



KONGU ARTS AND SCIENCE COLLEGE

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

ERODE – 638 107

B.Com



KONGU ARTS AND SCIENCE COLLEGE

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ERODE – 638 107

2018-2019



KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

ERODE - 638 107

DEPARTMENT OF COMMERCE

BACHELOR OF COMMERCE

SCHEME OF EXAMINATION - CBCS PATTERN



(For the candidates admitted during the academic year 2017 - 2018 and onwards)

Part	Course Code	Course Title	Inst. Hrs /Week	T/P	Examination Details				Credits
					Duration in Hours.	CIA	End Semester Exam	Total Marks	
SEMESTER I									
I	17T01/H01/ F01/M01/S01	Language-I	6	T	3	25	75	100	4
II	17E01	English-I	6	T	3	25	75	100	4
III	17UADCT101	CORE-I Financial Accounting-I	6	T	3	25	75	100	4
III	17UADCT102	CORE-II Business Organization	5	T	3	25	75	100	4
III	17UADAT103	ALLIED PAPER-I Indian Economy	5	T	3	25	75	100	4
IV	17ES01	Environmental Studies#	2	T	3	-	50	50	2
Total			30					550	22
SEMESTER II									
I	17T02/H02/ F02/M02/ S02	Language-II	6	T	3	25	75	100	4
II	17E02	English-II	6	T	3	25	75	100	4
III	17UADCT201	CORE-III Financial Accounting-II	6	T	3	25	75	100	4
III	17UADCT202	CORE-IV Marketing Management	5	T	3	25	75	100	4
III	17UADAT203	ALLIED PAPER-II Managerial Economics	5	T	3	25	75	100	4
IV	17VE01	Value Education : Human Rights#	2	T	3	-	50	50	2
Total			30					550	22
SEMESTER III									
III	17UADCT301	CORE-V Corporate Accounting - I	6	T	3	25	75	100	5
III	17UADCT302	CORE-VI Principles of Management	5	T	3	25	75	100	4
III	17UADCT303	CORE-VII Office Management and Business Communication	4	T	3	25	75	100	4
III	17UADCT304	CORE-VIII Business Law	4	T	3	25	75	100	4
III	17UADAT305	ALLIED-III Business Mathematics	6	T	3	25	75	100	4
IV	17C101 17OT01 17NM01	TAMIL@/ADVANCED TAMIL#(OR)NON-MAJOR ELECTIVE-I	2	T	3	-	75	75	2
IV	17UADST306	SKILLS BASED Business Application Software-I	3	T	3	20	55	75	3
Total			30					650	26



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
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Part	Course code	Course Title	Inst. Hrs /Week	T/P	Examination Details				Credits
					Duration in Hours.	CIA	End Semester Exam	Total Marks	
SEMESTER IV									
III	17UADCT401	CORE-IX Corporate Accounting - II	6	T	3	25	75	100	4
III	17UADCT402	CORE-X Company Law	5	T	3	25	75	100	4
III	17UADCT403	CORE-XI Human Resource Management	4	T	3	25	75	100	3
III	17UADCT404	CORE-XII International Business	4	T	3	25	75	100	4
III	17UADAT405	ALLIED-IV Business Statistics	6	T	3	25	75	100	4
IV	17FC02/ 17BT02/ 17NM02	TAMIL@/ADVANCED TAMIL#(OR)NON-MAJOR ELECTIVE-II:	2	T	3	-	75	75	2
IV	17UADSP406	SKILL BASED -II Business Application Software-I	3	P	3	30	45	75	3
Total			30					650	24
SEMESTER V									
III	17UADCT501	CORE-XIII Cost Accounting	6	T	3	25	75	100	4
III	17UADCT502	CORE-XIV Direct Taxes	6	T	3	25	75	100	4
III	17UADCT503	CORE-XV Principles of Auditing	6	T	3	25	75	100	4
III	17UADCT504	CORE-XVI Banking Law and Practice	4	T	3	25	75	100	3
III	17UADET505/ 506/507	ELECTIVE - I	5	T	3	25	75	100	4
III	17UADIT01	Institutional Training*	-	-	-	-	-	-	-
IV	17UADST508	SKILL BASED -III Business Application Software-II	3	T	3	20	55	75	3
Total			30					575	22
SEMESTER VI									
III	17UADCT601	CORE-XVII Management Accounting	6	T	3	25	75	100	4
III	17UADCT602	CORE-XVIII Entrepreneurship Management	5	T	3	25	75	100	4
III	17UADCT603	CORE-XIX Indirect Tax	5	T	3	25	75	100	4
III	17UADET604/6 05/606	ELECTIVE -II	5	T	3	25	75	100	4
III	17UADET607/6 08/609	ELECTIVE-III	6	T	3	25	75	100	4
IV	17UADSP610	SKILL BASED -IV Business Application Software-II	3	P	3	30	45	75	3
V	17NS01	Extension Activities@	-	-	-	50	-	50	1
Total			30					625	24
TOTAL								3600	140



