer strategies for managing WLB						
Module:8	Contemporary issues	2 hours				
Total Lecture hours		45 Hours				
Text Book(s)						
1.	Stephen P. Robbins,(2012), Organizational Behaviour, Prentice Hall of India, New Delhi					
2.	David Newth,(2013)Stress and Work /Life Balance, Insight for Managers, David Newth&Ventus Publishing New Delhi					

Reference Books	
1.	Luthans, F.,(2012),Organizational Behaviour, McGraw-Hill Book Company, New Delhi
2.	Davis, K. (2011),Human Behaviour at Work, Organizational Behaviour, Tata McGraw Hill Publishing, New Delhi
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT	
Recommended by Board of Studies	12-08-2017
Approved by Academic Council	No. 47
Date	05-10-2017

Course code	Course title	L	T	P	J	C
CCA3515	ADVANCED AUDIT AND ASSURANCE	3	0	0	0	3
Pre-requisite	Audit and Assurance	Syllabus version				
		1.1				
Course Objectives:						
<ol style="list-style-type: none"> 1. To understand auditing standards and techniques 2. To provide theoretical and practical training in accounting, financial and non-financial reporting and account auditing, aimed at people who wish to specialize and those who are seeking to update their skills. 3. to prepare, review and analyse financial reports, work on account audits and take part in insolvency proceedings, as future account auditors or as future accountants. 						
Expected Course Outcome:						
e student will be able						
<ol style="list-style-type: none"> 1. To impart knowledge about principles and methods of auditing and their applications 2. To demonstrate research skills in finding and assimilating previous research. 3. To establish a solid understanding of contemporary research practices and problems in selected areas of auditing research. 4. To determine a critical understanding of auditing research. 5. To complete an original research projecting auditing that reflects and understanding of the research process and contemporary research practices. 						
Module:1	Regulatory Environment	6 hours				
International regulatory frameworks for audit and assurance services - Money laundering-Laws and Regulations						
Module:2	Professional and Ethical Considerations	6 hours				
Code of Ethics for Professional Accountants - Fraud and error - Professional liability						
Module:3	Practice Management	6 hours				
Quality control (firm-wide)-Advertising, publicity, obtaining professional work and fees - Professional Appointments						
Module:4	Planning and conducting an audit of historical financial information	6 hours				
Planning, materiality and assessing the risk of misstatement - Evidence and testing considerations- Audit procedures and evidence evaluation - Using the work of others - Group audits						
Module:5	Completion, review and reporting	6 hours				
Subsequent events and going concern - Completion and final review - Auditor's reports - Reports to those charged with governance and management						
Module:6	Other assignments	7 hours				
Audit-related and assurance services - Specific assignments - The audit of social, environmental and integrated reporting-The audit of performance information (pre-determined objectives) in the public sector - Reporting on other assignments						
Module:7	Current Issues and Developments	6 hours				
Professional and ethical developments - Other current issues						

