



# **KONGU ARTS AND SCIENCE COLLEGE**

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

**ERODE – 638 107**

**PROGRAM NAME**

**B.Com.**



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

**ERODE – 638 107**

**2021-2022**



# **KONGU ARTS AND SCIENCE COLLEGE**

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**ERODE – 638 107**

# **SYLLABUS**

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

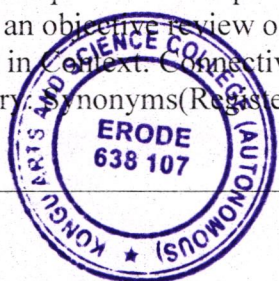
Speaking: Role play Formal: With faculty and mentors in academic environment, work place communication- Informal: with peers in academic environment, workplace communication


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

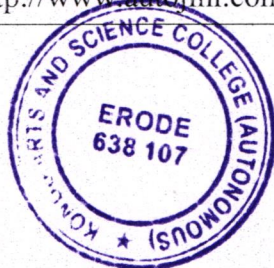
Vocabulary: Synonyms(Register) – Compare and contrast expressions.




  
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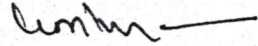


|   |   |
|---|---|
| <b>Unit - III</b>   | <b>Negotiation Strategies</b>   |
| <p>Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)<br/>         Speaking: Brainstorming. (Mind mapping). Small group discussions (Subject- Specific)<br/>         Reading: Longer Reading text.(Comprehensive Passages)<br/>         Writing: Essay Writing (250 words essay on topics related to commerce and management like recording business transactions)<br/>         Grammar in Context: Active voice and passive voice - if conditional<br/>         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)<br/>         Speaking: Short talks. Making Formal Presentations (Power point)<br/>         Reading: Reading a written speech by eminent personalities in the relevant field/ short poems/ short biography<br/>         Writing: Writing Recommendations- Interpreting Visuals- Charts / Tables/ Flow Diagrams<br/>         Grammar in Context: Models<br/>         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).<br/>         Speaking: Simple problems and suggesting solutions.<br/>         Reading: Motivational stories and professional competence, professional ethics and life skills (Subject – Specific)<br/>         Writing: Problem and Solution essay– Creative writing –Summary writing in 200 words<br/>         Grammar in Context: Make Simple Sentences<br/>         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<br>Dr.M.Jayanthi<br>Dr.M.Thangam                     | Ms.S.Yasmin  |  |
| <b>QUESTION PAPER PATTERN</b>                                      |  |   |
| <b>SECTION - A<br/>(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)<br>(Writing: Descriptive/narrative/persuasive writing questions pertaining to domain-specific vocabulary - 20 Marks) |   |

**Mapping of COs with POs and PSOs**

| PO/PSO<br>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     |

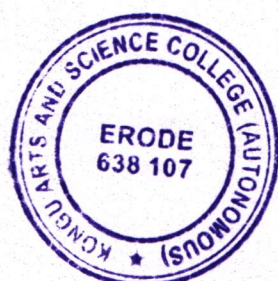
**S-Strong, M-Medium, L-Low**




  
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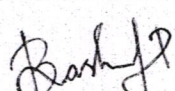
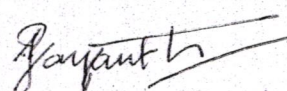
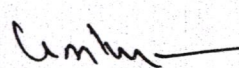


| Sem  | Course Code  | Core - III<br>BUSINESS ENVIRONMENT | Total marks: 100 |        | Hours<br>per<br>week | Credit       |
|--|--|------------------------------------|------------------|--------|----------------------|--------------|
|  |  |                                    | CIA: 25          | ESE:75 |                      |              |
| I  | 21UADCT103   |                                    |                  |        | 3                    | 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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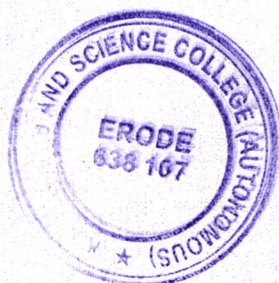



| TEXT BOOK  |   |   |
|--|---|---|
| 1  | K.Aswhathappa, "Essentials of Business Environment", Himalaya Publishers, 2014, New Delhi.          |   |
| REFERENCE BOOKS  |   |   |
| 1  | Francis cherunilam, "Business Environment", Himalaya Publishers, 2018, New Delhi.                   |   |
| 2  | Veena 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<br>(Multiple Choice, Four options)<br>Two questions from each unit | 5 x 5 = 25 Marks<br>(Either or choice)<br>Two questions from each unit                              | 5 x 8 = 40 Marks<br>(Either or choice)<br>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     |