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CIA – CONTINUOUS INTERNAL ASSESSMENT

ESE – END SEMESTER EXAMINATIONS

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

TOTAL MARKS : 3600

TOTAL CREDITS: 140

@ - CIA ONLY # - ESE ONLY

LIST OF ELECTIVE PAPERS (Choose any one of the paper)

Elective – I	17UADET505/ 506/507	A	Business Finance
		B	Service Marketing
		C	Fundamentals of Insurance
Elective – II	17UADET604/ 605/606	A	Financial Institutions & Markets
		B	Supply Chain Management
		C	Principles of Web Designing
Elective – III	17UADET607/ 608/609	A	Brand Management
		B	Portfolio and Investment Management
		C	Project Work

LIST OF ALLIED PAPERS

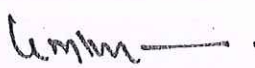
ALLIED-I	17UADAT103	Indian Economy
ALLIED-II	17UADAT203	Managerial Economics
ALLIED-III	17UADAT305	Business Mathematics
ALLIED-IV	17UADAT405	Statistics for Business

LIST OF SKILLEBASED COURSE

1	17UADST306	Business Application Software-I(Theory)
2	17UADSP406	Business Application Software-I(Practical)
3	17UADST508	Business Application Software-II(Theory)
4	17UADSP610	Business Application Software-II(Practical)

ADVANCED LEARNERS COURSE

S. No.	COURSE CODE	COURSE
1.	17UADAL407	Industrial Law
2.	17UADAL408	Event Management
3	17UADAL509	Banking Technology and Management
4	17UADAL510	Values and Ethics in Business


Dr.K.M.Kumaraguru,


Chairman,

Board of Studies in Commerce,

Kongu Arts and Science College (Autonomous),

Erode - 638107.




Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
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Sem.	Course Code	Course Name	Total Marks: 100		Hours Per Week	Credits
			CIA: 25	ESE: 75		
III	17UADCT301	CORE - V CORPORATE ACCOUNTING - I			6	5

OBJECTIVE

To enable the students to have a comprehensive awareness about the application of company's Act in corporate accounting.

COURSE OUTCOMES

At the end of the course, student will be able to

CO1 Remember the accounting procedures for Issue of shares.

CO2 Understand the application of redemption of Preference Shares and Debentures.

CO3 Apply the underwriting procedures for Shares and Debentures.

CO4 Analyze the financial statements of the corporate as per accounting standards.

CO5 Evaluate the value of goodwill and shares of company.

UNIT - I

Issue of Shares: Par, Premium and Discount – Forfeiture – Reissue – Surrender of Shares.

UNIT - II

Redemption of Redeemable Preference Shares – Issue and Redemption of Debentures – Various Methods of Redemption of Debentures.

UNIT - III

Underwriting of Shares and Debentures – Marked and Unmarked applications – Firm Underwriting.

