

NEHRU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution affiliated to Bharathiar University) (Reaccredited with “A” Grade by NAAC, ISO 9001:2015 & 14001:2004 Certified Recognized by UGC with 2(f) &12(B), Under Star College Scheme by DBT, Govt. of India) Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.

SCHOOL OF COMMERCE

M.Com. Finance and Control

CURRICULUM & SYLLABUS



EFFECTIVE FROM 2022-23

Department of Commerce - M.Com (FC)

Vision Statement of the Department.

Is “to develop professionalism in trade and commerce to meet the emerging global trends”

Mission Statement of the Department

Is to

- Impart skills to understand and analyze global trends
- Develop the skills to tap opportunities
- Imbibe the potentials to meet the global challenges
- Impart the needed skills to attain professionalism

Program Educational Objectives (PEOs)

After 3 years of the Programme, the graduates are expected to attain

PEO1	Able to pursue higher education in their core areas of Commerce / Management / Social Science / professional course like CA, CMA or CS
PEO2	Develop professional skills in all functions areas of Commerce and Management
PEO3	Exhibit team spirits; skills and values to learn and adapt to change throughout their professional career
PEO4	Become the full-fledged Accounting and Finance professional
PEO5	Demonstrate professional expertise in financial planning, analysis, control, decision support and professional ethics with the employees

Programme Specific Outcomes (PSOs)

After the successful completion of the Programme, the students are expected to

PSO1	To become Corporate Secretary
PSO2	Able to become Auditor
PSO3	To become Entrepreneur
PSO4	Enable to become Tax Consultant
PSO5	To become Financial Analyst

Programme Outcomes (POs)

On Successful completion of the Programme, the graduates will have

PO1	Critical Thinking	Analyze complex problems critically, conceptualise and solve real time problems, develop and evaluate a wide range of potential solutions for those problems and arrive at feasible, optimal solutions after considering public health, safety, cultural, societal and environmental factors in the core areas of expertise.
PO2	Research Skill	Extract information pertinent to unfamiliar problems through literature survey and experiments, able to apply Research Intelligence in investigations and innovations.

PO3	Usage of Technology	Able to use the techniques, skills and modern tools to analyze critically, carry out safe and economical design, conduct experiments and interpret investigations to solve problems.
PO4	Effective Communication	Communicate with the society at large, regarding complex activities confidently and effectively and being able to comprehend and write effective reports and design documentation by adhering to appropriate standards and make effective presentations.
PO5	Individual and Team Work	Possess knowledge and understanding of group dynamics, recognise opportunities and contribute positively to collaborative-multidisciplinary domains, demonstrate a capacity for self-management and teamwork, decision-making, objectivity and rational analysis in order to achieve common goals.
PO6	Project Management	Demonstrate knowledge and understanding of management principles and apply to manage projects efficiently in respective disciplines and multidisciplinary environments after consideration of economic and financial factors.
PO7	Ethics and Values	Acquire professional and intellectual integrity, professional code of conduct, ethics of research and scholarship, consideration of the impact of research outcomes on professional practices and an understanding of responsibility to contribute to the community for sustainable development of society.
PO8	Life Long Learning	Engage in lifelong learning and work on career enhancement and adapt to changing personal, professional and societal needs.



NEHRU ARTS AND SCIENCE COLLEGE (Autonomous)

Reaccredited by NAAC with 'A' Grade, Certified by ISO 9001:2008 & 14001:2004
 Recognized by UGC with 2(f) and 12(B) & Affiliated to Bharathiar University
 Nehru Gardens, Coimbatore-641 105



Scheme of Examination

M.Com with Finance & Control

PG COURSE WITH PROJECT

(Applicable to the students admitted during Academic the year 2022-2023)

Semester	Course Code	Name of the Course	Instruction	Duration of Examinatio	Examination Marks			Credits
					CIA	ESE	Total	
I	22PGCFC101	Paper-I Advanced Financial Accounting	6	3	50	50	100	4
	22PGCFC102	Paper-II Applied Cost Accounting	6	3	50	50	100	4
	22PGCFC103	Paper-III Quantitative Techniques	6	3	50	50	100	4
	22PGCFQ101	Practical Paper-I Computer Applications: MS – Office and E-Business Applications	6	3	50	50	100	4
	22PGCFE101/ 22PGCFE102/ 22PGCFE103	Elective Paper-I	6	3	50	50	100	4
			30			500	20	
II	22PGCFC204	Paper-IV Corporate Accounting	6	3	50	50	100	4
	22PGCFC205	Paper-V Managerial Economics	5	3	50	50	100	4
	22PGCFC206	Paper-VI Financial Management	5	3	50	50	100	4
	22PGCFC207	Paper-VII Financial Services	5	3	50	50	100	4
	22PGCFQ202	Practical Paper - II Computer Applications: Tally and Internet	5	3	50	50	100	4
	22PGCFE204/ 22PGCFE205/ 22PGCFE206	Elective Paper-II	4	3	50	50	100	4
	22PGCFONLC	Online Course	-	-	-	-	-	-
			30			600	24	

Semester	Course Code	Name of the Course	Instruction	Duration of Examination	Examination Marks			Credits
					CIA	ESE	Total	
III	22PGCFC308	Paper-VIII Accounting for Decision Making	6	3	50	50	100	4
	22PGCFC309	Paper-IX Business Research Methods	6	3	50	50	100	4
	22PGCFC310	Paper-X Investment Management	6	3	50	50	100	4
	22PGCFQ303	Practical Paper –III Computer Applications: SPSS Accounting Package	6	3	50	50	100	4
	22PGCFT301	Institutional Training	-	-	50	-	50	2
	22PGCFONLC	Online Course	-	3	-	100	100	4
	22PGCFE307/ 22PGCFE308/ 22PGCFE309	Elective Paper-III	6	3	50	50	100	4
			30				650	26
IV	22PGCFC411	Paper-XI International Financial Management	5	3	50	50	100	4
	22PGCFC412	Paper-XII Security Analysis and Portfolio Management	5	3	50	50	100	4
	22PGCFC413	Paper-XIII Direct Taxes	6	3	50	50	100	4
	22PGCFV401	Project Work and Viva Voce	10	-	100	100	200	8
	22PGCFE410/ 22PGCFE411/ 22PGCFE412	Elective Paper-IV	4	3	50	50	100	4
				30				600
Total			120				2350	94

List of Elective Papers (Students can choose any one of the paper)

	A	B	C
Paper I / Sem I	22PGCFE101 Financial Markets and Institutions	22PGCFE102 Business Environment	22PGCFE103 Indirect Taxation
Paper II / Sem II	22PGCFE204 Indian Stock Exchanges	22PGCFE205 Strategic Management	22PGCFE206 Modern Banking
Paper III / Sem III	22PGCFE307 Futures and Options	22PGCFE308 Human Resource Management	22PGCFE309 Insurance and Risk Management
Paper IV / Sem IV	22PGCFE410 Fundamentals and Technical Analysis	22PGCFE411 Derivatives and Risk Management	22PGCFE412 Entrepreneurship and New Venture Planning

Advanced Learners Course

S. No.	Semester	Course Code	Name of the Course
1	Semester II to IV	22PGCSS01	E- Marketing
2		22PGCSS02	Advertisement and Sales Promotion

K. Raj 27/8/2022
CO-ORDINATOR (RAJAPRAJESHWARI)
Chairman
BoS - Commerce

Course Code	Title		
22PGCFC101	Paper - I Advanced Financial Accounting		
Semester: I	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
Course Objective	The course covers advanced financial reporting issues and accounting methods for company accounting. It introduces different types of inter entity relationship and related accounting issues and accounting treatment. Students will learn how to prepare, read and analyze and evaluate the consolidated financial statements based on guidelines provided under relevant Accounting Standards		
Course Category	Employability		
Development Needs	Regional		
Course Description	To Enrich the knowledge about Financial Statements		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Evaluate the double entry system	Flipped Teaching	Quiz
CO 2	Construct consolidated financial statements	Lecture	Assignments
CO 3	Knowledge on preparation of Depreciation	Problem solving	Snap talk
CO 4	Clarity on preparation of Bills	Flipped Teaching	Quiz
CO 5	Gain knowledge on preparation accounting as per Indian Accounting Standards	Lecture	Case Studies

Course Content

Instructional Hours / Week : 6

Unit	Description	Text Book	Chapters
I	Introduction to Financial Accounting - Users of Accounting information - Financial and management accounting	1	1
	Generally Accepted Accounting Principles and the accounting environment - Ethical issues in Accounting. Double entry system: The basics of modern accounting - Trial balance. Measuring Business Income - Preparing Financial statement from the adjusted Trial balance.	1	1
Instructional Hours			16
Suggested Learning Methods : Worksheet			02 Hrs
II	Overview of the Accounting cycle. Accounting for merchandising transactions	1	5
	Measuring Business Income - Preparing Financial statement from the adjusted Trial balance.	1	6
Instructional Hours			16
Suggested Learning Methods : Presentation			02 Hrs
III	Bank reconciliation statement and its uses for financial control decisions	2	1
	Preparation of accounts from incomplete records	2	2
	Depreciation, Depletion and amortization - Methods of Depreciation	2	3
Instructional Hours			16
Suggested Learning Methods : Group Learning			02 Hrs
IV	Accounting for non-trading institutions - Income and Expenditure Account - Receipts and Payment Account and	2	4

