



# **KONGU ARTS AND SCIENCE COLLEGE**

**(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)**

**ERODE – 638 107**

**B.Com**



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**ERODE – 638 107**

**2021-2022**




## SCHEME OF EXAMINATION – CBCS PATTERN

(For the candidates admitted during the academic year 2021 – 2022 and onwards)


Part	Course Code	Course	Hrs/Week	T /P	Exam Duration	CIA	ESE	Total Marks	Credits
<b>I SEMESTER</b>									
I	21T01/21H01/21F01	Language-I	6	T	3	25	75	100	4
II	21E01	Communicative English-I	6	T	3	25	75	100	4
III	21UADCT101	CORE-I Professional English I	4	T	3	50	50	100	4
III	21UADCT102	CORE-II Financial Accounting-I	4	T	3	25	75	100	4
III	21UADCT103	CORE-III Business Environment	3	T	3	25	75	100	3
III	21UADAT104	ALLIED PAPER-I Micro Economics	5	T	3	25	75	100	4
IV	21ESOT01	Foundation Course –IEnvironmental Studies #- Online Test	2	T	-	-	50	50	2
<b>Total</b>			<b>30</b>					<b>650</b>	<b>25</b>
<b>II SEMESTER</b>									
I	21T02/21H02/21F02	Language-II	6	T	3	25	75	100	4
II	21E02	Communicative English-II	6	T	3	25	75	100	4
III	21UADCT201	CORE-IV Professional English II	4	T	3	25	75	100	4
III	21UADCT202	CORE-V Financial Accounting-II	4	T	3	25	75	100	4
III	21UADCT203	CORE-VI Marketing	3	T	3	25	75	100	3
III	21UADAT204	ALLIED PAPER-II Macro Economics	5	T	3	25	75	100	4
IV	21VEOT01	Foundation Course –IIValue Education : Human Rights#Online Test	2	T	-	-	50	50	2
<b>Total</b>			<b>30</b>					<b>650</b>	<b>25</b>
<b>III SEMESTER</b>									
III	21UADCT301	CORE-VII Corporate Accounting – I	6	T	3	25	75	100	4
III	21UADCT302	CORE-VIII Principles of Management	5	T	3	25	75	100	4
III	21UADCT303	CORE-IX Banking Theory and Practice	4	T	3	25	75	100	4
III	21UADCT304	CORE-X Business Law	4	T	3	25	75	100	4
III	21UADAT305	ALLIED-III Business Mathematics	6	T	3	25	75	100	4
IV	21BT101 21AT01 21UADNT306/307	TAMIL@/ADVANCED TAMIL#(OR)NON-MAJOR ELECTIVE- I*	2	T	3	-	75	75	2
IV	21UADST308	SKILL BASED –I Computer Applications in Business	3	T	3	20	55	75	3
IV	21UGSST01	Gender Studies	SS*			-	50	50	2
<b>Total</b>			<b>30</b>					<b>700</b>	<b>27</b>



  
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Part	Course Code	Course	Hrs/Week	T / P	Exam Duration	CIA	ESE	Total Marks	Credits
<b>IV SEMESTER</b>									
III	21UADCT401	CORE-XI Corporate Accounting - II	7	T	3	25	75	100	5
III	21UADCT402	CORE-XII Company Law	6	T	3	25	75	100	4
III	21UADCT403	CORE-XIII Financial Management	6	T	3	25	75	100	4
III	21UADAT404	ALLIED-IV Business Statistics	6	T	3	25	75	100	4
IV	21BT02/ 21AT02/ 21UADNT405/406	TAMIL@/ADVANCED TAMIL#(OR)NON-MAJOR ELECTIVE-II*	2	T	3	-	75	75	2
IV	21UADSP407	SKILL BASED II Computer Applications in Business	3	P	3	30	45	75	3
IV	21UYOST01	Yoga	SS*			-	50	50	2
<b>Total</b>			<b>30</b>					<b>600</b>	<b>24</b>
<b>*Offered to other Department</b>									
<b>V SEMESTER</b>									
III	21UADCT501	CORE-XIV Cost Accounting	6	T	3	25	75	100	4
III	21UADCT502	CORE-XV Direct Taxes	6	T	3	25	75	100	4
III	21UADCT503	CORE-XVI Entrepreneurship Development	6	T	3	25	75	100	4
III	21UADCT504	CORE-XVII Indian Financial Market	4	T	3	25	75	100	4
III	21UADET505/ 506/507	ELECTIVE - I	5	T	3	25	75	100	4
III	21UADIT01	Institutional Training**	Grade Only						
IV	21UADST508	SKILL BASED -III Accounting Software (Tally)& e-Commerce Practical	3	T	3	20	55	75	3
<b>Total</b>			<b>30</b>					<b>575</b>	<b>23</b>
<b>VI SEMESTER</b>									
III	21UADCT601	CORE-XVIII Management Accounting	6	T	3	25	75	100	4
III	21UADCT602	CORE-XIX Auditing	5	T	3	25	75	100	4
III	21UADCT603	CORE-XX Indirect Taxes	5	T	3	25	75	100	4
III	21UADET604/605/ 606	ELECTIVE - II	5	T	3	25	75	100	4
III	21UADET607/ 608 /21UADEV609	ELECTIVE-III	6	T	3	25	75	100	4
IV	21UADSP610	SKILL BASED -IV Accounting Software (Tally)& e-Commerce Practical	3	P	3	30	45	75	3
V		Extension Activities@	-	-	-	50	-	50	1
<b>Total</b>			<b>30</b>					<b>625</b>	<b>24</b>
<b>TOTAL</b>								<b>3800</b>	<b>148</b>