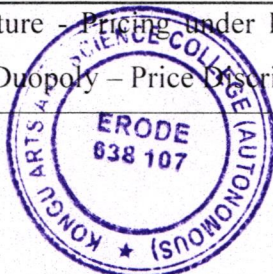
S- Strong; M-Medium; L-Low



  
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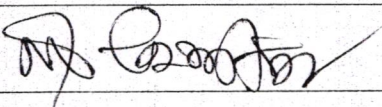
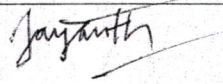
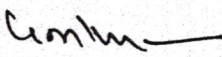


| Sem.   | Course Code   | Allied - I      | Total marks: 100 |         | Hours per week | Credits      |
|--|---|-----------------|------------------|---------|----------------|--------------|
|  |   |                 | CIA: 25          | ESE: 75 |                |              |
| I  | 21UADAT104  | MICRO ECONOMICS |                  |         | 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:<br>Positive and Normative Economics – Static and Dynamic Analysis – Deductive and Inductive<br>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<br>Demand – Types of Elasticity of Demand – Importance of Elasticity of Demand – Law of Supply –<br>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 –<br>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 –<br>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 –<br>Oligopoly – Duopoly – Price Discrimination   |   |                 |                  |         |                |              |



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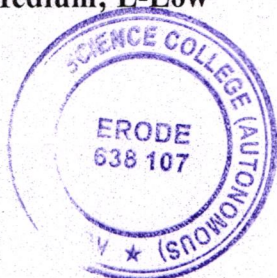


| TEXT BOOK  |   |  |
|--|---|--|
| 1  | Dr.S.Sankaran , “Micro economics”, Margham publications, 2016,Chennai.                                    |  |
| REFERENCE BOOKS  |   |  |
| 1  | Bose & A.Marimuthu, “Introduction of Micro Economics”, Himalaya Publication, Mumbai.                      |  |
| 2  | 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<br>(Multiple Choice, Four options)<br>Two questions from each unit | 5 x 5 = 25 Marks<br>(Either or choice)<br>Two questions from each unit                                    | 5 x 8 = 40 Marks<br>(Either or choice)<br>Two questions from each unit               |

## Mapping of COs with PO and PSOs

| PO/PSO<br>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              | 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**

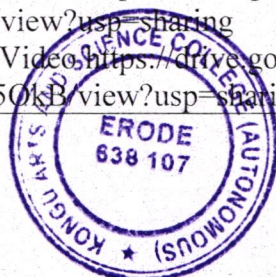
|  |                                 |
|--|---------------------------------|
| <b>Unit - I</b>  | <b>Communicative Competence</b> |
| <p>Listening: Listening to two talks/lectures by specialists on selected subject specific topics - (TED Talks) and answering comprehension exercises (inferential questions).</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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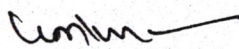
|  |  |
|--|--|
| <b>Unit - III</b>  | <b>Digital Competence</b>  |
| <p>Listening: Listening to interviews (subject related).<br/>         Speaking: Interviews with subject specialists (using video conferencing skills) - Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related).<br/>         Reading: Selected sample of Web Page (subject area).<br/>         Writing: Creating Web Pages-Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.<br/>         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>).<br/>         Speaking: Making oral presentations through short films - subject based.<br/>         Reading: Essay on Creativity and Imagination (subject based).<br/>         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.<br/>         Reading and Writing: Product Profiles, Circulars, Minutes of Meeting.<br/>         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.<br><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.   | <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><br><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>      |



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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<br>Dr.M.Jayanthi<br>Dr.M.Thangam | Ms.S.Yasmin |  |