	Balance Sheet												
	Accounting for Bills of Exchange												
Instructional Hours											16		
Suggested Learning Methods: Group Discussion											02 Hrs		
V	International Accounting Standards - Indian Accounting standards - Indian Accounting Board							2					6
	Responsibility accounting - Human resource accounting - Inflation Accounting - Social Accounting							2					7
Instructional Hours											16		
Suggested Learning Methods : Case Studies											02 Hrs		
Total Hours											90Hrs		
Text Books		<ol style="list-style-type: none"> 1. Reddy & Murthy, Financial Accounting, Margham Publications, Chennai, 2015. 2. Reddy & Murthy, Corporate Accounting, Margham Publications, Chennai, 2015. 											
Reference Books		<ol style="list-style-type: none"> 1. Jain & Narang, Advanced Accounting, Kalyani Publishers, New Delhi, 2015. 2. Maheshwari & Maheshwari, Advanced Accountancy, Vikash Publication, New Delhi, 2000 											
Web. URLs													
Tools for Assessment (50 Marks)													
CIA I		CIA II		CIA III		Assignment		Case Studies		Snap talk		Total	
8		8		10		8		8		8		50	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	L	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	M	M	M	L	H	H
CO3	M	M	M	L	M	M	M	H	M	H	M	M	L
CO4	M	M	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

Course Code	Title		
22PGCFC102	Paper – II Applied Cost Accounting		
Semester: I	Credits: 4	CIA : 50 Marks	ESE: 50 Marks
Course Objective	Acquire knowledge on the basic concepts and processes to determine product costs, interpret cost accounting statements and analyze and evaluate information for cost ascertainment, planning, control and decision making		
Course Category	Employability		
Development Needs	Regional		
Course Description	Gain the knowledge on preparation of cost		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To know the concepts of Costing	Flipped Teaching	Quiz
CO 2	To analyze the concept of material control	Lecture	Snap talk
CO 3	Ability to maintain labour and over head cost	Problem Solving	Quiz
CO 4	Knowledge on preparation of process costing	Problem Solving	Assignment
CO 5	Prioritize to prepare the cost reports	Lecture	Case Studies

Course Content**Instructional Hours / Week : 6**

Unit	Description	Text Book	Chapters
I	Introduction to cost accounting - Meaning and definition - Difference between financial and cost accounting	1	1(1)
	Nature and significance of cost accounting - Methods of costing - Elements of costing	1	1(2)
	Cost concepts fixed cost and variable costs - Preparation of cost sheet and tender	2	2
Instructional Hours			16
Suggested Learning Methods : Group Learning			02 Hrs
II	Material Control: Levels of material Control - Need for Material Control - Economic Order Quantity - ABC analysis - Perpetual inventory	2	3
	Purchase and stores Control: Purchasing of Materials - Procedure and documentation involved in purchasing	1	2
	Requisition for stores - Stores Control - Methods of valuing material issue	2	3
Instructional Hours			16
Suggested Learning Methods : Group Discussion			02 Hrs
III	Labour: System of wage payment - Idle time - Control over idle time Incentive schemes, Labour turnover	1	2(5)
	Overhead - Meaning and classification of overheads Classification according to function - Variability and elements - Steps in overhead accounting - allocation and absorption of overhead	2	4
	Absorption of overhead cost, difference between cost allocation and apportionment and reapportionment Predetermined overhead recovery rates	2	5
		2	10
Instructional Hours			16
Suggested Learning Methods : Presentation			02 Hrs

IV	Feature of process costing - Comparison between joint costing and process costing - Process losses - Wastage, Scrap, Abnormal loss, Abnormal gain - Inter process profit equivalent production(Theory only)	2	9										
	Joint products and By-products	2	10										
Instructional Hours			16										
Suggested Learning Methods: Worksheet			02 Hrs										
V	Reconciliation of cost and financial accounts	2	6										
	Cost Auditor under Companies Act : Characteristics, scope and function of cost audit - Benefits and limitations - Cost audit rules - Cost audit Procedure - cost audit reports.	2	7										
Instructional Hours			16										
Suggested Learning Methods : Case Studies			02 Hrs										
Total Hours			90 Hrs										
Note: Question paper will cover 40% Theory and 60% Problems													
Text Books	<ol style="list-style-type: none"> S.P Jain and K.L Narang, Cost Accounting, Kalyani Publishers, New Delhi.Edn. 2014. Dr. A. Murthy & Dr. S. Gurusamy, Cost Accounting, Vijay Nicole Imprints Private Limited, Chennai, 2014 												
Reference Books	<ol style="list-style-type: none"> R.S.N. Pillai and V. Bagavathi, Cost Accounting, S. Chand and Company Ltd., New Delhi.Edn. 2016. T. S. Reddy & Y. Hari Prasad Reddy, Cost Accounting, Margham Publications, Chennai.Edn., 2009 												
Web. URLs													
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Assignment	Case Studies	Snap talk	Total							
8	8	10	8	8	8	50							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	H	M	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	M	M	H	L	H	M
CO3	H	M	M	M	M	H	M	L	M	H	M	M	L
CO4	M	H	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

Course Code	Title		
22PGCFC103	Paper III - Quantitative Techniques		
Semester: I	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
Course Objective	To provide the techniques of Operations Research in Business Operations and to provide with basic skills and knowledge of Operations Research and its application in Modern Business era.		
Course Category	Skill Development		
Development Needs	Regional		
Course Description	Operations research is an analytical approach of problem-solving skill and Decision-making that is useful in the Management of organizations		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Define and formulate linear programming problems.	Lectures/ Tutorial	Assignment
CO 2	Gain knowledge using various methods in Transportation Models.	Peer Teaching/ Lectures	Unit test
CO 3	Identify the optimal assignment using Hungarian Assignment Technique for both balanced and unbalanced Assignment model problems.	Group Learning/ Lectures	Seminar
CO 4	Discuss the decision alternatives and strategies in various competitive situations.	Video Lecture/ Lectures	Assignment
CO 5	Construct Network models (PERT & CPM) for scheduling the project and to know the characteristics of Queuing model.	Lectures/ Tutorial	Quiz
Offered by	Mathematics		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Linear Programming: Graphical Method-Simplex method – Mathematical formulation and solution of minimization and maximization Problem.	1	1,2,4
Instructional Hours			18
Suggested Learning Methods: Problem Solving Practice			02 Hrs
II	Transportation: Finding initial feasible solution using North West Corner Rule; Vogel's Approximation Method and Least Cost Method; Testing optimality using Stepping Stone Method and MODI Method; Special cases of unbalanced Problem; Degeneracy, maximization objective, multiple solutions and Prohibited route.	1	15
Instructional Hours			20
Suggested Learning Methods: Video Lessons			02 Hrs

III	Assignment: Hungarian Assignment Technique; Special cases of unbalanced Problem, Multiple Optimum Solutions, Maximization objective and unacceptable assignment.	1	16										
Instructional Hours			19										
Suggested Learning Methods : Problem Solving Practice			02 Hrs										
IV	Decision Models - Game theory – Dominance property -Two person zero sum game – Graphical Solution – Algebraic Solution – Linear Programming Solution – Replacement Models – Models based on service life – Economic life – Single / Multi variable search techniques – Simple Problems.	2	14										
Instructional Hours			18										
Suggested Learning Methods : Practice tests			02 Hrs										
V	PERT / CPM : Introduction and Critical Path Method. Networks with probabilistic time estimates; Time – Cost Trade off; PERT/cost.	2	16										
	Queuing Theory: Characteristic of Queuing Theory-Elements of Queuing system; Models with Poisson arrival and exponential service rates; Single server and infinite Population(M/M/1- Model).		13										
Instructional Hours			15										
Suggested Learning Methods: Group Discussion and Practice tests			02 Hrs										
Total Hours			90Hrs										
Questions shall cover 80% problems and 20% Theory													
Text Books	1. Operations Research by P.K Gupta and Man Mohan, Sultan Chand and Sons, Educational Publishers, New Delhi 2.C.R. Kothari, Quantitative Techniques , Vikas Publications, 2005												
Reference Books	1.P. R. Vittal, Quantitative Techniques , Margam Publications, 2004 2. Resource Management Techniques by V. Sundaresan and K.S. GanapathySubramanian and K. Ganesan, AR Publication, 2017												
Web. URLs	1 https://youtu.be/Q31jKiEXxdc(Transportation Problem) 2. https://youtu.be/OvZt4AAJp88(PERT/ CPM)												
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
8	8	10	8	8	8	50							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO₃	PSO4	PSO5
CO1	H	M	L	H	H	H	H	M	H	M	H	M	H
CO2	H	H	L	H	M	H	H	H	M	M	L	H	M
CO3	H	H	L	H	H	H	H	H	M	H	M	M	L
CO4	H	M	L	H	H	H	H	H	H	M	M	L	M
CO5	H	H	L	H	H	H	H	H	M	H	M	M	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

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Course Code	Title		
22PGCFQ101	Practical Paper - I Computer Applications: MS Office & E - Business Application		
Semester: I	Credit: 4	CIA: 50 Marks	ESE: 50 Marks
Course Objective	Acquire knowledge of MS Office products and e-Business Applications		
Course Category	Skill Development		
Development Needs	National		
Course Description	To enrich the knowledge in MS Office Using LIBRA Office		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Know the applications of M.S Word, M.S Excel and M.S Access	Mind Map	Models
CO 2	To know about Internet and its application	Making a video	Demonstration
CO 3	Knowledge about e-applications	Mind Map	Report
CO 4	Describe Online financial services	Mind Map	Demonstration
CO 5	Ability to do online trading	Mind Map	Models