  
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\* SS – Self Study Course

Existing Total Marks and Credits	-	3700	&	144
Gender Studies & Yoga (2+2)	-	100	&	4
Total	-	3800	&	148

CIA – CONTINUOUS INTERNAL ASSESSMENT

ESE – END SEMESTER EXAMINATIONS

\*\*The Students have to go for institutional training for 3 weeks on summer leave in 4<sup>th</sup> semester and the report to be submitted in the 5<sup>th</sup> semester. Students have to complete the training.

TOTAL MARKS : 3800 TOTAL CREDITS: 148

@ - CIA ONLY # - ESE ONLY

**LIST OF ELECTIVE COURSES (Choose any one )**

<b>Elective – I</b>	21UADET505/ 506/507	A	Informatics and Cyber Law
		B	Human Resource Management
		C	Business Organisation
<b>Elective – II</b>	21UADET604/ 605/606	A	Indian Financial Services
		B	International Business
		C	Research Methodology
<b>Elective – III</b>	21UADET607/ 608/21UADEV609	A	Principles of Insurance
		B	Portfolio and Investment Management
		C	Project Work

**LIST OF ALLIED COURSES**

PARTICULARS	COURSE CODE	COURSE NAME
ALLIED-I	21UADAT104	Micro Economics
ALLIED-II	21UADAT204	Macro Economics
ALLIED-III	21UADAT305	Business Mathematics
ALLIED-IV	21UADAT404	Business Statistics

**LIST OF NON MAJOR ELECTIVE COURSES**

S.NO	SEMESTER	COURSE CODE	COURSE NAME
1	III	21UADNT306/307	E- Banking
			Business Organisation
2	IV	21UADNT405/406	Marketing of Insurance Products
			Marketing and Service Management



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## LIST OF SKILLEBASED COURSES

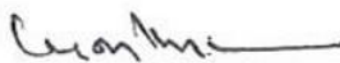
S.NO	COURSE CODE	COURSE NAME
1	21UADST308	Computer Applications in Business
2	21UADSP407	Computer Applications in Business
3	21UADST508	e-Commerce Applications & Accounting Software (Tally)
4	21UADSP610	e-Commerce Practical & Accounting Software (Tally)

## ADVANCED LEARNERS COURSES

S. No.	COURSE CODE	COURSE NAME
1	21UADAL408	Business Finance
2	21UADAL409	Agricultural Economics of India
3	21UADAL509	Insurance Legislative Framework
4	21UADAL510	Business Ethics

## Extra Credit Courses

- ALC is offered in IV and V Semesters only
- It is purely self study course and optional
- This course is offered to the students who have secured 7.0 and above CGPA upto the respective Semesters (III and IV) in Part III only
- **2 Extra Credits** are allotted for each ALC
- The marks obtained in ALC will not be considered for computation of CGPA
- The students who have standing arrear are not eligible to choose ALC
- The students who have failed in ALC (IV Semester) are not eligible to reappear and choose the ALC in the succeeding Semester(V Semester)



**Dr.K.M.Kumaraguru,**

Chairman,

Board of Studies in Commerce

Kongu Arts and Science College (Autonomous),

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Sem	Course Code	Professional English - I	Total Marks: 100		Hours Per Week	Credits
I	21UADCT101		CIA: 50	ESE: 50	4	4

**Course Objectives:**

1. To develop the language skills of students by offering adequate practice in professional contexts.
2. To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year Commerce and Management students.
3. To focus on developing students' knowledge of domain specific registers and the required language skills.
4. To develop strategic competence that will help in efficient communication
5. To sharpen students' critical thinking skills and make students culturally aware of the target situation.