UNIT - IV

Profit Prior to Incorporation – Final Accounts of Companies – Calculation of Managerial Remuneration.

UNIT - V

Valuation of Goodwill - Methods of Valuation of Goodwill – Valuation of Shares – Methods of Valuation of Shares.

NOTE: Distribution of Marks: Theory - 20% and Problems- 80%

TEXT BOOK:

T.S.Reddy & Dr. A.Murthy, "Corporate Accounting", Margham Publications, Chennai, 2016.

BOOKS FOR REFERENCE:

1. R.L.Gupta and M.Radhaswamy, "Company Accounts", Sulthan Chand and Sons, 2014, New Delhi.
2. Maheswari, "Corporate Accounting", Vikas Publishing House, 2012, New Delhi.
3. Shukla M.C.Grewal T.S.Gupta and S.L., "Advanced Accountancy", S.Chand and Company, 2010, New Delhi.
4. S.P. Jain and K.L. Narang, "Advanced Accounting", Kalyani Publishers, 2012, Ludiana.
5. Arulanandham & Raman, "Advanced Accountancy", Himalya Publishers, 2011, New Delhi.

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 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

HEAD OF THE DEPARTMENT
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KONGU ARTS AND SCIENCE COLLEGE
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ERODE - 638 107.

Sem.	Course Code	Course Name	Total Marks: 100		Hours Per Week	Credits
III	17UADCT304	CORE -VIII BUSINESS LAW	CIA: 25	ESE: 75	4	4

OBJECTIVE:

To make students to understand the legal procedures in creating contracts.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO 1 Remember the laws relating to contract

CO2 Understand the various legal contracts that a business entity can take and their relative advantages and disadvantages

CO 3 Apply the legal aspects relating to performance and discharge of contract.

CO 4 Analyse the suitable strategies relating to contract of indemnity and guarantee.

CO5 Evaluate the essentials of hire purchase agreement and its implications to develop a suitable operational framework.

UNIT- I

Introduction-sources of law- Law of contract- Essential elements of valid contract - types of Contracts - offer - acceptance - Void Agreement.

UNIT- II

Consideration – Types – essentials – exceptions - capacity to contract - contingent contract persons disqualified by law.

UNIT- III

Performance of contract- modes of performance- quasi contract- discharge of contract- modes of discharge- remedies for breach of contract.

UNIT- IV

Contracts of indemnity and guarantee- rights of indemnity holder- rights and liabilities of surety – Bailment and pledge - Contract of agency – Creation of agency- Termination of agency.

UNIT- V

Sale of Goods Act- Contract of Sale – Essentials - Sale and Agreement to sell- Conditions and Warranties – Distinction – situations when conditions to be treated as warranty – Implied Conditions – Implied Warranties – Caveat Emptor.

TEXT BOOK:

N.D.Kapoor, "Business law", Sultan Chand and Sons, 2017, New Delhi.

BOOKS FOR REFERENCE:

1. A.K.Singhal, Anil Kanwa Surekha Rathi, "A text book of Business law", Vayu Education of India, New Delhi.
2. Kavitha Krishna Murthi, "Business law", Global vision publishing house, New Delhi.

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 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit



Dr. N. Raman
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

Head of the Department
HEAD OF THE DEPARTMENT
 DEPARTMENT OF COMMERCE
 KONGU ARTS AND SCIENCE COLLEGE
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Sem.	Course Code	Course Name	Total Marks: 75		Hours Per Week	Credits
III	17UADNT306	NON MAJOR ELECTIVE I BASICS OF COMMERCE	CIA: -	ESE: 75	2	2

OBJECTIVE:

To appreciate the various functions which deals the applications of commerce and Trade.

COURSE OUTCOMES:

At the end of the Course, Students will be able to

CO1 Remember the basic concepts of business organization.

CO2 Understand the management techniques and gain exposure on functions of management.

CO3 Apply the planning, organizing and controlling techniques of management.

CO4 Analyze the various marketing functions, process and its applications for decision making.