Course Content**Instructional Hours / Week : 6**

S.No.	Description	Use of Package	Hours
1	<p>Alignment Analyze the union budget and perform the following:</p> <ol style="list-style-type: none"> right alignment ,bold the important words Center align the second paragraph and perform italics for the important word. change the third paragraph in to two column paragraph <p>Insert page numbers at the bottom, insert data, time and heading in the header section, page break.</p>	LIBRA OFFICE	4
2	<p>Organizational Chart Identify a financial organization and prepare an organizational chart of that concern.</p>	LIBRA OFFICE	
3	<p>Financial Statement Prepare a chart showing the different elements of Indian financial system.</p>	LIBRA OFFICE	
4	<p>Numbering and Bulleting Type a cost audit report and perform the following</p> <ol style="list-style-type: none"> Use format tool bar, wizard and templates. Numbering and bullets. <p>Create and apply styles to your documents.</p>	LIBRA OFFICE	4
5	<p>Current account Request a banker to open a current account for your business concern, using letter format.)</p>	LIBRA OFFICE	2
6	<p>Mail Merge Using mail merge send share allotment letter to the applicants for the share of a company.</p>	LIBRA OFFICE	2
7	<p>Curriculum vitae Type your curriculum vitae and perform template and indent the text and take print out)</p>	LIBRA OFFICE	2

8	<p>Drop Cap Prepare a questionnaire (minimum 15 questions in your area of specialization finance.)</p> <ol style="list-style-type: none"> Use bullets and numbering Check the spelling according to British Use thesaurus too replaces a word <p>Use drop cap</p>	LIBRA OFFICE	3
9	<p>Balance of payments Prepare a table on balance of payments by using auto format table.</p>	LIBRA OFFICE	2
10	<p>HighLights Preparing a document by using special text effects highlight a particular part of your text. Set tab stops and leaders use bullets and numbers wherever necessary. Also use symbol character map and special character page.</p>	LIBRA OFFICE	2
11	<p>Clip Art Prepare a paper on a current topic which is relevant to your specialization following function is to be performed.</p> <ol style="list-style-type: none"> Use thesaurus command. Customize the spelling and grammar options Finding and replaying text it go to function Headers to footers, page numbers, section breaks, and columns and tablets. Use graphics for extra impact via inserting autoharps, line art object, and word art add a media clip in to your document. 	LIBRA OFFICE	3
12	<p>Charts Prepare break even chart using chart wizard</p>	LIBRA OFFICE	2
13	<p>Trend Analysis Prepare a trend analysis of a product of your own choice with year and sale figures which are given.</p>	LIBRA OFFICE	2
14	<p>Capital & Working Capital Prepare an excel sheet under the main heading of capital and working capital as the column names and perform the following:</p> <ol style="list-style-type: none"> Select a column and change the number format rupees and paisa format Change the particular range of cells font as bold. Select a row hide it <p>Use short cut key and go to sheet 3 and select a cell</p>	LIBRA OFFICE	2
15	<p>Prepare an excel sheet under the main heading of capital & working capital</p>	LIBRA OFFICE	2
16	<p>Share Price Index Determine the share price index and movements of 10 companies for 10 days from the newspapers by using the statistical functions of excel present it in a graphical form</p>	LIBRA OFFICE	2
17	<p>Bin Card Prepare a bin card for purchases issues made during the year by using auto format wizard</p>	LIBRA OFFICE	2

18	<p>Prepare a cost sheet with supporting evidence also know cost per unit of product</p> <p>a. Use formula function and built in functions.</p> <p>Use pivot tables and charts</p>	LIBRA OFFICE	2
19	<p>Demand and Price</p> <p>Determine correlation between demand and price of a product(minimum 10 entries)</p>	LIBRA OFFICE	2
20	<p>Sales Budget</p> <p>Prepare a sales budget and perform the following: Use bullets and numbering</p> <p>a. Create a text box frame</p> <p>b. Change the color line</p> <p>c. Make it semi transparent</p> <p>Change the height and width of the heading of the text box</p>	LIBRA OFFICE	2
21	<p>Three column format</p> <p>Using three column format type any five differences between financial management and cost accounting</p>	LIBRA OFFICE	2
22	<p>Questionnaire</p> <p>By using already prepared questionnaire (ms word) prepare a work sheet</p>	LIBRA OFFICE	2
23	<p>Earnings Per Share</p> <p>Collect earning per share and market price of the shares net assets value and turnover of ten different companies from the leading business dailies and enter in a table. Use thesaurus command.</p> <p>Calculate the price earning per share. Copy it in to different sheets in the name of each and every company. Use copying, count functions and statistical functions.</p>	LIBRA OFFICE	3
24	<p>Pay roll</p> <p>Prepare a pay roll for employee's data base of an organization</p>	LIBRA OFFICE	4
25	<p>Preference of the product</p> <p>Draft the questionnaire among the students regarding the preference of the product</p>	LIBRA OFFICE	2
26	<p>Stock Exchanges</p> <p>Through net collect share price of 5 companies from 5 different stock exchanges in India. Create a table access and enter the data. Create a font view for each companies share.</p>	LIBRA OFFICE	4
27	<p>Price quantity</p> <p>Gather price quantity description for five products and enter in access table and create an invoice in form design view</p>	LIBRA OFFICE	4
28	<p>Cash Budget</p> <p>Gather the details regarding the receipt and payments for 6 months and by using a budget wizard. Prepare a cash budget.</p>	LIBRA OFFICE	4

29	Animation and transitions Gather Financial Details through Net Regarding five companies and presented in a slide show with animation and transitions (speed and sound)	LIBRA OFFICE	3										
30	Inserting Tables, Clip Arts Identify the different products, its process and collect different costs involved in Each process and present it by inserting clip parts, text, table and a chart	LIBRA OFFICE	3										
31	Foreign exchange Collect data on recent development in foreign exchange in India create your presentation by adding text and object to slides. Use data, slide number of other text in a slide footer. You can add, delete or modify information in the footer area of all slides by using the slide master.	LIBRA OFFICE	5										
32	Organizational chart Create a professional looking organizational chart of a financial institution.	LIBRA OFFICE	3										
33	Financial Services Online financial services	LIBRA OFFICE	3										
34	Railway Reservation Online travel services. (Railway reservation) www.irctc.co.in	LIBRA OFFICE	3										
35	E- Transactions E-Markets, E-Advertising & E-Branding, E-Banking, E-Payment	LIBRA OFFICE	3										
Total Hours			90 Hrs										
Tools for Assessment (50 Marks)													
Test I	Test II	Models	Reports	Demonstration	Observation Note	Total							
10	10	8	8	8	6	50							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	L	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	H	M	H	L	H	H
CO3	H	M	M	L	M	M	M	H	H	M	M	M	L
CO4	M	M	M	M	M	H	L	M	M	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

Course Code	Title		
22PGCFE101	Elective Paper - I (A) Financial Markets and Institutions		
Semester: I	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
Course Objective	Helps the students to understand the role of financial institutions and markets play in the business environment. It would develop a series of applications of principles from finance and economics that explore the connection between financial markets, financial institutions and the economy		
Course Category	Employability		
Development Needs	National		
Course Description	Equip the knowledge on Foreign Exchange Markets		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Knowledge on Sources of Finance	Flipped Teaching	Assignment
CO 2	Understand the concepts of banking and financial institutions	Lecture	Quiz
CO 3	Gain knowledge on non banking financial intermediaries	Flipped Teaching	Case studies
CO 4	Ability to assess short term financial market	Case Studies	Snap talk
CO 5	Capacity to describe Industrial Security Market	Case Studies	Assignment

Course Content

Instructional Hours / Week : 6

Unit	Description	Text Book	Chapters
I	Nature and Role of Financial System - An overview of the Financial System	1	1
	Financial Sector Reforms - Reserve Bank of India - Securities and Exchange Board of India	1	1
Instructional Hours			16
Suggested Learning Methods : Mind Mapping			02 Hrs
II	Banking Institutions - Commercial and Co-Operative Banks - Non Banking Financial Institutions	1	5
	Small Savings and Provident Funds - Unit Trust of India and Mutual Funds	1	6
Instructional Hours			16
Suggested Learning Methods : Group Learning			02 Hrs
III	Non Banking Financial Intermediaries - Loan companies - Investment Companies - Hire Purchase Finance - Lease Finance - Housing Finance Merchant Banks - Venture Capital Funds Credit Rating - Public Deposits with Non Banking Companies.	1	5
	Companies - Non bank Statutory Financial Organization	1	6
Instructional Hours			16
Suggested Learning Methods : Case Studies			02 Hrs