**Course Outcomes (CO): On completion of the course, students should be able to**

CO 1	Recognise their own ability to improve their own competence and skills in using the language	K1 - K4
CO 2	Develop their competence in the use of English with particular reference to workplace situation with confidence and acceptable manner	
CO 3	Enhance the importance of negotiation strategies and thereby improve their LSRW skills	
CO 4	Create and develop their skills in interpreting visuals and presentations	
CO 5	Sharpen their critical thinking related to life and professional ethics	

**K1: Remember; K2: Understand; K3: Apply; K4: Analyze****Unit - I      Communication**

Listening: Listening to instructions

Speaking: Telephone etiquette and official phone conversations

Reading: Short passages (3 passages selected from Commerce and Management)

Writing: Letters and Emails in professional context

Grammar in Context: Wh and Yes or no, Q tags, Imperatives

Vocabulary: Word formation, Creating antonyms using Prefixes, Intensifying prefixes (E.g inflammable)

**Changing words using suffixes: Noun Ending, Adjectives Endings, Verb Endings****Unit - II      Description**

Listening: Listening to process description

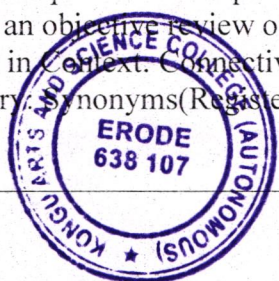
Speaking: Role play Formal: With faculty and mentors in academic environment, work place communication- Informal: with peers in academic environment, workplace communication


Reading: Reading passages in trade/ commerce/ management

Writing: Writing sentences definition (e.g ledger) and extended definitions(e.g.accountancy) – picture description – Description of fashion and Beauty products ( A small Write up promoting the products/ an objective review of the product in 150-200 words)

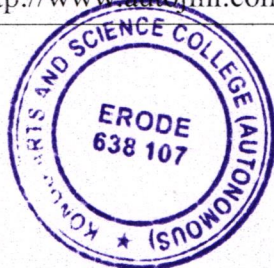
Grammar in Context: Connectives and Linkers

Vocabulary: Synonyms(Register) – Compare and contrast expressions.



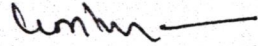
  
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<b>Unit - III</b>	<b>Negotiation Strategies</b>
<p>Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)  Speaking: Brainstorming. (Mind mapping). Small group discussions (Subject- Specific)  Reading: Longer Reading text.(Comprehensive Passages)  Writing: Essay Writing (250 words essay on topics related to commerce and management like recording business transactions)  Grammar in Context: Active voice and passive voice - if conditional  Vocabulary: Register specific – Collocations – Phrasal Verbs</p>	
<b>Unit - IV</b>	<b>Presentation Skills</b>
<p>Listening: Listening to presentation - Listening to lectures. Watching – documentaries ( Discovery / History channel)  Speaking: Short talks. Making Formal Presentations (Power point)  Reading: Reading a written speech by eminent personalities in the relevant field/ short poems/ short biography  Writing: Writing Recommendations- Interpreting Visuals- Charts / Tables/ Flow Diagrams  Grammar in Context: Models  Vocabulary: Register specific – Single word substitution.</p>	
<b>Unit - V</b>	<b>Critical Thinking Skills</b>
<p>Listening: Listening to advertisements/ News and brief documentary films (with Subtitle).  Speaking: Simple problems and suggesting solutions.  Reading: Motivational stories and professional competence, professional ethics and life skills (Subject – Specific)  Writing: Problem and Solution essay– Creative writing –Summary writing in 200 words  Grammar in Context: Make Simple Sentences  Vocabulary: Fixed Expressions.</p>	
<b>TEXT BOOK</b>	
1.	Professional English for Commerce and Management-I - TANSCHÉ.
<b>REFERENCE BOOKS</b>	
1.	Simon Sweeney, English for Business Communication, Student's Book, Second Edition, Cambridge University Press, 2003.
2.	Michael McCarthy, Felicity O'Dell, English Vocabulary in Use: Advanced, First South Asian Edition, Cambridge University Press, 2003.
<b>WEB RESOURCES</b>	
1	<a href="https://nptel.ac.in/courses/109/104/109104030/">https://nptel.ac.in/courses/109/104/109104030/</a>
2	<a href="https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2">https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2</a>
3	<a href="http://www.autojini.com/blog/importance-of-branding-in-the-automobile-">http://www.autojini.com/blog/importance-of-branding-in-the-automobile-</a>



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Course Designed By	Verified By	Approved By HOD
Dr.P.Poongodi Dr.M.Jayanthi Dr.M.Thangam	Ms.S.Yasmin	
<b>QUESTION PAPER PATTERN</b>		
<b>SECTION - A (10 X 1 =10 Marks)</b>	<b>SECTION - B (4 X 10 = 40 Marks)</b>	
(Vocabulary)(MCQ, Info-gap questions - domain specific vocabulary)	(Reading: Two long domain-specific comprehension passages with questions pertaining to understanding and analysis - 20 Marks) (Writing: Descriptive/narrative/persuasive writing questions pertaining to domain-specific vocabulary - 20 Marks)	