CO5 Evaluate and apply the mechanism of e - marketing technologies in business.

UNIT- I

Business: Meaning - Characteristics – Scope of business – Objectives of Modern Business – Business System – Business Ethics.

UNIT -II

Management: Definitions – Features – Importance of Management to Organization – Importance to Economy – Functions of Management.

UNIT- III

Planning: Meaning - Steps to make effective planning – Organization Chart – types -. Recruitment – selection procedure – induction and orientation- training and its importance.

UNIT- IV

Marketing: Meaning – Classifications of marketing – Marketing Functions – elements of Marketing Mix - Functions of physical supply.

UNIT- V

E-Business: Introduction - Telemarketing - Automatic vending – E-Commerce – Electronic Data Interchange – Email marketing - Viral Marketing – E-Trading.

TEXT BOOK:

1. R.K.Sharma Shashi K.Gupta, “Business Organisation and Office Management”, Kalyani Publishers, 2014, New Delhi

BOOKS FOR REFERENCE:

1. Y.K. Bhushan “Business Organisation and Management”, Sultan Chand & Sons, 2013, New Delhi.
2. Rajan Nair, “Marketing Management”, Kalyani Publishers, 2012, Chennai.

QUESTION PAPER PATTERN**SECTION - A**

5 x 15 = 75 Marks

(Either or choice) Two questions from each unit



Dr. N. RAMAN
Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.

[Signature]
 HEAD OF THE DEPARTMENT
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Sem.	Course Code	Course Name	Total Marks: 75		Hours Per Week	Credits
III	17UADNT307	NON MAJOR ELECTIVE I BUSINESS ORGANISATION	CIA: -	ESE: 75	2	2

OBJECTIVE:

To acquaint the students with the concepts of business organization.

COURSE OUTCOMES:

At the end of the course, students will be able to

- CO1 Remember the qualities of successful businessman and able to built good organizational structure.
- CO2 Understand the various forms of business organization and its implications.
- CO3 Apply the theories of form of organization in non corporate enterprises.
- CO4 Analyze and determine the reasons for long survival of SSI.
- CO5 Evaluate the size of firms and reason for survival of small scale undertakings.

UNIT- I

Business Organization : Meaning - Qualities of a Successful Businessman– Development or Growth of Various Forms of Business Organization.

UNIT- II

Forms of Organization : Non Corporate Enterprises – Sole Proprietorship Concern – Partnership Firms – Hindu Undivided Family.

UNIT -III

Forms of Organization : Corporate Enterprises – Joint Stock Companies – Co-operative societies.

UNIT- IV

Size of the business firm – Measures of size – Factors determining the size of the firm – Reason for the survival of Small Scale Undertakings.

UNIT -V

Trade association – special features of trade association – functions of trade association – chamber of commerce- organizational structure – Services of chamber – Trade association Vs Chamber of Commerce.

TEXT BOOK:

R.K.Sharma Shashi K.Gupta, “Business Organisation and Office Management”, Kalyani Publishers, 2014, New Delhi.

BOOKS FOR REFERENCE:


1. Y.K. Bhushan “Business Organisation and Management”, Sultan Chand & Sons, 2013, New Delhi.
2. Shukla, “Business Organisation and Management”, S. Chand and Company Ltd., 2015, New Delhi.
3. Singh, B.P. & Chopra, Business Organisation and Management, Dhanpat Rai & Sons, 2003, New Delhi
4. Mishra, N., “Modern Business Organisation”, Sahitya Bhawan, 2007, New Delhi.
5. Basu, “Business Organisation and Management”, Tata McGraw Hill, 2003, New Delhi.

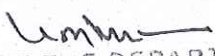
QUESTION PAPER PATTERN**SECTION - A**

5 x 15 = 75 Marks

(Either or choice) Two questions from each unit




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 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
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Sem.	Course Code	Course Name	Total Marks: 100		Hours Per Week	Credits
IV	17UADCT401	CORE IX: CORPORATE ACCOUNTING - II	CIA: 25	ESE: 75	6	4

OBJECTIVE:

To develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards.