IV	Financial Markets - Call Money Market - Treasury Bills Market - Commercial Bills Market - Markets for Commercial paper and Certificates of Deposits.		2	4									
	The Discount Market - Market for Financial Guarantee - Government (Gilt-edged) Securities Market		2	5									
Instructional Hours				16									
Suggested Learning Methods: Group Discussion				02 Hrs									
V	Industrial Securities Market - International Dimensions of Financial Markets		2	6									
	Foreign Exchange Market and Foreign Capital Market		2	7									
Instructional Hours				16									
Suggested Learning Methods : Presentation				02 Hrs									
Total Hours				90 Hrs									
Text Books	<ol style="list-style-type: none"> L.M.Bhole, Financial Institutions & Markets, Tata McGraw - Hill Publishing Co., Ltd., 2008. Nalini Prava Tripathy, Financial Instruments and Services, Prentice Hall of India, 2010. 												
Reference Books	<ol style="list-style-type: none"> S. Gurusamy, Financial Markets and Institutions, Vijay Nicole Imprints (P) Ltd., 2015. S.Pandian .P, Financial Services and Markets, Vikas Publications, New Delhi. Alak Dharmaraj .E, Financial Services, S.Chand & Sons Publisher, New Delhi. 												
Web. URLs													
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Assignment	Case studies	Snap talk	Total							
8	8	10	8	8	8	50							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	L	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	H	M	H	L	H	H
CO3	H	M	M	L	M	H	M	H	H	H	M	M	L
CO4	M	H	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

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Course Code	Title		
22PGCFE102	Elective Paper - I (B) Business Environment		
Semester: I	Credits: 4	CIA : 50 Marks	ESE: 50 Marks
Course Objective	To provide knowledge of the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of business.		
Course Category	Employability		
Development Needs	National		
Course Description	To Equip the concepts in Indian Constitution		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To understand the elements that shapes the business and economic structure of India	Flipped Teaching	Quiz
CO 2	To comprehend the concept of LPG in business environment	Lecture	Assignments
CO 3	To analyse the environment of a business from political, technological and social perspectives	Chalk & Talk	Snap talk
CO 4	To figure out the information relating to business environment in the present scenario	Flipped Teaching	Quiz
CO 5	Determine Social Responsibilities of Business	Lecture	Case Studies

Course Content

Instructional Hours / Week : 6

Unit	Description	Text Book	Chapters
I	Introduction to Business Environment - Objectives - Importance - Characteristics - Types of Environment - Nature and Scope - Relationship between Economic and Non-Economic Environment - Elements of Business Environment	1	1
Instructional Hours			16
Suggested Learning Methods : Mind Mapping			02 Hrs
II	Economic Environment: Industrial Policy 1991 -Liberalization - Privatization: Merits and Demerits - Forms of Privatization - Privatization in India - Globalization: Pros and Cons of Globalization - Globalization in India.	1	5
Instructional Hours			16
Suggested Learning Methods : Presentation			02 Hrs
III	Political Environment: Government and Business Relationship - Different Roles of Government in Indian Economy - State Intervention: Meaning - Objectives - Expansion. Indian Constitution- The Preamble Fundamental Rights		
Instructional Hours			16
Suggested Learning Methods : Case Studies			02 Hrs
IV	Technological Environment: Features - Impact of Technology on Society and Economy - Restraints on Technological Growth - Technology Policy	2	4
Instructional Hours			16

Suggested Learning Methods: Group Discussion			02 Hrs										
V	Social Environment: Social Responsibilities of Business - Business and Society - Women and Business Opportunities - Financial Support for Women Entrepreneur - Child Labor - Corporate Governance	2	7										
Instructional Hours			16										
Suggested Learning Methods : Group Learning			02 Hrs										
Total Hours			90Hrs										
Text Books	1. Francis Cherunilum, Business Environment: Text and Cases , 22 nd Revised Edition, Himalaya Publishing House, 2014 2. Justin Paul, Business Environment , Tata Mc Grew Hill, 2004.												
Reference Books	1. Sankaran, S., Business Environment , Margham Publications, 2013. 2. Premavathy, N., Business Environment , Sri Vishnu Publications, 2008. 3. Ashwathappa, K., Essentials of Business Environment , Himalaya Publishing House, 2014												
Web. URLs													
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Assignment	Case studies	Snap talk	Total							
8	8	10	8	8	8	50							
Mapping													
CO \ PO	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO 8	PSO 1	PSO2	PSO 3	PSO 4	PSO 5
CO1	M	M	L	L	L	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	H	M	H	L	H	H
CO3	H	M	M	L	M	H	M	H	H	H	M	M	L
CO4	M	H	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

Course Code	Title		
22PGCFE103	Elective Paper - I (C) Indirect Taxation		
Semester: I	Credits: 4	CIA : 50 Marks	ESE: 50 Marks
Course Objective	Enable students gain knowledge of the provisions of service tax and basic concept of GST in India		
Course Category	Employability		
Development Needs	National		
Course Description	Enrich the knowledge on GST		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Impart knowledge on features of indirect taxes	Flipped Teaching	Quiz
CO 2	Enable students understand the concept of service tax	Lecture	Snap talk
CO 3	Ability to calculate Value Added tax liability and input tax credit	Flipped Teaching	Quiz
CO 4	Knowledge VAT procedure	Chalk & Talk	Assignment
CO 5	Capacity to understand the concept of GST	Lecture	Case Studies

Course Content

Instructional Hours / Week : 6

Unit	Description	Text Book	Chapters
I	Special features of indirect taxes - Contribution to government revenues - Taxation under the constitution - Advantages and Disadvantages of indirect taxes	1	1
Instructional Hours			16
Suggested Learning Methods : Presentation			02 Hrs
II	Service Tax concepts and principles - Charge of service tax - Taxable Service - Valuations of Services - Payment service tax and filing of Returns	1	5
Instructional Hours			16
Suggested Learning Methods : Group Discussion			02 Hrs
III	Value Added Tax concepts and principles - Calculation of VAT liability including input tax credit	5	1
Instructional Hours			16
Suggested Learning Methods : Group Learning			02 Hrs
IV	Small dealers and Composition Scheme VAT Procedures	2	4
Instructional Hours			16
Suggested Learning Methods : Mind Mapping			02 Hrs
V	GST Concepts and Procedures , GST rates for different products ,GST e-filing of Returns	2	7
Instructional Hours			16
Suggested Learning Methods : Case Studies			02Hrs
Total Hours			90 Hrs
Note: Question paper shall cover 100% Theory			

Text Books		<ol style="list-style-type: none"> Balachandran, Indirect Taxation, Sultan Chand & Co., New Delhi, 2006. Dr. Radha Parameshwaran, Indirect Tax, Prassanna Publishers, 2007. Dingare Pagare, Business Taxation, Sultan Chand & Co., New Delhi, 2004 											
Reference Books		<ol style="list-style-type: none"> V.S. Datey, Indirect Taxes, Taxmann Publications (P) Ltd., New Delhi, 2002. N.S. Govindan, Indirect Taxes, Sitaraman & Co. Pvt. Ltd., 2004 											
Web. URLs		<ol style="list-style-type: none"> www.ctd.gov.in http://resource.cdn.icai.org/45554bos35641.pdf http://icmai.in/.upload/Students/Syllabus-012/Study_Material_New/Inter-Paper11-New.pdf http://icmai.in/.upload/Students/Syllabus-2012/Study_Material_New/Inter-Paper11-New.pdf 											
Tools for Assessment (50 Marks)													
CIA I		CIA II		CIA III			Assignment		Case studies		Snap talk	Total	
8		8		10			8		8		8	50	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	L	L	M	H	M	H	M	H	M	H
CO2	M	H	H	M	M	H	H	H	M	H	L	M	H
CO3	H	M	M	L	L	H	M	H	M	L	M	M	L
CO4	M	H	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

Course Code	Title		
22PGCFC204	Paper - IV Corporate Accounting		
Semester: II	Credits: 4	CIA : 50 Marks	ESE: 50 Marks
Course Objective	Aware about corporate accounting in conformity with the provisions of Companies Act understand the method of issue, redemption of share and debentures, and its accounting treatment.		
Course Category	Employability		
Development Needs	National		
Course Description	To enrich the knowledge on preparation of accounts of Banking and Insurance Companies		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To know the concepts of issue and redemption of preference shares and dividend.	Flipped Teaching	Quiz
CO 2	Ability to compute managerial remuneration and preparation of final accounts as per schedule	Lecture	Assignment
CO 3	To understand the treatment of accounting in amalgamation, absorption, reconstruction and holding companies	Chalk & Talk	Snaptalk
CO 4	Able to prepare accounts of holding companies	Flipped Teaching	Quiz
CO 5	Examine Accounts of Banking and insurance companies	Lecture	Assignment

Course Content

Instructional Hours / Week : 6

Unit	Description	Text Book	Chapters
I	Issue and Redemption of preference shares - out of profits and out of capital; Acquisition of a business Profit prior to incorporation accounting treatment	1	1
	Underwriting of shares	1	2
Instructional Hours			16
Suggested Learning Methods : Presentation			02 Hrs
II	Preparation of Final accounts - Schedule VI Part I and Part II - Profit prior to incorporation	1	5
	Managerial remuneration - Issue of Bonus shares - Preparation of Balance Sheet	1	6
Instructional Hours			16
Suggested Learning Methods : Group Discussion			02 Hrs
III	Amalgamation - Absorption (Excluding inter - company holdings)	2	4
	External reconstruction - Internal reconstruction (Excluding scheme of reconstruction)		
Instructional Hours			16
Suggested Learning Methods : Group Learning			02 Hrs
IV	Holding company accounts	2	4

	excluding inter-company holdings	2	5										
	Liquidation of companies.	1	11										
Instructional Hours			16										
Suggested Learning Methods:Work Sheet			02 Hrs										
V	Accounts of Banking Companies	2	6										
	Insurance Companies	2	7										
Instructional Hours			16										
Suggested Learning Methods : Case Studies			02 Hrs										
Total Hours			90 Hrs										
Note: Question paper will cover 40% Theory and 60% Problems													
Text Books	<ol style="list-style-type: none"> 1. Reddy & Murthy, Corporate Accounting, Margham Publications, Chennai, 2015. 2. Reddy & Murthy, Advanced Accounting, Margham Publications, Chennai, 2015. 												
Reference Books	<ol style="list-style-type: none"> 1. Jain & Narang, Advanced Accounting, Kalyani Publishers, New Delhi, 2015. 2. Maheshwari & Maheshwari, Advanced Accountancy, Vikash Publication, New Delhi, 2000. 												
Web. URLs													
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Assignment	Case studies	Snap talk	Total							
8	8	10	8	8	8	50							
Mapping													
CO \ PO	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO 8	PSO 1	PSO2	PSO 3	PSO 4	PSO 5
CO1	M	M	M	H	L	M	H	M	H	M	H	M	H
CO2	M	H	M	H	M	M	H	M	M	M	L	H	L
CO3	H	M	H	H	L	H	M	L	M	H	M	M	L
CO4	M	H	M	M	M	H	M	M	M	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