**Mapping of COs with POs and PSOs**


PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	M	S	M	M	S	S	S	M	S
CO 2	S	S	M	S	M	M	S	S	M	S	S	S
CO 3	S	S	S	M	S	M	M	S	M	S	S	S
CO 4	S	S	M	S	S	M	S	S	S	M	S	S
CO 5	S	S	S	M	M	M	M	S	M	S	S	S

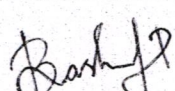
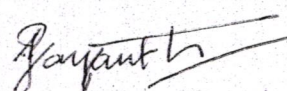
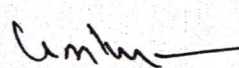
**S-Strong, M-Medium, L-Low**

  
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Sem	Course Code	Core - III BUSINESS ENVIRONMENT	Total marks: 100		Hours per week	Credit
I	21UADCT103			CIA: 25	ESE:75	3
<b>Course Objectives</b>						
1. To explore the fundamental principles, process and steps in evaluating business						
2. To develop knowledge about internal and external environmental factors in business.						
3. To explore the fundamentals of new technology policy.						
<b>Course Outcomes (CO), On completion of the course, students should be able to</b>						
<b>CO 1</b>	Identify the scope and characteristics of modern business.					<b>K1-K4</b>
<b>CO 2</b>	Interpret the monetary and fiscal policy.					
<b>CO 3</b>	Apply the promotional role and planning role of SEBI in business					
<b>CO 4</b>	Analyze the business ethics and social responsibility of business.					
<b>CO 5</b>	Evaluate the effects of technological environment.					
<b>K1: Recall; K2: Understand; K3: Apply; K4: Analyze</b>						
<b>Unit -I</b>	<b>Nature of Business Environment</b>					
Business – Nature and Scope – Characteristics of modern business – Evaluation of Business – Micro and Macro environment – Impact of Business Environment on business decision – Process of environment analysis for business decisions.						
<b>Unit -II</b>	<b>Economic environment</b>					
Economic environment – Concept and Nature – Critical elements of economic environment – Stock Exchange – Basic economic systems – Economic policies – Monetary and fiscal policy – Consumer protection Act.						
<b>Unit -III</b>	<b>Political and Legal environment</b>					
Political and Legal environment – Concept and Nature – Functions – Components – Economic role of Government – Regulatory role – Promotional role – Entrepreneurial role – Planning role – Securities Exchange Board of India Act 1992.						
<b>Unit -IV</b>	<b>Socio-cultural Environment</b>					
Socio-cultural Environment – Concept and Nature – Components – Impact of Socio-cultural environment on business, culture and Globalisation – Ethics in business – Social responsibility of Business.						
<b>Unit -V</b>	<b>Natural and Technological environment</b>					
Natural and Technological environment – Meaning, Features and its Impact on Business – Natural Pollution – Meaning, Types – Concept and Nature – Elements of Technological Environment – Economic effects of Technology – New Technology Policy.						



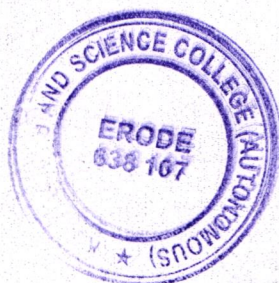
  
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TEXT BOOK		
1	K.Aswhathappa, "Essentials of Business Environment", Himalaya Publishers, 2014, New Delhi.	
REFERENCE BOOKS		
1	Francis cherunilam, "Business Environment", Himalaya Publishers, 2018, New Delhi.	
2	Veena Keshav Pailwar , "Business Environment", PHI Learning Pvt Ltd., 2014, New Delhi.	
3	Shaikh Saleem, "Business Environment", Pearson Education India Service Publishers, 2010, Karnataka.	
4	Justin Paul, "Business Environment", Tata McGraw- Hill publishing Pvt., Ltd., 2006, Chennai.	
Course Designed by	Verified by	Approved by HOD
		
QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 5 = 25 Marks (Either or choice) Two questions from each unit	5 x 8 = 40 Marks (Either or choice) Two questions from each unit

## Mapping of COs with PO and PSOs

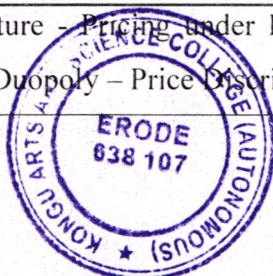
CO \ PO/PSO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	S	M	S	M	M	S	S	S	M
CO2	S	M	S	M	M	S	S	S	M	S	M	S
CO3	S	M	S	S	S	S	M	S	S	M	M	S
CO4	S	S	S	S	M	S	S	S	M	M	S	S
CO5	S	M	M	M	M	S	M	S	M	S	M	S

S- Strong; M-Medium; L-Low

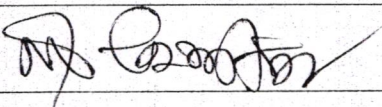
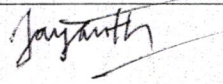
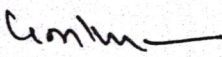