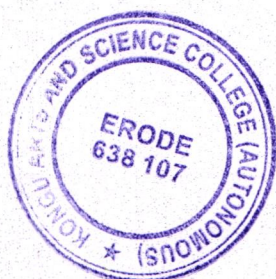
**QUESTION PAPER PATTERN**


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

**Mapping of COs with POs and PSOs**

| PO/PSO<br>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     |

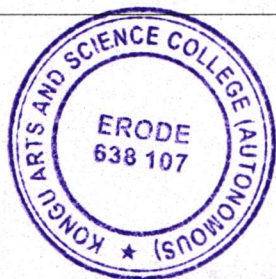
**S-Strong, M-Medium, L-Low**




  
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| Sem   | Course Code   | Core - VI<br>MARKETING | Total marks: 100 |         | Hours<br>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 -<br>Market segmentation – Marketing mix  |   |                        |                  |         |                   |              |
| <b>Unit -II</b>   | <b>Product</b>  |                        |                  |         |                   |              |
| Product – Product Life cycle - Classification – Product Mix - Planning – Modification –<br>Diversification - Elimination – New Product Development.   |   |                        |                  |         |                   |              |
| <b>Unit -III</b>  | <b>Pricing</b>  |                        |                  |         |                   |              |
| Pricing – Meaning – Objectives – Factors affecting pricing decision –Procedure for Price<br>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-<br>Promotion: Personal Selling – Sales Promotion – Public Relation – Advertising – Publicity -<br>Types. |   |                        |                  |         |                   |              |
| <b>Unit -V</b>  | <b>E-Marketing</b>  |                        |                  |         |                   |              |
| Introduction- Tele Marketing- Automatic Vending- E-Business- E-Commerce- Electronic Data<br>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>Unim</i>  |
| QUESTION PAPER PATTERN   |   |  |
| SECTION - A  | SECTION - B   | SECTION - C  |
| 10 x 1 = 10 Marks<br>(Multiple Choice, Four options)<br>Two questions from each unit | 5 x 5 = 25 Marks<br>(Either or choice)<br>Two questions from each unit  | 5 x 8 = 40 Marks<br>(Either or choice)<br>Two questions from each unit |

### Mapping of COs with PO and PSOs

| PO/PSO<br>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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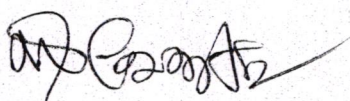
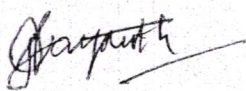
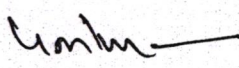


| Sem.   | Course Code   | Allied - II     | Total marks: 100 |         | Hours per week | Credit |
|--|---|-----------------|------------------|---------|----------------|--------|
|  |   |                 | CIA: 25          | ESE: 75 |                |        |
| II   | 21UADAT204  | MACRO ECONOMICS |                  |         | 5              | 4      |
| <b>Course Objectives:</b>  |   |                 |                  |         |                |        |
| 7. To know the fundamental concepts of Macro Economics<br>8. To apply macro principles to solve Macro Economic Problems<br>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<br>(Multiple Choice, Four options)<br>Two questions from each unit | 5 x 5 = 25 Marks<br>(Either or choice)<br>Two questions from each unit  | 5 x 8 = 40 Marks<br>(Either or choice)<br>Two questions from each unit               |

**Mapping of COs with PO and PSOs**

| PO/PSO<br>CO | PO      |         |         |         |         |         |         | PSO      |          |          |          |          |
|--------------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|
|              | PO<br>1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PSO<br>1 | PSO<br>2 | PSO<br>3 | PSO<br>4 | PSO<br>5 |
| 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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# **KONGU ARTS AND SCIENCE COLLEGE**

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

**ERODE – 638 107**

# **ACTIVITIES**

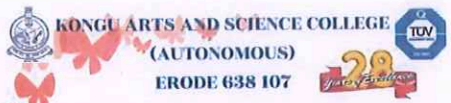




# KONGU ARTS AND SCIENCE COLLEGE (Autonomous) ERODE-638107


## DEPARTMENT OF COMMERCE

### Webinar on Human Values and Professional Ethics – 5 October 2021



**DEPARTMENT OF COMMERCE**


ORGANIZES  
ONE DAY WEBINAR  
on  
HUMAN VALUES AND PROFESSIONAL ETHICS  
5th October 2021



**Dr. D DEEPA**  
Assistant Professor  
Department of Management Studies  
School of Business Studies  
Madurai Kamaraj University, Madurai.

JOINING LINK : ZOOM APP  
[HTTPS://US02WEB.ZOOM.US/J/8169276886?pwd=AENGEGRGTVVYOTDQ3RETFMFAVNLZQY09](https://us02web.zoom.us/j/8169276886?pwd=AENGEGRGTVVYOTDQ3RETFMFAVNLZQY09)  
Meeting ID: 816 927 6886  
Passcode: hasc

E Certificate  
will be provided to all the participants



A Webinar on “Human Values and Professional Ethics” was organised by the Department of Commerce on 05 October 2021. The lecture was delivered by Dr.D.Deepa, Assistant Professor, Department of Management Studies, Madurai Kamaraj University. The aim of the webinar is to explore the values and morals of human beings and to make the upcoming Professionals ethically right. She cleared the doubts of the participants in the Q & A session. E-Certificates were issued to the participants of the webinar. The beneficiaries were 500 students and 100 faculty members. :

You tube:

[https://www.youtube.com/channel/UC8\\_7nrX4Gdzn-twEsaLg3RQ](https://www.youtube.com/channel/UC8_7nrX4Gdzn-twEsaLg3RQ)



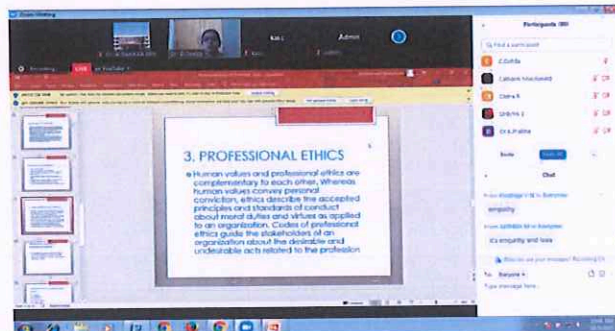
**KONGU ARTS AND SCIENCE COLLEGE  
(Autonomous)  
Erode-638107**


**CERTIFICATE OF PARTICIPATION**

This is to certify that Kiruthiga V N, Assistant Professor, Kongu Arts and Science College Autonomous Erode has participated in the Webinar on “Human values and Professional Ethics” organised by the Department of Commerce held on 05-10-2021.

**Dr. K M Kumaraguru**      **Dr. N Raman**      **Thiru. K. Palan**  
HOD/ Convener      Principal      Correspondent

Made for free with



  
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DEPARTMENT OF COMMERCE  
KONGU ARTS AND SCIENCE COLLEGE  
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ERODE - 638 107.**



  
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PRINCIPAL.  
KONGU ARTS AND SCIENCE COLLEGE  
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# KONGU ARTS AND SCIENCE COLLEGE (Autonomous)

ERODE-638107

## DEPARTMENT OF COMMERCE in association with INSTITUTION'S INNOVATION COUNCIL

### Awareness Program on Startup Journey – 01 November 2021

**KONGU ARTS AND SCIENCE COLLEGE**  
(An Autonomous Institution, Affiliated to Bharathiar University)  
Erode-638 107.

*Department of Commerce*  
In association with  
*Institution's Innovation Councils*

CORDIALLY INVITES YOU ALL FOR  
AWARENESS PROGRAM  
ON  
**"STARTUP JOURNEY"**

**Resource Person**  
MR. THIYAGARAJAN THIRUNAVUKKARASU  
DIRECTOR  
T.I.M.E Institute  
ERODE

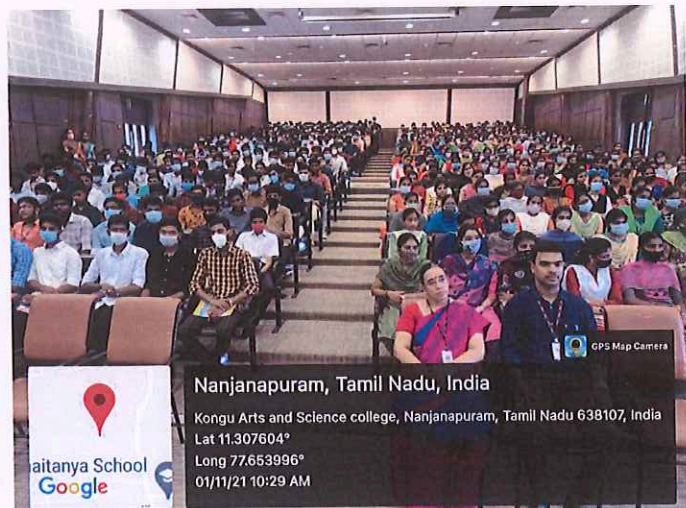
01 NOV 1 2021  
10.00 to 11.30 AM

VENUE  
U.V.SWAMINATHA IYER HALL

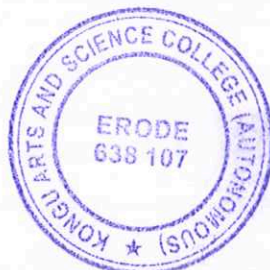
**KONGU**  
Answering the Best

29  
Years of Excellence

An Awareness Program on Startup Journey was organised by the Department of Commerce in association with Institution's Innovation Council conducted on 01.11.2021. Mr.Thiyagarajan Thirunavukkarasu, Director, T.I.M.E Institute of Erode , was the resource person. The resource person illustrated the startup ideas of well established companies. He also came up with ups and downs of his business experience. The differentiation between Entrepreneurship and Business had been explored.



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



*[Signature]*  
**Dr. N. RAMAN  
PRINCIPAL,  
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