Course Code	Title		
22PGCFC205	Paper - V Managerial Economics		
Semester: II	Credits: 4	CIA : 50 Marks	ESE: 50 Marks
Course Objective	Enable students gain knowledge on economic theories and its application in business management. Acquire the skills of applying economic tools and techniques in managerial decision making and make them capable of using various concepts in solving business problems confronting to national and international trade policies.		
Course Category	Employability		
Development Needs	National		
Course Description	Equip Knowledge on Demand		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	The Students would gain knowledge on economic theories and its application in enterprise management.	Flipped Teaching	Quiz
CO 2	The students would be clear about the demand and demand forecasting.	Lecture	Assignments
CO 3	They would master the skills of analyzing the cost concepts.	Chalk & Talk	Snap talk
CO 4	Acquire the ability to assess market structure and pricing strategies.	Flipped Teaching	Quiz
CO 5	Analyze the monetary and fiscal policies.	Lecture	Case Studies

Course Content

Instructional Hours / Week : 5

Unit	Description	Text Book	Chapters
I	Managerial Economics: Nature and Scope, Its relation with other disciplines	1	1
	Roles & Responsibilities of a Managerial Economists	1	2
	Goals of Corporate Enterprises	2	1
	Value of Enterprise	Website Ref	1
Instructional Hours			13
Suggested Learning Methods : Group learning			02 Hrs
II	Demand Analysis: Meaning, Determinants of Demand, Movements and Shift in Demand, Law of Demand and Types of Demand	3	6
	Elasticity of Demand, Determinants of Elasticity of Demand and Types of Elasticity of Demand.	3	9
	Demand Forecasting for consumer goods, consumer durables and industrial goods - Demand Distinctions	1	5,6
Instructional Hours			13
Suggested Learning Methods : Group Discussion			02 Hrs
III	Cost and Production analysis: Cost concept and cost functions - Short run and Long run Cost, Cost-output relationship and cost control	3	18
	Production function	3	14
	Break-even analysis, Economies of scale of production	2	5,6

			Instructional Hours	13		
Suggested Learning Methods : Mind Mapping				02 Hrs		
IV	Market Structure and Perfect and imperfect competition	Cost and Production analysis: Cost and Long run Cost, Cost-output relation	2	8, 9, 10, 11		
	Price and output decisions in different market situations	Production function	2	11		
	Pricing Policies		1	15		
			Instructional Hours	13		
Suggested Learning Methods: Presentation				02 Hrs		
V	Business Cycles		1	26		
	National Income		3	32		
	Monetary and Fiscal Policy		4	29,36		
	Public finance		3	34		
	TRIPs, TRIMs and Intellectual Property Rights		5	47		
	Industrial Sickness - causes and remedies		1	30		
			Instructional Hours	13		
Suggested Learning Methods : Case Study				02 Hrs		
			Total Hours	75 Hrs		
NB: Question Paper shall cover 100% Theory						
Text Books	<ol style="list-style-type: none"> 1. S.Sankaran, Managerial Economics, by Margham Publications, Chennai, 2015. 2. S.Sankaran, Business Economics, by Margham, Publications, Chennai, 2008. 3. S.Sankaran, Economic Analysis, by Margham Publications, Chennai, 2009. 4. M. L.Jhingan, Monetary Economics, by Vrinda Publications (P) Ltd., Delhi, 2009. 5. Datt & Sundaram, Indian Economy, by Sultan Chand & Sons., New Delhi, 1996 					
Reference Books	<ol style="list-style-type: none"> 1. R. L. Varshney and K. L. Maheshwari, Managerial Economics, by Sultan Chand and Sons, 2008. 2. P.L.Metha, Managerial Economics, by Sultan Chand & Sons, New Delhi, 2014. 3. G.S. Gupta, Managerial Economics, by Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2000. 4. D.Gopalakrishnan, Managerial Economics, by Himalaya Publishing House, 2012. 					
Web. URLs	<ol style="list-style-type: none"> 1. https://www.thebalance.com/calculating-the-enterprise-value-of-a-company-357495 					
Tools for Assessment (50 Marks)						
CIA I	CIA II	CIA III	Assignment	Case Studies	Snap Talk	Total
8	8	10	8	8	8	50

Mapping													
CO \ PO	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO 8	PSO 1	PSO2	PSO 3	PSO 4	PSO 5
CO1	M	M	L	L	L	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	M	M	H	L	H	H
CO3	H	M	M	M	M	H	M	L	M	H	M	M	L
CO4	M	H	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

Course Code	Title		
22PGCFE206	Paper - VI Financial Management		
Semester: II	Credits: 4	CIA : 50 Marks	ESE: 50 Marks
Course Objective	The objective of this course is to inform the students about the basic concepts of financial management and contemporary theory and policy in order to make the concepts, theories and technique of financial management, what represents the condition of profitable business operations and survival respectively development of business subjects and economy as a whole.		
Course Category	Employability		
Development Needs	National		
Course Description	Equip the knowledge on Investment		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand the concept of financial management	Flipped Teaching	Quiz
CO 2	Ability to calculate Return on Investment (RoI)	Lecture	Snap talk
CO 3	Knowledge on capital structure	Flipped Teaching	Quiz
CO 4	Knowledge on Dividend theories	Chalk & Talk	Assignment
CO 5	Capacity to understand the concept of Working capital management	Lecture	Case Studies

Course Content

Instructional Hours / Week : 5

Unit	Description	Text Book	Chapters
I	Financial Management: Meaning, Nature, Scope and Objectives - Role and Functions of financial management	1	1
	Financial decisions - Relationship between risk and return - sources of finance - short- term and Long- term finance - Time value of money	1	1
Instructional Hours			13
Suggested Learning Methods : Presentation			02 Hrs
II	Cost of Capital: Meaning and Importance - Cost of debt, Preference, Equity and retained earnings weighted average cost of capital	1	5
	Capital budgeting - Techniques - ROI, payback period and discounted cash flow.	1	6
Instructional Hours			13
Suggested Learning Methods : Group Learning			02 Hrs
III	Leverages: Financial Leverage - Operating leverage - EBIT and EPS analysis - Theories of Capital Structure Net Income Approach	2	1
	Net operating income Approach. MM Hypothesis - Determinants of capital structure- Capitalization	2	2
	Over and Under capitalization - Merits and Demerits.	2	3
Instructional Hours			13
Suggested Learning Methods : Group Discussion			02 Hrs

IV	Dividend Theories: Walter's model		2	4									
	Gordon and MM's models - Dividend policy - Forms of Dividend - Determinants of dividend policy.		2	5									
Instructional Hours				13									
Suggested Learning Methods: Case Studies				02 Hrs									
V	Working Capital Management - Cash Management - Receivables Management		2	6									
	Inventory Management - Determinants and Computation of Working Capital.		2	7									
Instructional Hours				13									
Suggested Learning Methods : Mind Mapping				02 Hrs									
Total Hours				75 Hrs									
Note: Question paper will cover 40% Theory and 60% Problems													
Text Books	<ol style="list-style-type: none"> 1. I.M.Pandey, Financial Management, Vikash Publishing House, New Delhi, 2000. 2. M Y Khan & Jain, Financial Management, McGraw Hill Education Private Limited, New Delhi, 2015. 												
Reference Books	<ol style="list-style-type: none"> 1. S.N.Maheswari, Financial Management, Sultan Chand & Sons, New Delhi, 2005. 2. Reddy & Murthy, Financial Managemet, Margam Publications, Chennai.Edn. 2009. 3. Prasanna Chandra, Financial Management, Tata McGraw Hill Publishing Company Limited, Noida, 4. Dr.M.Manickam, Principles of Managerial Finance, Pearson Education, New York 												
Web. URLs													
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Assignment	Case studies	Snap talk	Total							
8	8	10	8	8	8	50							
Mapping													
CO \ PO	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO 8	PSO 1	PSO2	PSO 3	PSO 4	PSO 5
CO1	M	M	L	M	M	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	M	M	H	L	H	H
CO3	H	H	H	M	M	H	M	L	M	H	H	M	L
CO4	M	H	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