  
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Sem.	Course Code	Allied - I	Total marks: 100		Hours per week	Credits
I	21UADAT104	<b>MICRO ECONOMICS</b>	CIA: 25	ESE: 75	5	4
<b>Course Objectives</b>						
<ol style="list-style-type: none"> <li>To enable the students to know the fundamental concepts of micro economics and choice of economic problem.</li> <li>To enlighten the students to understand the concept of demand and supply function under variation of price and output.</li> <li>To expose various issues in market structure analysis.</li> </ol>						
<b>Course Outcomes(CO), On completion of the course, students should be able to</b>						
<b>CO 1</b>	Predict the basic theories of Micro economics and Choice of Economic problems					<b>K1-K4</b>
<b>CO 2</b>	Compare the Demand and Supply function related with Price and Quantity.					
<b>CO 3</b>	Compute the concept of Production function with the time periods.					
<b>CO 4</b>	Plan the different Cost and Revenue conditions under various periods of time situation.					
<b>CO 5</b>	Evaluate the Market structure and Price Discrimination under various Markets.					
<b>K1: Remember; K2: Understand; K3: Apply; K4: Analyze</b>						
<b>Unit -I</b>	<b>Fundamentals of Micro Economics</b>					
Meaning – Definition – Nature and scope of Micro Economics – Methodology in Economics: Positive and Normative Economics – Static and Dynamic Analysis – Deductive and Inductive Methods – Choice of Economic Problem – Basic Postulates of Micro Economics						
<b>Unit -II</b>	<b>Demand and Supply</b>					
Demand – Factors influencing Demand – Law of Demand – Types of Demand – Elasticity of Demand – Types of Elasticity of Demand – Importance of Elasticity of Demand – Law of Supply – Elasticity of Supply – Demand Forecasting.						
<b>Unit -III</b>	<b>Production Function</b>					
Production – Factors of Production – Law of variable proportions – Law of Returns to Scale – Economies of Scale – Producer’s Equilibrium- iso-quants –Cobb Douglas Production Function.						
<b>Unit -IV</b>	<b>Cost Analysis</b>					
Cost concepts – Opportunity cost – money cost – real cost – social cost – Cost function – short run – long run costs – Cost and output relations – Revenues – Break even Analysis.						
<b>Unit -V</b>	<b>Market Structure</b>					
Market structure – Pricing under Perfect Competition – Monopoly – Monopolistic Competition – Oligopoly – Duopoly – Price Discrimination						



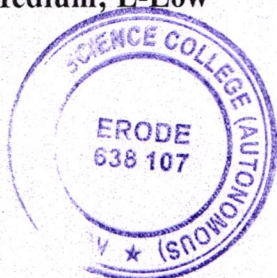
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TEXT BOOK		
1	Dr.S.Sankaran , “Micro economics”, Margham publications, 2016,Chennai.	
REFERENCE BOOKS		
1	Bose & A.Marimuthu, “Introduction of Micro Economics”, Himalaya Publication, Mumbai.	
2	T.R.Jain, V.K.ohri & B.D.Majhi, “Principles of Micro economics”, VK Global Publications, -2019 New Delhi.	
3	R.Cauvery, “Managerial Economics”, Sultan & Chand, New Delhi	
4	T.Aryamala, “Business Economics”, Vijay Nicole imprints private Limited, Chennai.	
5	H.L. Ahuja, “Modern Micro Economics”, 19 <sup>th</sup> edition, S.Chand Publications,2016 New Delhi	
Course Designed by	Verified by	Approved by HOD
		
QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 5 = 25 Marks (Either or choice) Two questions from each unit	5 x 8 = 40 Marks (Either or choice) Two questions from each unit

## Mapping of COs with PO and PSOs

PO/PSO CO	PO							PSO					
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO1	S	S	S	S	S	S	S	S	S	S	S	S	S
CO2	S	S	S	S	S	S	S	S	S	S	S	S	S
CO3	S	M	S	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S	S	S	S
CO5	S	S	S	S	S	S	S	S	S	M	M	S	S

S- Strong; M-Medium; L-Low



  
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Semester	Course Code	Professional English - II	Total Marks: 50		Hours Per Week	Credits
II	21UADCT201			CIA: 50	ESE: 50	4

**Course Objectives:**

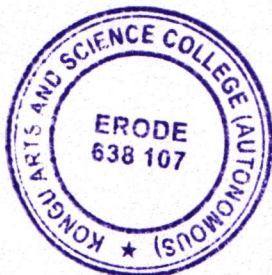
1. To develop their competence in the use of English with particular reference to the workplace situation.
2. To enhance the creativity of the students which will enable them to think of innovative ways to solve issues in the workplace.
3. To develop their competence and competitiveness and thereby improve their employability skills.