Module:8	Invited Talk: Contemporary Issues	2 hours	
Total Lecture hours		45 hours	
Text Book(s)			
1.	Varsha Ainapure and Mukund Ainapure, (2012), Auditing and Assurance - PHI Learning Pvt ltd, New Delhi.		
Reference Books			
1.	B.N. Tandon , (2013), A Handbook of Practical Auditing, Sultan Chand, New Delhi		
2.	Gupta, (2012), Contemporary Auditing, Tata-McGraw Hill, New Delhi.		
3.	P. Kamal Gupta and Ashok Arora, (2012) Fundamentals of Auditing, Tata-Mc Graw Hill, New Delhi.		
Mode of Evaluation: CAT, Quiz and Digital Assignments			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
CCA3716	ADVANCED COST ACCOUNTING	4	0	0	0	4
Pre-requisite	Cost Accounting	Syllabus version				
		1.0				
Course Objectives:						
1. The main objective of the course is to provide a thorough understanding of the theory and practice of cost accounting for decision making						
Expected Course Outcome:						
1. Reconcile cost accounts with financial accounts						
2. Prepare process accounts for process based industries						
3. Apply costing methods and techniques used for joint and By-Product						
4. Develop the skills necessary for inter firm comparison						
5. Demonstrate accounting procedures for manufacturing businesses.						
6. Identify the applications of marketing cost analysis						
7. Explain the basic concepts and processes in determination of cost of services						
Module:1	Reconciliation of Cost and Financial Accounts	7 hours				
Need for reconciliation – Reasons for disagreement in profit/loss – Method of reconciliation – Memorandum reconciliation account – Reconciliation statement						
Module:2	Process Costing	9 hours				
Process Costing –Equivalent production – Evaluation of equivalent production – FIFO – Average cost method-Inter-process profit - Process costing with multiple departments - Impact of flexible manufacturing and JIT on process costing						
Module:3	Joint Product and By-Product Costing	9 hours				
Joint products and co-products – Joint costs and subsequent costs – Accounting for joint products and By-products – Distinction – Scrap and waste - Decision making for further processing						
Module:4	Uniform Costing and Inter firm Comparisons	9 hours				
Uniform cost manual- Benefits and limitations of uniform costing Procedure and problems in inter firm comparison						
Module:5	Activity-Based Costing	7 hours				
Relevant cost and Activity-Based Costing (ABC) – Qualitative considerations in decision analysis						
- Decision-making process – Cost concepts for decision making						
Module:6	Marketing Cost Analysis	9 hours				
Objectives of marketing cost accounting - ABC system for marketing costs - Standard for marketing costs - ABC drives for marketing activities						
Module:7	Service Costing	8 hours				
Concept of service costing - Power costing - Canteen costing - Hospital costing						
Module:8	Invited Talk: Contemporary Issues	2 hours				
Total Lecture hours		60 hours				
Text Book(s)						
1.	T.S. Murthy and S. Gurusamy,(2017), Advanced Cost Accounting, Vijay Nicole Imprints Ltd., Chennai					

Reference Books			
1.	B.K. Bhar,(2015), Cost Accounting, Academic publishers, Calcutta		
2.	Bhabatosh Banerjee,(2014), Cost Accounting Theory And Practice, PHI Learning Private Ltd, New Delhi		
3.	S.P Iyengar,(2015), Cost Accounting, Sultan Chand and Sons, New Delhi		
4.	Ravi M. Kishore, (2016), Cost Accounting, Taxmann's Allied Services Private Ltd, New Delhi		
5.	C.T.Horangren, (2015), Cost Accounting-A Managerial Emphasis- Pearson education, New Delhi		
Mode of Evaluation: CAT, Quiz and Digital Assignments			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course Code	Course title	L	T	P	J	C
CCA3718	E - Database Management Systems	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		1				
Course Objectives:						
<ul style="list-style-type: none"> To learn the fundamentals of data, files and databases. To demonstrate the essentials of database modeling techniques for E-payment systems To provide the fundamentals of back-end database connectivity process. To apply electronic management principles across the e-commerce disciplines. To learn the concepts in emerging database security systems. 						
Expected Course Outcomes:						
e students will be able to						
<ul style="list-style-type: none"> Apply the fundamental concepts of database management system to e-business management. Design and experiment the database modeling. Select and use algorithm for PL/SQL and system implementation techniques. Communicate effectively through normal forms for databases. Model and implement the database applications. Apply a systematic, quantifiable approach to the database security problems. Learn the algorithm for solving the database recovery issues. 						
Module:1	Data base Systems	6 hours				
History of database systems- Components of database systems - DBMS functions- Database architecture - Data independence.						
Module:2	Data Modelling	6 hours				
Data modelling - Conceptual models -Object-oriented model - Relational data model - Database query Languages - Overview of database languages – SQL – DDL – DML – TCL.						
Module:3	Relational Databases	6 hours				
Mapping conceptual schema to a relational schema - Entity and referential integrity- Relational - algebra - Relational calculus- Relational database design - Database design.						
Module:4	Normalization	6 hours				
Functional dependency - Normal forms – 2NF – BCNF - Multivalued dependency - Join dependency- Representation theory.						
Module:5	Transaction Processing and E-Payments	6 hours				
Introduction to Transactions – Single user and multiuser system transactions – Read and write operations DBMS buffers – Transactions system concepts – Digital Payment – Digital Signature.						
Module:6	Physical Database Design	7 hours				
Storage and file structure-Indexed files- hashed files - Signature files - b-trees - Files with dense index - Files with variable length records- Database efficiency and tuning.						