Course Code	Title		
22PGCFC207	Paper - VII Financial Services		
Semester: II	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
Course Objective	This course will help the students in deeper understanding of financial system and financial services in particular and their functioning, role in economic development of a country		
Course Category	Employability		
Development Needs	National		
Course Description	To acquire knowledge on Financial markets		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Clarify the ideas on merchant banking.	Flipped Teaching	Quiz
CO 2	Application of mutual funds and other investment schemes	Lecture	Snap talk
CO 3	Exposes the understanding on lease financing and higher purchase	Chalk & Talk	Assignment
CO 4	Examine the function of factoring and credit cards	Flipped Teaching	Quiz
CO 5	Evaluate the methodology of credit rating on corporate deposits and debts	Lecture	Case Studies

Course Content

Instructional Hours / Week : 5

Unit	Description	Text Book	Chapters
I	Merchant Banking - Meaning, Origin and Growth - Merchant Banking in India - Scope of Merchant Banking Services - Organization and management patterns of merchant banks	1	1
	Merchant bank and management of public issues - Role of merchant bankers in maintaining health and creditability of the capital market	1	1
Instructional Hours			13
Suggested Learning Methods : Group Discussion			02 Hrs
II	Mutual Fund - Concept and Origin of mutual fund - Growth of mutual fund in India - Mutual Fund Schemes - Money market - Mutual Funds- Institution involved in mutual fund business. Unit Trust of India, Life Insurance Corporation	1	5
	Commercial banks - Entry of private financing companies in mutual fund business - Safety, Liquidity and Profitability of mutual funds - Need for regulation.	1	6
Instructional Hours			13
Suggested Learning Methods : Group Learning			02 Hrs
III	Lease Financing - Need for leasing - types of leasing - Fixation of Lease Rentals - Factors influencing Lease Vs Buy Decision - Accounting treatment for leasing - Growth and prospects of leasing industry in India. Hire purchase	2	5
	Meaning, concept, growth of hire purchase companies in India - Source of finance - RBI guidelines for hire purchase companies in India. Hire purchase companies and transport industry - problems and prospects of hire purchase - Hire purchase Vs. Leasing	3	1
Instructional Hours			13
Suggested Learning Methods : Case Studies			02 Hrs

IV	Factoring - concept of factoring - Types of factoring mechanism - Factoring in India - Cost and benefits of factoring - Issues involved in factoring business. Credit cards - concept - Evolution of Credit Cards.	2	4										
	Varieties of Credit Cards - operational procedure - Acceptance of credit cards from the point of view of bankers, customers, members - Establishments.	2	5										
Instructional Hours			13										
Suggested Learning Methods : Presentation			02 Hrs										
V	Credit Rating - Objectives - Institutions engaged in credit rating - purpose and procedure of rating for debentures - Fixed deposits - Short-term instruments. Role of CRISIL and ICRA.	2	6										
	Venture Capital - Concept and characteristics Origin Growth of Venture capital - Difference between venture capital financing and conventional funding - Venture capital schemes - Legal aspects - Agencies involved in providing venture capital.	2	7										
Instructional Hours			13										
Suggested Learning Methods : Mind Mapping			02 Hrs										
Total Hours			75 Hrs										
Note: Question paper will cover 100% Theory													
Text Books	S. Gurusamy, Financial Markets and Institutions , Vijay Nicole Imprints (P) Ltd., 2015. M.Y.Khan, Financial Services , Tata McGraw-Hill Publishing Company Limited 2007.												
Reference Books	<ol style="list-style-type: none"> 1. L.M.Bhole, Financial Institutions and Markets, Tata McGraw - Hill Publishing Co., Ltd., 2008. 2. Nalini PravaTripathy, Financial Instruments and Services, Prentice Hall of India, 2010. 3. Samuel L. Hyes, Financial Services, Tata McGraw Hill Publishing Company Limited, Noida, UP. 4. NaliniPravaTripathy, Financial Instruments and Services, Prentice Hall Pvt Ltd, New Delhi 												
Web. URLs													
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Assignment	Case studies	Snap talk	Total							
8	8	10	8	8	8	50							
Mapping													
CO \ PO	PO1	P O2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	H	M	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	M	M	H	L	H	H
CO3	H	M	M	M	M	M	M	L	M	H	M	M	L
CO4	M	H	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

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Course Code	Title		
22PGCFQ202	Practical Paper II - Computer Applications: Tally & Internet		
Semester: II	Credit: 4	CIA: 50 Marks	ESE: 50 Marks
Course Objective	This Course provides a complete knowledge on Tally & Internet		
Course Category	Skill Development		
Development Needs	National		
Course Description	To enrich the knowledge in Tally ERP.		
Course Outcomes	Teaching Methods	Assessment Methods	
CO 1	Understand the functions of Tally	Mind Map	Models
CO 2	Ability to maintain accounts	Making a video	Demonstration
CO 3	Able to prepare financial reports	Mind Map	Report
CO 4	Support the management in financial decision making	Mind Map	Demonstration
CO 5	Examine Maintain bill wise details	Mind Map	Models

Course Content**Instructional Hours / Week : 5**

S.No.	Description	Use of Package	Hours
1	Company creation and alteration Create a Company with all the relevant details	Tally ERP	4
2	Ledger creation and alteration Create the ledgers under appropriate predefined groups Cash a/c Computer sales a/c Buildings a/c Machinery a/c Furniture a/c Commission Received a/c Printer Purchase a/c Commission paid a/c Rent received a/c Salary a/c Indian bank a/c Wages a/c Sales returns a/c Capital a/c Depreciation a/c Purchase returns a/c John & co. A/c(purchased goods from this company) Ram agency a/c(sold goods to this company)	Tally ERP	8
3	Voucher types By using a minimum of 5 transactions for each of the following vouchers. Take transactions from any advanced accountancy book and prepare the following vouchers: Receipt voucher, payment voucher, contra voucher, sales voucher, purchase voucher, debit note and credit note voucher	Tally ERP	4

4	<p>Emerald & Co., started a business of home appliances from 1-4 1-4 received cash for capital 5, 00,000 7-4 credit purchases from BPL in no 123: Fridge 100nos at Rs 800 Table fan 100nos at Rs 1000 Mixies 100nos at Rs 1500 Grinders 100nos at Rs 2000 10-4 credit Sales Ram electrical in no 1: Fridge 70nos at Rs 1000 Table fan 70nos at Rs 1500 Mixies 70nos at Rs 2000 Grinders 70nos at Rs 2500 +GST 4% ON TOTAL SALES 10-4 Cash Sales in no 2: Fridge 10nos at Rs 1000 Table fan 10nos at Rs 1500 Mixies 10nos at Rs 2000 Grinders 10nos at Rs 2500 +GST 4% ON TOTAL SALES 25-04 Payment made by petty cash Conveyance Rs 200, Postage Rs 150, Stationeries Rs 150, Staff Welfare Rs 200 30-4 Journal depreciate 10% on furniture: Prepare Trading Profit and Loss Account and B/s</p>	Tally ERP	4																																				
5	<p>From the below create unit of measurement, stock groups and stock items Find the stock summary: Stock groups: 1. magazine 2. Baby drinks 3. Cool drinks 4. Daily news paper 5. Hot drinks 6. Stationeries 7. Vegetables Stock items:</p> <table border="1"> <thead> <tr> <th>Item</th> <th>Qty</th> <th>Rate</th> <th>Units</th> </tr> </thead> <tbody> <tr> <td>Boost</td> <td>25</td> <td>80</td> <td>Nos</td> </tr> <tr> <td>Sports star</td> <td>20</td> <td>15</td> <td>Nos</td> </tr> <tr> <td>Potato</td> <td>260</td> <td>30</td> <td>Kgs</td> </tr> <tr> <td>Star dust</td> <td>20</td> <td>25</td> <td>Nos</td> </tr> <tr> <td>The Hindu</td> <td>503</td> <td>0.25</td> <td>Nos</td> </tr> <tr> <td>Tomato</td> <td>150</td> <td>15</td> <td>Kgs</td> </tr> <tr> <td>Fanta</td> <td>10</td> <td>25</td> <td>Lit</td> </tr> <tr> <td>Dinamalar</td> <td>40</td> <td>2.50</td> <td>Nos</td> </tr> </tbody> </table> <p>MAINTAIN BILL WISE DETAILS</p>	Item	Qty	Rate	Units	Boost	25	80	Nos	Sports star	20	15	Nos	Potato	260	30	Kgs	Star dust	20	25	Nos	The Hindu	503	0.25	Nos	Tomato	150	15	Kgs	Fanta	10	25	Lit	Dinamalar	40	2.50	Nos	Tally ERP	4
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6	<p>Create bill wise details</p> <ol style="list-style-type: none"> 1) Raja commenced business with a capital of Rs 10,000 2) Purchased goods from Kumar & co 15,000 Rs Paid in three installments within 5 days gap 3) Purchased goods for cash 8000 Rs 4) Sold goods to Ratna & co Rs 20,000 amount to be paid in two installment 5) Sold goods for cash for Rs 5000 6) Received cash from Ratna & co 7500 7) Paid to Kumar & co 7500 8) Sold goods for cash 5000 	Tally ERP	4																																				
7	<p>Ram Agencies, a Wholesaler Gives the Following information: Opening balances: Capital: 20, 00,000 Cash at bank : 10, 00,000 Cash in hand : 5,00,000 Furniture : 5,00,000 Ram agencies are dealing in trading of pens and pencils. The selling prices are as follows; Pen Rs 35 per dozen Pencil Rs. 30 per dozen Ink pens Rs 140 per dozen. Show the Balance sheet</p>	Tally ERP	4																																				