COURSE OUTCOMES:

At the end of the Course, Students will be able to

- CO 1 Remember the accounting procedures for amalgamation and absorption methods.
- CO2 Understand the external and internal reconstruction framework of companies.
- CO3 Apply the norms and regulations of banking companies as per Banking Regulation Act.
- CO4 Analyze the financial statements of Insurance companies as per IRDA regulations.
- CO5 Evaluate the legal requirements and preparation of consolidated balance sheet of holding company.

UNIT - I

Amalgamation – nature of merger – nature of purchase - Absorption

UNIT - II

Reconstruction: External Reconstruction – Internal Reconstruction (Reduction of Share Capital).
Liquidators Final Statement of Accounts.

UNIT - III

Banking Companies – Preparation of Various Schedules and Final Accounts.

UNIT - IV

Insurance Companies – Life Insurance and General Insurance - Preparation of final accounts with Schedules.

UNIT - V

Holding Companies – Legal Provisions- Preparation of Consolidated Final Statements – Accounts of Electricity Supply Companies (Including Railways / Public Utilities)

NOTE: Distribution of Marks: Theory - 20% and Problems- 80%

TEXT BOOK:

T.S.Reddy & Dr. A.Murthy, "Corporate Accounting", Margham Publications, Chennai, 2016.

BOOKS FOR REFERENCE:

1. R.L.Gupta and M.Radhaswamy, "Company Accounts", Sulthan Chand and Sons, 2014, New Delhi.
2. Maheswari, "Corporate Accounting", Vikas Publishing House, 2012, New Delhi.

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 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

[Signature]
HEAD OF THE DEPARTMENT
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Sem.	Course Code	Course Name	Total Marks: 100		Hours Per Week	Credits
IV	17UADCT402	CORE - X COMPANY LAW	CIA: 25	ESE: 75	5	4

OBJECTIVE:

On successful completion of the course the students should have a thorough knowledge on Formation of Company; Documents required and Acts pertaining to it.

COURSE OUTCOMES:

At the end of the course, Students will be able to

CO1 Remember the basic provisions of law in formation of companies and preparation of MOUs, AOA and prospectus.

CO2 Understand the legal provisions relating to transfer and transmission of shares and debentures.

CO3 Apply the procedures in appointment and removal of directors as per Companies Act 2013.

CO4 Analyze the various kinds of meetings and its procedures.

CO5 Evaluate the process of winding up and its consequences to companies.

UNIT- I

Formation of Companies - Promoters Duties of Promoters - Incorporation - Memorandum of Association - Meaning - Purpose - Doctrine of Ultravires - Articles of Association - Meaning - Contents - Relationship between Articles and Memorandum - Doctrine of Indoor Management - Exceptions to Doctrine of Indoor Management - Prospectus - Contents.

UNIT- II

Shares -Types - Debentures - Share Transfer - Transmission - Share Warrant - Share Certificate - Dividend - Dividend Mandate - Dividend Coupon – SEBI Regulation with regard to IPO & Private Placement.

UNIT- III

Directors - Qualification and Disqualification of Directors - Appointment of Directors- Removal of Directors - Director's remuneration - Powers of Directors - Duties of Directors - Liabilities of Directors.

UNIT- IV

Kinds of Company meetings - Board of Directors Meeting - Statutory meeting – Annual General meeting- Extra ordinary General meeting - Notices - Agenda - Preparation of Minutes.

UNIT- V

Winding up - Meaning, Modes of Winding up - Compulsory Winding up by the court - voluntary Winding up - Types of Voluntary Winding up - Members voluntary Winding up - Creditors voluntary Winding up-Winding up subject to supervision of the court - Consequences of Winding up.

TEXT BOOK:

N.D.Kapoor, "Company law", Sultan Chand & Sons, 2016, New Delhi.