**Course Outcomes (CO): On completion of the course, students should be able to**

CO 1	Identify the importance of linguistic competence in workplace environment.	K1 - K4
CO 2	Develop LSRW skills for academic and career purposes.	
CO 3	Illustration of digital competence for Vlogs and Webpage designing.	
CO 4	Application of digital competence for innovation and imagination in recent business scenario.	
CO 5	Applying the effective business correspondence with brevity and clarity at workplace.	

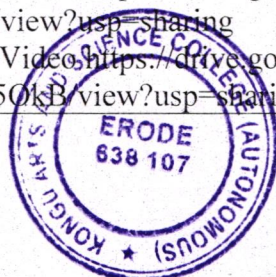
**K1: Remember; K2: Understand; K3: Apply; K4: Analyze**

<b>Unit - I</b>	<b>Communicative Competence</b>
<p>Listening: Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions).</p> <p>Speaking: Small group discussions (the discussions could be based on the listening and reading passages - open ended questions).</p> <p>Reading: Two subject-based reading texts followed by comprehension activities/exercises.</p> <p>Writing: Summary writing based on the reading passages.</p>	
<b>Unit - II</b>	<b>Persuasive Communication</b>
<p>Listening: Listening to a product launch- sensitizing learners to the nuances of persuasive communication.</p> <p>Speaking: Debates - Just-A Minute Activities</p> <p>Reading: Reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions.</p> <p>Writing: Dialogue writing- Writing an argumentative / persuasive essay.</p>	



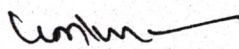
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<b>Unit - III</b>	<b>Digital Competence</b>
<p>Listening: Listening to interviews (subject related).          Speaking: Interviews with subject specialists (using video conferencing skills) - Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related).          Reading: Selected sample of Web Page (subject area).          Writing: Creating Web Pages-Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.          The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area.</p>	
<b>Unit - IV</b>	<b>Creativity and Imagination</b>
<p>Listening: Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites - E.g. <a href="https://www.youtube.com/watch?v=tpvicScuDy0">https://www.youtube.com/watch?v=tpvicScuDy0</a>).          Speaking: Making oral presentations through short films - subject based.          Reading: Essay on Creativity and Imagination (subject based).          Writing - Basic Script Writing for short films (subject based) - Creating blogs, flyers and brochures (subject based) - Poster making - writing slogans/captions (subject based).</p>	
<b>Unit - V</b>	<b>Workplace Communication and Basics of Academic Writing</b>
<p>Speaking: Short academic presentation using PowerPoint.          Reading and Writing: Product Profiles, Circulars, Minutes of Meeting.          Writing an introduction, Paraphrasing, Punctuation (period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis), Capitalization (use of upper case).</p>	
<b>TEXT BOOK</b>	
1.	Professional English for Commerce and Management-II - TANSCHÉ. <a href="http://syllabus.b-u.ac.in/tansche/pecm1.pdf">syllabus.b-u.ac.in/tansche/pecm1.pdf</a>
<b>REFERENCE BOOKS</b>	
1.	Alice Oshima & Ann Hogue, Writing Academic English, Second Edition, Addison Wesley Publishing Company, 1991.
2.	Lyn R. Clark, Kenneth Zimmer, Joseph Tinervia, Business English and Communication, Seventh Edition, MacMillan / McGraw-Hill, Imprint 1991.
<b>WEB RESOURCES</b>	
1.	<b>Book Material:</b> <a href="https://drive.google.com/file/d/1FbcKJleXwXhfiFYfKisNDfR5lGXNrrmN/view?usp=sharing">https://drive.google.com/file/d/1FbcKJleXwXhfiFYfKisNDfR5lGXNrrmN/view?usp=sharing</a>
2.	<p><b>Unit 1 Video:</b> <a href="https://drive.google.com/file/d/1cPXTVXQpAmz3qacgnp3f3kCQJkGi6XDI/view?usp=sharing">https://drive.google.com/file/d/1cPXTVXQpAmz3qacgnp3f3kCQJkGi6XDI/view?usp=sharing</a>  <b>Unit 2 Video:</b> <a href="https://drive.google.com/file/d/1TwRZvTSgIOel_YVtcpu_p6q9WV901F6Q/view?usp=sharing">https://drive.google.com/file/d/1TwRZvTSgIOel_YVtcpu_p6q9WV901F6Q/view?usp=sharing</a>  <b>Unit 3 Video :</b>  <a href="https://drive.google.com/file/d/1Eic3mTIVAncoZOnSwkhSNUEv4jOIL2_/view?usp=sharing">https://drive.google.com/file/d/1Eic3mTIVAncoZOnSwkhSNUEv4jOIL2_/view?usp=sharing</a>  <b>Unit 4 Video</b> <a href="https://drive.google.com/file/d/1vXQBQ04nAZqCsaxyqEWdP feXB6P-9KXY/view?usp=sharing">https://drive.google.com/file/d/1vXQBQ04nAZqCsaxyqEWdP feXB6P-9KXY/view?usp=sharing</a>  <b>Unit 5 Video</b> <a href="https://drive.google.com/file/d/11v2H_Uu9J_ZDrJLo3FN6-xligXJ50kE/view?usp=sharing">https://drive.google.com/file/d/11v2H_Uu9J_ZDrJLo3FN6-xligXJ50kE/view?usp=sharing</a></p>