8	<p>Cost categories and Cost center</p> <p>1. Nov Purchased Goods from ABC & Co - Rs.15,000 Bangalore branch - 5,000, Chennai branch - Rs.10,000 Allocate the cost to the products: Mouse - Rs.7000, Keyboard- Rs.15,000</p> <p>2. Sold Goods for Cash Rs 20,000 Bangalore branch-Rs.7,000, Chennai branch-Rs.13,000 Allocate the cost to the products: Mouse –Rs.9000, Keyboard Rs. 11,000</p> <p>3. Paid To ABC & Co Rs.15,000</p> <p>4. Salary Paid Rs.3,000 Rs to Salesman Mr.Raj Rs.1600 Mr.Ravi Rs 140</p>	Tally ERP	4			
9	<p>Currencies</p> <p>Calculate forex value On 1-12-sold to foreign customer 100 bags of wheat at the rate of 25\$ per bag (new ref export 1 due dates 7 days) On 15-12 received from foreign customer 2,000 \$ @ 39per \$ plus bank Charge 50 \$ std rate 35 per \$ selling rate 36 \$ buying rate 37 per \$</p> <p>On 1-12 the rates for pounds are as follows std rate 50 per pound : selling rate 51 per pound :buying rate 52 per pound</p> <p>On 12-12 purchased from foreign supplier 200 bags of wheat @ 5 pound per bag. The rupee was being traded at Rs 52 per pound. Due days is 15 dayson 20- 12 paid to the foreign supplier 1000 pounds at Rs 53 per pound bank charges incurred was Rs 2000</p>	Tally ERP	4			
10	<p>Foreign Gain/Loss 01.01.2005 Purchased goods from U.K supplier 1000 £ 02.01.2005 Sold goods to U.S buyer 1,500 03.01.2005 Cash received from U.S buyer 1500 (Selling rate rs.46/\$) 04.02.2005 Paid cash to U.K supplier 1000 (Selling rate Rs 53/ £) Dollar \$:Std rate - 1\$- 43 Rs Sales rate - 1\$- 44 Rs Buying rate - 1\$- 42 Rs Pound £ :Std rate - 1 £ - 51 Rs Sales rate- 1 £- 50 Rs</p>	Tally ERP	4			
11	<p>RATIO ANALYSIS</p> <p>Enter the following details comment upon the short term solvency position of the company: Working capital Rs 30,00,492, Cash 14,500, Bank 18,500, Debtors 4,18,260 Creditors 5,29,337, Sales 715252, Purchases 4,03,310, Stock2,25,982. Net profit?</p>	Tally ERP	4			
12	<p>INTERNET</p> <p>1. Create DEMAT Account.</p> <p>2. Visit any one of the stock exchange website and display the listed share price by using excels.</p> <p>3. Visit NIC website go to ministry of finance and collect information regarding economic survey and union budget.</p> <p>4. Download the NPV Calculator and do NPV Calculation</p> <p>5. Download TT buying and TT selling rules</p> <p>Visit any one of the international capital market website and download the trend of the market and present the report.</p>	Tally ERP	4			
Total Hours			60 Hrs			
Tools for Assessment (50 Marks)						
Models	Reports	Demonstration	Test 1	Test 2	Observation	Total

4		4		4		5		5		3		25	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PS O5
CO1	M	M	M	L	M	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	M	M	H	L	M	H
CO3	H	M	M	M	M	M	M	L	M	H	M	M	L
CO4	M	H	M	M	M	H	M	M	M	M	M	M	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by								Verified by					

Course Code	Title		
22PGCFE204	Elective Paper - II (A) Indian Stock Exchanges		
Semester: II	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
Course Objective	Spreading an opportunity to learn about portfolio management strategies, which are adopted by fund managers along with confident knowledge on investment skills to have a directional journey towards specific profiles such as an analysts, portfolio managers etc.		
Course Category	Employability		
Development Needs	National		
Course Description	Equip the knowledge on Stock Exchanges		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	To know about stock exchanges and its functions	Flipped Teaching	Quiz
CO 2	Understand the concepts of BSE and NSE regulations	Lecture	Snap talk
CO 3	Gain knowledge on listing and non-listing of companies	Flipped Teaching	Quiz
CO 4	Capacity to understand the functions of SEBI	Chalk & Talk	Assignment
CO 5	Application of internet for IPO	Lecture	Case Studies

Course Content

Instructional Hours / Week : 4

Unit	Description	Text Book	Chapters
I	Stock Exchange - Meaning and Functions - World's Stock Exchanges - Indian Stock Exchanges - Origin and Growth - Organization	1	6
	Structure - Mode of Organization - Membership - Stock Exchange Traders - Stock Exchange - Trading - Jobbers Vs. Brokers - Stock Exchange Dealings - Trading of Securities.	1	7
Instructional Hours			10
Suggested Learning Methods : Presentation			02 Hrs
II	Stock Exchange Regulatory Framework - Under the SEBI Act, BSCC Act, Defense of India Rule, Capital Issues Control Act 1947, Securities Contract Act 1956, Securities Contracts Rules 1957	1	5
	Profile of Indian Stock Exchanges-BSE,NSE, etc., - Restructuring Indian Stock Exchanges - Demutualization	1	3
Instructional Hours			10
Suggested Learning Methods : Group Learning			02 Hrs
III	Listing - Meaning, Characteristics, Steps, Legal provisions, Benefits, Consequences of Non-Listing - Delisting - Insider Trading	2	8
	Speculation - Speculation Vs. Gambling - Investors Vs Speculators - Investor Protection.	2	2
Instructional Hours			10
Suggested Learning Methods :Group Discussion			02 Hrs
IV	The Securities Contracts (Regulation) Act, 1956 - Important provisions	2	4

	SEBI - Functions and working		2	5									
Instructional Hours				10									
Suggested Learning Methods: Case Studies				02 Hrs									
V	Internet Stock Trading - Meaning and features - Current Scenario-Regulating Internet Stock Trading - IPOs on the Internet - e- IPO		2	6									
	E-commerce Act and Internet Stock Trading - Stock Index Futures		2	7									
Instructional Hours				10									
Suggested Learning Methods : Mind Mapping				02 Hrs									
Total Hours				60Hrs									
Note: Question paper will cover 100% Theory													
Text Books	<ol style="list-style-type: none"> 1. Dr.S.Gurusamy, Financial Services and Systems, Vijay Nicole Imprints Pvt. Ltd.,2004 2. Dhanesh Kumar Khatri, Investment Management and Security Analysis, Rajiv Beri for Macmillan India Press, 2008. 												
Reference Books	<ol style="list-style-type: none"> 1. Dr.Radha, Dr.R.Parameswaran, Investment Management, Prasanna Publishers, 2006. 2. M.Y.Khan, Financial Services, Tata Mc Graw-Hill Publishing Company Limited. 3. Dr.D.Joseph Anbarasu & Others, Financial Services: Sultan Chand & Sons. 												
Web. URLs													
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Assignment	Case studies	Snap talk	Total							
8	8	10	8	8	8	50							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	L	M	M	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	M	M	H	L	H	H
CO3	H	H	H	M	M	H	M	L	M	H	H	M	L
CO4	M	H	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

Course Code	Title		
22PGCFE205	Elective Paper II (B) - Strategic Management		
Semester: II	Credits: 4	CIA : 50 Marks	ESE: 50 Marks
Course Objective	This course would enable the students to understand the principles on strategy formulation, implementation and control in organization.		
Course Category	Employability		
Development Needs	National		
Course Description	To Equip the concepts in Leadership Qualities		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand the concept of strategic management	Flipped Teaching	Quiz
CO 2	Inherit skills required for industry analysis	Lecture	Snap talk
CO 3	Acquire nuances of company analysis	Flipped Teaching	Quiz
CO 4	Patronize Responding to shifts in competitive advantages, merger and acquisition	Chalk & Talk	Assignment
CO 5	Respond to the internal and external changes with a view to retain competitive advantage.	Lecture	Case Studies

Course Content

Instructional Hours / Week : 4

Unit	Description	Text Book	Chapters
I	Introduction to Strategic Management :Strategic Management - Meaning and definition, Strategic Management Process - Forming, Vision, Setting objectives, Crafting a Strategy, Implementation and Evaluation, Characteristics, Benefits of strategic management, Dysfunctions of strategic	2	1
Instructional Hours			10
Suggested Learning Methods : Mind Mapping			02 Hrs
II	Industry Analysis Industry analysis and competitive environment. The macro environment - Demographic, political, social, cultural, technological and global environment -Assessing the impact of general environment. The Micro environment - The competitive environment - The five forces of competition, new entrants, direct competition, buyers, suppliers and substitutes - Rivalry in the industry.	1	2
Instructional Hours			10
Suggested Learning Methods : Presentation			02 Hrs
III	Company Analysis : Evaluating company resources - Competitive capabilities - Identifying company's strengths and resource capabilities - Identifying company's weaknesses and resource deficiencies, identifying company's competencies and capabilities, identifying a company's market opportunities, identifying threat to a company's future profitability (SWOT Analysis). Strategic options for achieving cost competitiveness. The value chain - Primary and support activities.	3	2
Instructional Hours			10