BOOKS FOR REFERENCE :

1. G.K.Kapoor, "Company law", Sultan Chand&sons, 2000, New Delhi.

2 .R.S.N.Pillai,Bagavathi, " Business Law", S.Chand & Co.,2009, New Delhi.

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 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit



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[Signature]
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Sem.	Course Code	Course Name	Total Marks: 75		Hours Per Week	Credits
III	17UADNT406	NON MAJOR ELECTIVE I: BANKING	CIA: -	ESE: 75	2	2

OBJECTIVE:

To introduce the students to the practical aspects on banking.

COURSE OUTCOMES:

At the end of the course, students will be able to

- CO1 keep in mind the relationship between banker and customer.
- CO2 understand the deposit schemes provided to the customers.
- CO3 apply the regulatory issues that arises in banking sector.
- CO4 analyze the banking instrument and its features.
- CO5 evaluate the various products and services offered by the bank.

UNIT I

Banker and Customer – Special type of Customers – Minor, Married Women – Relation between Banker and Customer.

UNIT II

Deposit – Current Deposit Account – Fixed Deposit Account – Savings Deposit Account – Recurring Deposit.

UNIT III

Loans and Advances – Principles of sound lending – Forms of Advances – Loans, Cash credit, Overdraft, Bills Purchased and Discounted.

UNIT IV

Cheque – Definition – Silent features of a Cheque – Specimen of a Cheque - Crossing- General and special crossing.

UNIT V

ATM – Debit Card – Credit Card – RTGS- NEFT – Filling of Form – Pay-in-slip- Withdrawal Slip - Demand Draft – Gift Card/Cheque.

TEXT BOOK:

Tannan.M.L., Banking Law and Practice, Thacker & Co. Ltd., New Delhi, 2014.

BOOKS FOR REFERENCE:

1. Varshney, Banking Theory Law and Practice, Sultan & Chand Ltd., New Delhi, 2014.

QUESTION PAPER PATTERN
SECTION - A
5X 15 = 75 Marks (Either or Choice) Two Questions from each unit



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PRINCIPAL,
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[Signature]
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Sem.	Course Code	Course Name	Total Marks: 100		Hours Per Week	Credits
IV	17UADCT404	CORE - XII INTERNATIONAL BUSINESS	CIA: 25	ESE: 75	4	4

OBJECTIVE:

To help students to become familiar with the important concepts of International Business.

COURSE OUTCOMES:

At the end of the course, Students will be able to

CO1 Remember the concepts of international business and its importance in corporate world.

CO2 Understand the procedures of foreign exchange currency and international monetary system.

CO3 Apply the theories of international frame and monetary issues and apply them to real world situations.

CO4 Analyze the reasons of FDI and payment terms in foreign trade.

CO5 Evaluate the implications of international marketing and its promotional strategies.

UNIT - I

International business – Evolution – Nature – Drivers – International business and domestic business comparison. **Multinational Corporations- nature- fundamental goals of host**

Government

UNIT- II

Foreign trade - benefits – policies - trade theories - Foreign Direct Investment - theories- factors influencing Foreign Direct Investment.

UNIT - III

GATT – origin – GATT & WTO – Objectives of WTO – functions of WTO – Principles of WTO – TRIPS - TRIMS.

UNIT- IV

International marketing – Benefits, comparison of International marketing and domestic marketing – major activities in International marketing – market assessment – product decision – promotions strategies – pricing decisions, place or distribution strategies.

UNIT- V

International financial management – nature – scope – Environment: foreign exchange market, currency convertibility, International monetary system, balance of payment, International financial market.

TEXT BOOK:

K.Aswhappa, “International Business”, Tata McGraw-Hill Publishing Company limited, 2012, New Delhi.

BOOKS FOR REFERENCE:

1.Francis Cherunilam,“International Business”, Prentice-Hall of India private ltd.,2008, New Delhi.

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 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit



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NANJANAPURAM, ERODE - 638 107.

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HEAD OF THE DEPARTMENT
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ERODE - 638.107.