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4	<a href="https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2">https://www.edubull.com/courses/online-english-speaking-courses-video-english/tofel-ilets/basic-courses/professional-english-part-2</a>
5	<a href="https://commons.wikimedia.org/w/index.php?title=File:Elon_Musk_Ro">https://commons.wikimedia.org/w/index.php?title=File:Elon_Musk_Ro</a>
6	<a href="http://www.fearlessmotivation.com/2017/08/31/elon-musk-greatest-">http://www.fearlessmotivation.com/2017/08/31/elon-musk-greatest-</a>

Course Designed By	Verified By	Approved By HOD
Dr.P.Poongodi Dr.M.Jayanthi Dr.M.Thangam	Ms.S.Yasmin	

### QUESTION PAPER PATTERN


<b>SECTION - A (10 X 1 = 10 Marks)</b>	<b>SECTION - B (4 X 10 = 40 Marks)</b>
(Vocabulary) (MCQ, Info-gap questions - domain specific vocabulary)	(Reading: Two long domain-specific comprehension passages with questions pertaining to understanding and analysis - 20 Marks) (Writing: Descriptive/narrative/persuasive writing questions pertaining to domain-specific vocabulary - 20 Marks)

### Mapping of COs with POs and PSOs

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S	S	S	S	S	M	M	S	S	S	S	S
CO 2	S	S	S	S	S	M	M	S	S	S	M	S
CO 3	S	S	M	M	M	M	S	S	S	M	S	S
CO 4	S	M	M	M	M	M	M	S	M	M	S	M
CO 5	S	S	S	S	M	S	S	S	M	M	S	S

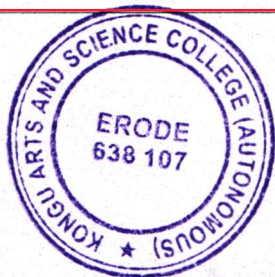
S-Strong, M-Medium, L-Low




  
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Sem	Course Code	Core - VI MARKETING	Total marks: 100		Hours per week	Credits
II	21UADCT203		CIA: 25	ESE: 75	3	3
<b>Course Objectives:</b>						
4. To conceptualize an idea about marketing and related terms.						
5. To provide insight about components of marketing mix						
6. To educate importance of emerging marketing trends and revolutionary mechanism.						
<b>Course Outcomes(CO), On completion of the course, students should be able to</b>						
<b>CO 1</b>	Define the fundamental concepts of Marketing and Marketing Mix					<b>K1-K4</b>
<b>CO 2</b>	Demonstrate the product life cycle and new product development.					
<b>CO 3</b>	Apply and Develop knowledge about different pricing strategies a firm can utilize					
<b>CO 4</b>	Analyze the various channels of distribution and sales promotion techniques.					
<b>CO 5</b>	Evaluate the process of modern marketing techniques.					
<b>K1: Remember; K2: Understand; K3: Apply; K4: Analyze</b>						
<b>Unit -I</b>	<b>Concepts of Marketing</b>					
Marketing – definition – nature – scope – concepts – functions – role of marketing in India - Market segmentation – Marketing mix						
<b>Unit -II</b>	<b>Product</b>					
Product – Product Life cycle - Classification – Product Mix - Planning – Modification – Diversification - Elimination – New Product Development.						
<b>Unit -III</b>	<b>Pricing</b>					
Pricing – Meaning – Objectives – Factors affecting pricing decision –Procedure for Price determination - Kinds of Pricing – Factors affecting price.						
<b>Unit -IV</b>	<b>Channels of Distribution</b>					
Channels of Distribution – Functions – Types of Channels of Distribution – Different Channels- Promotion: Personal Selling – Sales Promotion – Public Relation – Advertising – Publicity - Types.						
<b>Unit -V</b>	<b>E-Marketing</b>					
Introduction- Tele Marketing- Automatic Vending- E-Business- E-Commerce- Electronic Data Interchange - E-Mail – Internet - E- Auctioning - E-Marketing- E-Banking- E- Trading.						