Suggested Learning Methods : Case Studies											02 Hrs				
IV	Strategy and its types: Strategy and competitive advantage - Low Cost Leadership strategies, differentiation .Strategies and Focus strategies. Merger and acquisition - Vertical integration strategies.First-Mover advantages and disadvantages Strategy and competitive advantage over the Life Cycle.										2	4			
	Instructional Hours											10			
Suggested Learning Methods: Group Discussion											02 Hrs				
V	Change Management: Responding to shifts in competitive advantages - New developments affecting competitive advantage - New technology - New distribution channel, Economic shifts. Change in the neighbouring industries and change in government regulations. Response options - Prospecting, Defending, and Harvesting. Uncertainty - Impact of environmental development, ability to adjust.										2	10			
	Instructional Hours											10			
Suggested Learning Methods : Group Learning											02 Hrs				
Total Hours											60 Hrs				
Text Books	1. Robert A. Pitts and David Lei, Strategic Management - Building and Sustaining Competitive Advantage, Published by Suth - Western, Thomas Learning Inc. New Delhi, 2007 2. Francis Cherunilam, Strategic Management , Himalaya Publishing House, 2004. 3. John A. Pearce II and Richard B.Robinson, Jr, Strategic Management - Strategy Formulation and Implementation , Tata McGraw Hill Co., New Delhi,2008. 4. R. Srinivasan, Strategic Management , Eastan Economy Edition, 2008.														
	Reference Books	1.Arthur A. Thompson, Jr. and A.J Strickland 111,(2003), Strategic Management - Concepts and cases , Tata McGraw-Hill Co., New Delhi. 2.Varahan & Rinky (2014), Strategic Management , Himalaya Publication House Pvt. Ltd, New Delhi. 3.Ramasamy and S. Namakumari, Strategic Planning Formulation of Corporate Strategy ,MACMILLA India Ltd, 2002.													
		Web. URLs													
		Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Assignment	Case studies	Snap talk	Total									
8	8	10	8	8	8	50									
Mapping															
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5		
CO1	M	M	L	L	L	M	H	M	H	M	H	M	H		
CO2	M	H	M	M	M	M	H	H	M	H	L	H	H		

CO3	H	M	M	L	M	H	M	H	H	H	M	M	L
CO4	M	H	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L

H-High; M-Medium; L-Low

Course designed by	Verified by

Course Code	Title		
22PGCFE206	Elective Paper II (C) - Modern Banking		
Semester: II	Credits: 4	CIA: 50 Marks	ESE: 50 Marks
Course Objective	Acquaint students with knowledge on various financial services provided by banks and enable them understand current issues and emerging trends in modern banking operations		
Course Category	Employability		
Development Needs	National		
Course Description	Equip the knowledge on Banking		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Familiarize banking system in India	Flipped Teaching	Quiz
CO 2	Provide knowledge on e-banking	Lecture	Assignments
CO 3	Understand the concept mobile banking and its functions	Chalk & Talk	Snap talk
CO 4	Knowledge on working of ATM	Flipped Teaching	Quiz
CO 5	Understand the concept of Retail Banking products	Lecture	Case Studies

Course Content

Instructional Hours / Week : 4

Unit	Description	Text Book	Chapters
I	Banking - Definition - Banking System - Role of Banks in Economic Development	1	1
	Central Bank - Functions - Credit Control Measures - Role of RBI in regulating and controlling Banks	1	1
Instructional Hours			11
Suggested Learning Methods : Mind Mapping			02 Hrs
II	E-Banking - Meaning - Benefits - Risk management for E - Banking Internet Banking - Mechanics of Internet Banking - Drawbacks of Internet Banking - Future Outlook	1	38
Instructional Hours			12
Suggested Learning Methods : Group Learning			02 Hrs
III	Mobile Banking - Meaning - Services - Security issues - Telephone Banking - Mechanism - Telephone Banking system - Call centers.	2	38
Instructional Hours			12
Suggested Learning Methods : Case Studies			02 Hrs
IV	ATM - Features - Mechanism - Benefits - Shared ATM Network in India - Electronic Money - Mode of Issue and Implication	1	15
	E-money and Monetary Policy - Policy issues of RBI - Electronic Fund Transfer Scheme - RTGS Debit Card - Credit Card - IMPS - NEFT	1	22
Instructional Hours			12
Suggested Learning Methods: Group Discussion			02 Hrs

V	Retail Banking - Products and Services - Its business and composition - Housing Loans - Education loan - Farm loan - Computation of interest Fixed rate - EMI - Value added service						2	7					
Instructional Hours							13						
Suggested Learning Methods : Presentation							02 Hrs						
Total Hours							60 Hrs						
Text Books	Indian Banking , S. Natarajan. & R. Parameswaran, S. Chand & Sons Publishers, New Delhi, 2007. Banking Theory and Practice , Gorden & Natarajan, Himalaya Publishing House, 2007.												
Reference Books	Modern Banking of India , K.C. Sharma, Deep & Deep Publications, 2015. Banking Law and Practice , S. N. Maheswary, Kalyani Publishers, 2016. 1.												
Web. URLs													
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Assignment	Case studies	Snap talk	Total							
8	8	10	8	8	8	50							
Mapping													
CO \ PO	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	PO 8	PSO 1	PSO2	PSO 3	PSO 4	PSO 5
CO1	M	M	L	L	L	M	H	M	H	M	H	M	H
CO2	M	H	M	M	M	M	H	H	M	H	L	H	H
CO3	H	M	M	L	M	H	M	H	H	H	M	M	L
CO4	M	H	M	M	M	H	M	M	H	M	M	L	M
CO5	H	H	M	M	L	M	M	M	M	H	M	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						

Course Code	Title	
22PGCSS02	E-Marketing	
Semester: II to IV	Credits: 2	ESE :50 Marks
Course Objective	Identify the recent developments and their origins in electronic marketing practice.	
Course Category	Employability	
Development Needs	Global	
Course Description	Develop an integrated electronic marketing strategy.	
Course Outcomes		
CO 1	Clarify the ideas on Advertising	
CO 2	Develop the ideas in Internet Advertisement	
CO 3	Exposes the understanding on lease financing and higher purchase	
CO 4	Examine the function of Sales Promotion	
CO 5	Develop the Integration of Sales Promotion with advertising.	

Course Content

Unit	Description	Text Book	Chapters
I	Introduction & Orientation- E-Marketing- Past, Present, Future- Strategic E-Marketing, E-Marketing Plan	1	1
II	E -Marketing Research- Connected Consumers Online- Segmentation, Targeting, Positioning- Product: The Online Offer	2	1
III	Product: The Online Offer- Price: The Online Value- Price: The Online Value	3	3
IV	E-Marketing Communication: Owned Media- E-Marketing Communication: Paid Media	2	4
V	Promotion: Internet for Communication- Customer Relationship Management	2	6
Text Books	1. Strauss, Judy & Frost, Raymond E-Marketing . 7th ed. UK: Pearson Education Inc. (2014).		
Reference Books	Chaffey, D., Ellis-Chadwick, F., Mayer R., & Johnston K. ' Internet Marketing Strategy , Implementation and Practice'. 4th ed. PrenticeHall. (2009).		
Web. URLs			
Course designed by		Verified by	

Course Code	Title	
22PGCSS01	Advertisement and Sales Promotion	
Semester: II to IV	Credits: 2	ESE :50 Marks
Course Objective	The major objective of this course is to develop students' understanding and skill in development of communication strategy of a firm, particularly with advertising and sales promotions.	
Course Category	Employability	
Development Needs	National	
Course Description	Enrich the knowledge in Advertising and Sales Promotion	
Course Outcomes		
CO 1	Clarify the ideas on Advertising	
CO 2	Develop the ideas in Internet Advertisement	
CO 3	Exposes the understanding on lease financing and higher purchase	
CO 4	Examine the function of Sales Promotion	
CO 5	Develop the Integration of Sales Promotion with advertising.	

Course Content

Instructional Hours / Week : 5

Unit	Description	Text Book	Chapters
I	Advertising: Meaning, Features, Functions; Setting of Advertising objectives; Advertising Budget;	1	1
	Approaches of Advertising - DAGMAR (defining Advertising Goals for Measured Advertising Results), AIDA (Attention, Interest, Desire and Action)	1	1
II	Advertising Media: Media Types & its Evolution, Characteristics, Advantages, Disadvantages, Factors Affecting Media Choice;	1	5
	Internet Advertising- Meaning, Components, Advantages, Limitations, Types of Internet Advertising	1	6
III	Advertising Appeals - Advertising & the Indian Economy: Role of advertising in the Indian economy, Impact of advertising on the Indian Economy	2	1
	Nature and importance of sales promotion, its role in marketing.	3	3
IV	Forms of sales promotion: Consumer oriented sales promotion, trade oriented sales promotion and sales force oriented sales promotion.	2	4
	Integration of Sales Promotion with advertising.	2	5
V	Major tools of sales promotion	2	6
	Integration of Sales Promotion with advertising.	2	7

Text Books	1. Prof.A.S.Gupta, Advertising and Sales Promotion- Concepts and Strategies , Everest Publishing House, Maharashtra., 2017 2. <u>Pankhuri Bhagat</u> , Advertising and Sales Promotion: Revised Edition , SBPD Publications,2021
Reference Books	1. <u>Fazil Shareef</u> , Advertising and Sales Promotion , Nirali Prakashan, Maharashtra., 2017
Web. URLs	
Course designed by	Verified by

K. Rajarajeshwari
27/8/2022
CO- K. RAJARAJESHWARI
Chairman
BoS - Commerce