Sem.	Course Code	Course Name	Total Marks: 75		Hours Per Week	Credits
IV	17UADNT407	NON MAJOR ELECTIVE II SERVICES MARKETING	CIA: -	ESE: 75	2	2

OBJECTIVE:

The basic objective of this course is to acquaint the students about the various types of services and products and how these are to be marketed.

COURSE OUTCOMES:

At the end of the course, students will be able to

CO1 Remember the growth and key services business in India.

CO2 Understand the consumer behavior considerations and its guidelines for developing service sectors.

CO3 Apply hospitality and tourism service mechanism and develop the sectors accordingly.

CO4 Analyze various service industries and their growth opportunities in Indian economy.

CO5 Evaluate the customer satisfaction by rating and assess the service quality of industries.

UNIT- I

Services – Salient Features of Marketing services-Services Marketing – significance of services marketing – Growth of service sector.

UNIT- II

Key services: Banking services- marketing the Banking services- users. Insurance services: Users- Insurance products.

UNIT-III

Transports services-users- Market segmentation for transportation. Tourism services-users- Market Information System for Tourism.

UNIT- IV

Bank marketing- users of banking services- MIS for banks- Significance- market segmentation- Bank marketing in the Indian perspective.

UNIT- V

Hotel marketing services- users- market segmentations. Courier services- rationale behind courier marketing.

TEXT BOOK:


S.M Jha “Services Marketing”, Himalaya Publishing House., 2012, New Delhi

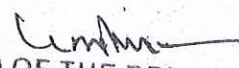
BOOKS FOR REFERENCE:

1. K. Rama Mohana Rao, “Services Marketing”, Pearson Education, 2010, New Delhi.
2. Ravi Shankar, “Services Marketing”, Excel Books, 2012, New Delhi.

QUESTION PAPER PATTERN
SECTION - A
5 x 15 = 75 Marks (Either or choice) Two questions from each unit




Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.


 HEAD OF THE DEPARTMENT
 DEPARTMENT OF COMMERCE
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.

Sem.	Course Code	Course Name	Total Marks: 100		Hours Per Week	Credits
IV	17UADAL410	BRAND MANAGEMENT	CIA: -	ESE: 100	-	2

OBJECTIVE:

To enable the students to acquire knowledge about Brand positioning and development.

COURSE OUTCOMES:

At the end of the course, students will be able to

- CO 1 Remember the creation of brand and its impact in society.
- CO2 Understand the concept of brand sponsor, brand repositioning and brand extension.
- CO3 Apply the various brand portfolio techniques and evaluation methods.
- CO4 Analyse the customer based brand equity and equity valuation.
- CO5 Evaluate the inner and outer core of brand identity.

UNIT- I

Brand Management – Meaning of Brand – Brand and the product – Advantages and benefits of branding.

UNIT- II

Branding Decisions – Brand Sponsor – Brand Name – Brand Strategy – Co – branding – Brand Re- positioning.

UNIT – III

Brand Architecture – Brand portfolio structure – Brand Extensions – Benefits – Umbrella Branding – Line Branding.

UNIT- IV

Brand Equity – Concept – brand equity model – brand image – Customer Based Brand Equity- Brand Assets and Liabilities – Brand equity valuation.

UNIT- V

Brand Identity – Concept - Inner and Outer core of Brand Identity – Brand Identity Perspectives – Brand Identity planning and implementation system- Brand Identity Prism.

TEXT BOOK:

Chitale A.K & Ravi Gupta, “ Product Policy and Brand Management”, PHI Learning Pvt Ltd, 2016, New Delhi.

BOOKS FOR REFERENCE:

1. Haresh V. Verma, “ Brand management”, Excel Books Publications, 2002, New Delhi.
2. Ramesh Kumar. S , “ Managing Indian Brands”, Vikas Publishing House Pvt Ltd, 2002, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 2 = 20 Marks 10 questions out of 12	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 15 = 45 Marks (Answer any three Questions) One Question from each unit



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KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.