Module:7	Concurrency, Recovery and Security	6 hours	
Database security issues - Types of locks – System lock tables – deadlocks – Timestamp ordering algorithm - Recovery concepts – ARIES recovery algorithm.			
Module:8	Invited Talk: Contemporary Issues	2 hours	
Total Lecture hours		45 hours	
Text Book(s)			
1.	Raham Silberschatz, Henry F. Korth and S. Sudarshan, “Database System Concepts”, Sixth Edition, McGraw-Hill Publishing, New Delhi, 2015.		
2.	Ajay Kumar Jain, Sardool Singh, “Electronic Database System & Management”, Random Publications, New Delhi, 2014.		
Reference Books			
1.	Ramez Elmasri and Shamkant B. Navathe, “Fundamental Database Systems”, Seventh Edition, Pearson Education, New Delhi, 2017		
2.	C. J. Date, “An introduction to database systems”, Eighth Edition, Addison-Wesley Educational Publishers, 2014.		
3.	Thomas Connolly, Carolyn Begg, “Database Systems: A Practical Approach to Design, Implementation and Management” Fourth Edition, Pearson Education, New Delhi, 2017.		
4.	Ramez Elmasri, “Database Systems”, Sixth Edition, Pearson Education, New Delhi, 2013.		
5.	Raghu Ramakrishnan and Johannes Gehrke “Database Management System”, Third Edition McGraw-Hill Publishing, New Delhi, 2016.		
6.	Online Tutorials, COURSE ERA, MOOC, SWAYAM		
Mode of Evaluation: CAT, Quiz and Digital Assignments, Seminar and FAT			
Recommended by Board of Studies		03.11.2018	
Approved by Academic Council		No. 53	Date 13.12.2018

Course Code	Course title	L	T	P	J	C
CCA3719	Web Design and Development	2	0	1	0	3
Pre-requisite	Nil	Syllabus version				
		1				
Course Objectives:						
<ol style="list-style-type: none"> To introduce the concepts of internet programming technologies To gain knowledge in a variety of web skills crucial for building dynamic websites and applications. To develop dynamic web pages and Web based application forms. 						
Course Outcomes:						
e students will be able to:						
<ol style="list-style-type: none"> Learn the importance of web based applications for today's e-world. Design and create E-commerce web pages using HTML Apply knowledge of HTML and CSS code and an HTML editor to create personal and/or business websites following current professional and/or industry standards Facilitate the creation and validation of simple forms. Write well-structured, easily maintained, standards-compliant CSS code to present HTML pages in different ways. Apply CSS code to target HTML tags, text and other elements in an HTML page. Use CSS in creating user interfaces for mobile and websites. 						
Module:1	Internet and its Applications	4 hours				
Introduction – Internet Service Provider - Internet Protocol Addressing - Domain Name System –						
Electronic mail - Search engine - world wide web - Internet Relay Chat- Virus - types and effects -						
Cookies- cybercrimes and types						
Module:2	HTML5	4 hours				
Tags and attributes and values - head - body – title - headings - text - hyperlinks and anchor – meta tag -						
image tag - background Images - list and its types - Marquee and other dynamic effects						
Module:3	Tables	4 hours				
Basic tags - inserting and resizing rows and columns - cell spacing - cell spanning - setting border -						
border color - caption - background.						
Module:4	Frames	4 hours				
Basic tags - margins and size – scrollbars – Communicating between frames –Inline frames						
Module:5	Form Controls	4 hours				
introduction – tags - get and post method - text field – password - radio button – checkboxes - text area –						
submit buttons – input box and message box - navigating through a form – Processing forms with simple						
reset and functions						
Module:6	CSS3 Introduction	4 hours				
Introduction – Colors – Backgrounds – Fonts – Text – Images – Links – Tables – Borders – Margins –						
List – Padding - Selectors and Pseudo Classes						
Module:7	Enhancements and effects with CSS	4 hours				
Cursors – Outlines – Dimension – Scrollbars - Box effects – Transitions – Transforms –Linking – Animations -						
Embedding - Images and Media – Navigation Bar – Creating simple web pages						
Module:8	Invited Talk: Contemporary Issues	2 hours				
Total Lecture hours						30 hours

LAB

Indicative List of Experiments in the areas of :

1. Build website from scratch

- Use basic HTML tags to define the overall structure of a web page.
- Add some text content to the web page.
- Add an image to the web page.
- Separate the web page into sections and give each section a heading.

2. Margin

- Set the left margin of <h1> to "20px".
- Set all margins for <h1> to "25px".
- Use the margin property to set the top and bottom margins for <h1> to "50px", and left and right margins to "25px".
- Use the margin property to center align the <h1> element.