  
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TEXT BOOK		
1	R S N Pillai & Bagavathi, "Modern Marketing- Principles and Practices", S. Chand & Company Ltd., 2016, New Delhi.	
REFERENCE BOOKS		
1	Neeru Kapoor "Principles of Marketing", PHI Learning Pvt Ltd., 2000, New Delhi.	
2	Kathiresan Dr Radha, "Marketing", Prasanna Publishers & Distributors, 2014, Chennai.	
3	R S N Pillai, S Kala, V. Bagavathi "Modern Marketing", S. Chand Publishing, New Delhi.	
4	C.B Gupta, "Principles of Marketing", Sultan Chand & Sons House, 2016.	
Course Designed by	Verified by	Approved by HOD
K. Sessiletti,	<i>Soujanya</i>	<i>Umbra</i>
QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 5 = 25 Marks (Either or choice) Two questions from each unit	5 x 8 = 40 Marks (Either or choice) Two questions from each unit

## Mapping of COs with PO and PSOs

PO/PSO CO	PO							PSO				
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	S	S	S	M	S	S	S	S	M	S	S	S
CO2	M	M	M	S	S	S	M	M	M	S	M	S
CO3	S	S	M	M	M	M	M	S	M	S	M	S
CO4	S	S	S	M	S	M	S	S	S	S	S	S
CO5	S	S	M	M	S	S	S	S	S	S	M	S

S- Strong; M-Medium; L-Low

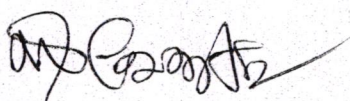
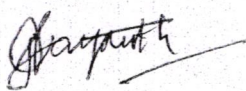
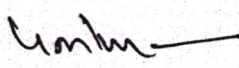


  
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Sem.	Course Code	Allied - II	Total marks: 100		Hours per week	Credit
			CIA: 25	ESE: 75		
II	21UADAT204	MACRO ECONOMICS			5	4
<b>Course Objectives:</b>						
7. To know the fundamental concepts of Macro Economics 8. To apply macro principles to solve Macro Economic Problems 9. To provide a strong foundation for the students to clarify the ideas of Macro Economics.						
<b>Course Outcomes(CO), On completion of the course, students should be able to</b>						
CO 1	Assess the basic theories of Macro economics definition and Economic systems					K1-K4
CO 2	Compute the determination of the National income and Social Accounting					
CO 3	Evaluate the functions of Money and Monetary policy making					
CO 4	Rate the different types of Inflation and Deflation					
CO 5	Revise the current event changes in Economic development in present scenario.					
<b>K1: Remember; K2: Understand; K3: Apply; K4: Analyze</b>						
<b>Unit -I</b>	<b>Fundamentals of Macro Economics</b>					
Meaning – Definition – Nature and scope of macro economics – Importance – Limitations – difference between micro and macro economics – macro statics – macro dynamics – comparative statics – stock and flow concepts.						
<b>Unit -II</b>	<b>National Income and Business Cycle</b>					
National income – basic concepts – circular flow of income and expenditure- Measurement – Importance – Limitations – difficulties of National Income –Business cycle – characteristics - phases of Business cycle.						
<b>Unit -III</b>	<b>Money Concepts and Monetary Policy</b>					
Money – Functions of money-components of money supply – quantity theory of money- monetary policy – objectives-limitations.						
<b>Unit -IV</b>	<b>Inflation concepts</b>					
Inflation– definition – causes – effects – types – deflation – causes – effects -unemployment – types of unemployment – causes of unemployment-Liberalization – Globalization and Privatization.						
<b>Unit -V</b>	<b>Current Economic Events</b>					
Demonetization – meaning – objectives – merits and demerits – Introduction of NITI Aayog India – Make in India – concepts –benefits – start up India schemes policy – digital India – Merits and Demerits.						



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TEXT BOOK		
1	Dr.S.Sankaran , “Macro economics”, Margham publications, 2016,Chennai.	
REFERENCE BOOKS		
1	M.L. Jhingan, “Macro Economics”, Konark Publishers Pvt. Ltd, 2015,New Delhi.	
2	Dr.Cauvery R and others “Macro Economics”, S.Chand & Company Ltd.,2015 New Delhi	
3	H.L. Ahuja, “Principles of Marco Economics Theory and policy Advanced Analysis”, S.Chand & Company Ltd,2019 New Delhi	
4	Ruddar Dutt and K.P.M. Sundaram, “Indian Economy”, S.Chand & company Ltd,2015 New Delhi.	
WEBSITES		
www.skill India .com		
www.make in India.com		
www.digi India.com, www.start-up India		
www.demonetisation.com		
Course Designed by	Verified by	Approved by HOD
		
QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 5 = 25 Marks (Either or choice) Two questions from each unit	5 x 8 = 40 Marks (Either or choice) Two questions from each unit

**Mapping of COs with PO and PSOs**

PO/PSO CO	PO							PSO				
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CO1	S	S	S	M	M	M	S	S	S	M	M	S
CO2	S	S	S	S	S	M	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	S	S	S	S	S	S	S
CO5	S	S	M	S	S	M	S	S	S	M	S	S

S- Strong; M-Medium; L-Low



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