3. Padding

- Set the top padding of <p> to "30px".
- Set all paddings for <p> to "50px".
- Use the padding property to set the top and bottom paddings for <p> to "25px", and left and right paddings to "50px".

4. Box-Model

- Set the width of the div to "200px".
- Set the padding of the div to "25px".
- Set the border of the div to "25px solid navy".
- Set the margin of the div to "25px".

5. Outline

- Set a "solid", "5px" outline for <p>.
- Set the outline color for <p> to "green".
- With the outline property: Set the outline for p to "red", "dotted" and "10px".

6. Tables

- Set the border to "2px solid green" for table, th and td elements.
- Collapse the table borders into a single border.
- Set the width of the table to "100%".
- Set the text alignment in <td> elements to "right".
- Set the padding in <th> elements to "15px".
- Set the background color of <th> elements to "lightblue".

7. Positioning

- Position the <h1> element relative to the browser window. 50px from the top, and 50px from the right.
- Position the <h1> element 20px left, and 30px down, relative to its normal position.
- Position the <h1> element 50px from the left, and 100px from the top, relative to the HTML page.
- Position the element behind the text.
- Position the element with the "top left" class 30px from the left, and 15px from the top, relative to its container.

8. Pseudo-Classes

- Set the background color for visited and unvisited links to "light blue", and the background color for the hover and active link states to "yellow".
- Change the background color, when a user hovers over p elements, with the class "highlight", to "light blue".
- Set the background color of <p> elements that are the first child of any element, to "light blue".
- Set the background color of <input> elements that are in focus (clicked or active), to "light blue".

9. Pseudo-elements

- Set text color to red, for the first line of the <p> element.
- Set text color to "red", and the text size to "xx-large", for the first letter of the <p> element.
- Insert the image "smiley.gif" before, and after <p> elements, using the ::before and ::after pseudo-elements.

10. Transition

- Add a 2 second transition effect for width changes of the <div> element.
- Specify that the transition of the <div> element should have a "ease-in-out" speed curve.
- Specify that the transition of the <div> element should have a "0.5" second delay before starting.
- Add a 2 second transition effect for background, and transform changes of the <div> element.
- Using the transition shorthand property, specify width changes for the <div> element should have: "2" second duration, "ease-in-out" speed curve, and a "0.5" second delay before starting.

11. Animation

- Add a 2 second animation for the <div> element, which changes the color from red to blue.
- Specify that the animation of the <div> element should have a "1" second delay before starting.
- Specify that the animation of the <div> element should continue to loop forever.
- Specify that the animation of the <div> element should alternate between running forwards and backwards.
- Specify that the animation of the <div> element should have a "ease-in-out" speed curve.

Total hours

30 hours

Text Book(s)

BASICS OF INTERNET PROGRAMMING

- | | |
|----|--------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Elizabeth Castro, Bruce Hyslop, "HTML5 and CSS3", Peachpit Press, Seventh edition, 2015 |
| 2. | Laura Lemay, Rafe colburn, Jennifer kyrnin, "Mastering HTML, CSS & Javascript Web Publishing", BPB publications, First edition, 2016 |

Reference Books

- | | |
|----|----------------------------------------------------------------------------------------------------------------------------------|
| 1. | Joel Sklor, "Principles of Web Design ", Cengage learning, Sixth edition, 2016 |
| 2. | John Pollock, "Javascript: A Beginner's Guide", McGraw Hill, Fourth edition, 2015. |
| 3. | Martyr Steep, Jessica Miller and Victoria Kirst, "Web Programming Step by Step", Step by Step Publishing", Second edition, 2017. |
| 4. | Satish Jain, "Internet Technology and Web Design", BPB Publications, First edition, 2015. |
| 5. | Online Tutorials, COURSE ERA, MOOC, SWAYAM |

Mode of Evaluation: CAT, Quiz, Digital Assignments and Practical / Seminar / FAT

Recommended by Board of Studies

03.11.2018

Approved by Academic Council

No. 53

Date

13.12.2018

University Elective

Course code	Course title	L	T	P	J	C
HUM1006	Business Accounting for Engineers	3	0	0	0	3
Pre-requisite	NIL	Syllabus version				
Course Objectives:						
This course enables the students						
<ul style="list-style-type: none"> To facilitate the understanding of Business Accounting in general. To gain comprehensive understanding of business accounting system by engineers. To understand the process of budgetary system and capital budgeting 						
Expected Course Outcomes:						
<ul style="list-style-type: none"> To develop and understand the nature and purpose of financial statements and to prepare Trial Balance To develop the ability to prepare Final Accounts To know the process of Computing ratios in relation with decision making. To understand the preparation of Fund Flow Statement and Cash Flow Statement To enable the students to prepare different types of budgeting. To solve contemporary issues in Accounting 						
Module:1	Introduction to Accounting	6 hours				
Meaning and scope of accounting: Basic accounting concepts and conventions – objectives of Accounting – accounting transactions - Journal, Ledger, Trial Balance						
Module:2	Final Accounts	7 hours				
Final accounts – Profit and Loss Account – Balance Sheet						
Module:3	Ratio Analysis	6 hours				
Classifications of ratio - Calculation of ratio.						
Module:4	Fund Flow Statement	6 hours				
Meaning of fund flow –preparation of fund flow statement						
Module:5	Cash Flow Statement	6 hours				
Meaning - Distinction between cash flow and fund flow- preparation of Cash flow statement						
Module:6	Budgetary Control	6 hours				
Budgetary control – Preparation of budgets- purchase budget, production budget – cash budget – flexible budget						
Module:7	Capital Budgeting	6 hours				
Techniques- Pay- back period- NPV method-Accounting rate of return- Internal rate of return- Profitability Index						
Module:8	Contemporary issues:	2 hours				
External invited lecture on Contemporary Topics						
Total Lecture hours:						45 hours
Text Book(s)						
1.	R.L. Gupta and V.K. Gupta, Financial Accounting (2011), Sultan Chand & Sons, New Delhi.					

2.	S.N. Maheshwari, Cost and Management Accounting (2014), Sultan Chand & Sons, New Delhi.		
Reference Books			
1.	P.C. Tulisan, Financial Accounting (2011), Tata McGraw Hill Publication, New Delhi.		
3.	T.S.Reddy and A.Murthy, Management Accounting (2013), Margham Publications, Chennai.		
4.	T.P.Ghosh, Financial Accounting for Managers(2011), Taxmann Publications.		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
HUM1007	CONTEMPORARY LEGAL FRAMEWORK FOR BUSINESS	3	0	0	0	3
Pre-requisite	Nil	Syllabus version				
		v. 1				
Course Objectives:						
<ol style="list-style-type: none"> 1. Enable the students to understand the basic rules of law 2. Build an ability to interpret laws and language 3. Develop the aptitude to apply theory in real life situation 						
Expected Course Outcomes:						
<ol style="list-style-type: none"> 7. Familiarize the regulation of laws and to get thorough knowledge of the various provisions of the legal framework in India. 8. Understand the maneuver of drafting an agreement 9. Realize the most imperative clauses of an agreement and its applicability 10. Develop an ability to compare and contrast the legal mechanisms of agreements of companies online and conventional 11. Significance of contracts in our daily life 12. Know who is considered as a consumer based on the legal requisites and their rights 13. Apprehend the competition that takes place in a market through various case laws 						
Module:1	Introduction	5 hours				
Introduction –Concept of Law– History and development of mercantile law in India – Sources of mercantile law in India – Codification and Limiting factors of the Indian Contract Act, 1872.						
Module:2	Contract Laws	10 hours				
Definition of contract and agreement – Enforceability of an agreement –Objective test of intention - Essential elements of a valid contract						
Module:3	Modes of Discharge of Contract and Remedies for Breach	6 hours				
Termination of contractual relations – various approaches –Breach of contract as one of the termination – Various remedies available for a breach – The Specific Relief Act – Suit for Specific Performance						
Module:4	Special Contracts	6 hours				
Bailment & Pledge: rights and duties of bailor & bailee; pawnor & pawnee – Indemnity: rights of the indemnified & commencement of liability – Guarantee: elements; difference between indemnity and guarantee – Agency: Principal & Agent their rights and duties, Vicarious Liability, Termination of Agency.						
Module:5	Sale of Goods	6 hours				
Definition of ‘goods’ & ‘sale’– Essentials of a sale – Difference between ‘contract of sale’ & its ‘agreement to sell’ – Caveat Emptor – Conditions and Warranties – Nemo Dat quod non habet& exceptions – Unpaid Seller Rights						
Module:6	Consumer Protection Laws	5 hours				
Who is a Consumer? – Nature of Protection – Aims and Objects of the Act – Redressal Agencies – District Forums – State Commission – National Commission – Unfair Trade Practices – Consumer Protection Act, 1986.						
Module:7	Competition Laws	5 hours				
Replacement of MRTP Act, 1969 – Substantive Provisions – Exceptions: Intellectual Property						

Rights and Protection of Export Rights – Meaning of Dominant Position – Prohibition of Abuse of Dominant Position – Combinations – Regulation of Combinations – Competition Commission in India			
Module:8	Contemporary issues:	2 hours	
Total Lecture hours		45 hours	
Text Book(s)			
1.	Avtar Singh, Business Law, 2018, 11 th Edition, Eastern Book Company, Delhi.		
2.	James Crawford, Brownlie's Principles of Public International Law, 2012, 8 th Edition Oxford University Press, UK.		
3.	Consumer Protection Laws and Practice, Avtar Singh, Eastern Book Company, 2015.		
Reference Books			
1.	P C Tulsian, Business Laws, 2018, 3 rd Edition, McGraw Hill Education, Noida.		
Mode of Evaluation: CAT / Assignment / Quiz / FAT / Project / Seminar			
Recommended by Board of Studies		12-08-2017	
Approved by Academic Council		No. 47	Date 05-10-2017

Course code	Course title	L	T	P	J	C
HUM1005	COST ACCOUNTING FOR ENGINEERS	3	0	0	0	3
Pre-requisite	NIL	Syllabus version				
Course Objectives:						
The course is aimed at						
<ol style="list-style-type: none"> 1. To understand the basic concepts and techniques in depth of cost accounting 2. To Understand the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies 3. To use accounting methods of cost calculation 						
Expected Course Outcome:						
t the end of the course the student should be able to						
<ol style="list-style-type: none"> 1. Apply the basic concept of costs while preparing cost statements 2. Demonstrate different techniques of inventory control in the material control process 3. Evaluate different wage policies and compute labour cost 4. Classify, allocate and apportion different overheads to production and services departments 5. Analyze the basic cost flow model and be able to assign costs in a job cost system 6. Analyze and evaluate a given business situation using marginal costing principles. 						
Module:1	Introduction	6 hours				
Costing – Scope – Objectives – Functions – Importance - Advantages and Limitations of cost accounting – Cost classification and cost concepts – Elements of cost – Cost unit – Cost center – Preparation of cost sheet and tenders						
Module:2	Material Costing	6 hours				
Materials – purchase procedure - Functions of store-keeper – Inventory control Techniques –and ABC, VED and FSN Analyses - JIT method – Stock levels: Maximum, Minimum, Re-ordering Danger – Methods of Pricing material						
Module:3	Labour Costing	6 hours				
Computation and control of Labour cost – Wage policy - Time Rate system – Piece rate system – Premium and Bonus plans						
Module:4	Overhead Costing	6 hours				
Importance of overhead cost – classification – allocation and apportionment of overheads – Primary distribution of overheads – secondary distribution of overheads – Absorption of overheads – methods – under and over absorption						
Module:5	Methods of Costing	6 hours				
Job and batch costing - Features of process costing – Advantages – Disadvantages – Job costing Vs process costing – Process losses, Waste, Scrap. Normal loss , Abnormal loss, Abnormal gain – Preparation of process accounts						
Module:6	Marginal Costing	7 hours				
Concept of Marginal Costing – Marginal Vs Absorption – Advantages and Limitations of Marginal costing - Break Even Analysis – Cost Volume Profit Analysis						
Module:7	Decision Making under marginal costing	6 hours				
Make or buy Decisions – Accepting or rejecting an order - Key factor - Product mix – Exploring						

Foreign Markets – Shut down Decisions			
Module:8	Invited Talk: Contemporary Issues		2 hours
Total Lecture hours		45 hours	
Text Book(s)			
1.	S.N. Maheswari, Cost Accounting, 2011, Sultan Chand and Sons, New Delhi		
Reference Books			
1.	M N. Arora, Cost and Management Accounting, 2011, Vikas Publishing House Pvt. Ltd.		
2.	Bhabatosh Banerjee, Cost Accounting Theory and Practice, 2011, Prentice Hall of India.		
3.	Jawahar Lal and Seema Srivastava, Cost Accounting, The McGraw-Hill Company Ltd, 2011, New Delhi.		
Mode of Evaluation: CAT / Assignment / Quiz / Seminar / FAT			
Recommended by Board of Studies		31.05.2016	
Approved by Academic Council		No. 41	Date 17.06.2016