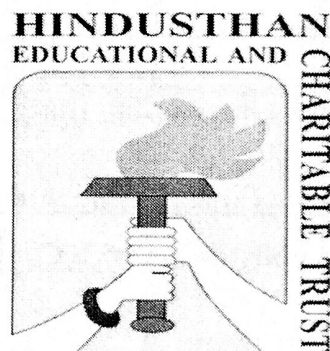# LEARNING OUTCOMES–BASED CURRICULUM FRAMEWORK (LOCF)

in the

UNDERGRADUATE PROGRAMME
BACHELOR OF BUSINESS ADMINISTRATION WITH
COMPUTER APPLICATIONS DEGREE PROGRAMME

FOR THE STUDENTS ADMITTED FROM THE

ACADEMIC YEAR 2020 - 2021 AND ONWARDS

HINDUSTHAN
EDUCATIONAL AND CHARITABLE TRUST

HICAS

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
(Affiliated to Bharathiar University and Accredited by NAAC)
COIMBATORE-641028
TAMILNADU, INDIA.
Phone: 0422-4440555
Website: www.hindusthan.net/hicas/

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF BUSINESS ADMINSTRATION WITH COMPUTER APPLICATIONS

PREAMBLE

The program of BBA with Computer Applications is a blend of management with computer applications which enables the students to identify opportunities in the growing sector of management and with an edge in applications of management in Computers.

VISION

Our Department aims to provide quality education to enhance the professional skills of a student, build moral values and ethics to approach life with optimism and to face the ever changing business environment.

MISSION

Our Mission is to provide an overall development of the student to cater to the needs of the society through ethical standards.

Programme Educational Objectives (PEO)

Under Graduates of **Business Administration with Computer Applications** program will be

PEO1: Graduates will be able to create an environment and industry ready in facing the challenges by ethically responsible in contribution to the society and in the business field.

PEO2: Graduates will have an ability to adapt changes in the context of growing demand for computer based business applications with a high degree of competency in solving an application of management and systems knowledge in the ever changing global scenario.

PROGRAM OUTCOME (PO) :

PO1: On graduation the students will gain discipline specific knowledge

PO2: Enhances students leadership ability to explore opportunities in local, regional, national and global level.

PO3: Enhancing entrepreneurial skills with social responsibility and ethical code of conduct.

PO4: To provide knowledge and ability in programming languages.

PROGRAM SPECIFIC OUTCOME (PSO):

PSO1: Ability to take opportunities in various business areas like Business Consultant / Management Analyst, Marketing and Sales Executive, Market Research Analyst, Human Resources Management, Retail store Management, Tax Assistant and Material /Stores Assistants.

PSO2: Communicate effectively on business management activities with the business community and with society at large, such as being able to comprehend and write effective reports, design documentations and make effective presentations.

PSO3: Recognize the need for and have the preparation and ability to engage in independent learning in applying ICT tools in the Context of business environment.

HINDUSTHAN COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

COIMBATORE -641028

SCHEME OF EXAMINATIONS - CBCS & LOCF PATTERN

(For the Students admitted from the Academic year 2020-2021 and onwards)

UG PROGRAMME

Programme: BBA COMPUTER APPLICATION

Part	Course Code	Course Type	Course Title	Lecture Hours/ Week	Exam Duration (hours)	MAX. MARKS			CREDIT POINTS
						I.E	E.E	TOTAL	
Semester - I									
I	20LAT01/ 20LAH01/ 20LAM01/ 20LAF01	MIL	Tamil-I/ Hindi-I/ Malayalam – I/ French-I	6	3	30	70	100	3
II	20ENG01	AECC	English – I	6	3	30	70	100	3
III	20BCU01	DSC	Principles of Management	6	3	30	70	100	5
III	20BCU02	DSC	Business Communication	3	3	30	70	100	3
III	20BCU03	SEC	**Practical –I-** Business Communication (using MS-Office)	3	3	40	60	100	3
III	20BCU04	GE	Allied-Mathematics for Management - I (Mat)	6	3	30	70	100	4
IV	20BCUV01	ACC	**VAC-I**	2	1	50	-	50	Grade*
IV	20BCUJ01	AEE	**Communicative Skills**	2	1	50	-	50	Grade*
IV	20BCUJ02	AEE	**Soft skill**	2	1	50	-	50	Grade*
				36					21
Semester - II									
I	20LAT02/ 20LAH02/ 20LAM02/ 20LAF02	MIL	Tamil-II/ Hindi-II/ Malayalam-II/ French-II	6	3	30	70	100	3
II	20ENG02	AECC	English – II	6	3	30	70	100	3
III	20BCU05	DSC	Organisational Behaviour	5	3	30	70	100	4
III	20BCU06	DSC	Web Technology	3	3	30	70	100	3
	20BCU07	SEC	**Practical-II -** Web Technology	3	3	40	60	100	3
III	20BCU08	GE	Allied-Mathematics for Management-II (Mat)	5	3	30	70	100	4
IV	20GSU01	AECC	Value Education – Human Rights	2	2	100	-	100	2
IV	20BCUV02	ACC	**VAC-II**	2	1	50	-	50	Grade*
IV	20BCUJ03	AEE	**Communicative Skills**	2	1	50	-	50	Grade*
IV	20BCUJ04	AEE	**Soft Skill**	2	1	50	-	50	Grade*
				36					22
Semester - III									
III	20BCU09	DSC	Financial Accounting	6	3	30	70	100	4
III	20BCU10	DSC	Production and Materials Management	6	3	30	70	100	4

III	20BCU11	DSC	Marketing Management	6	3	30	70	100	5
III	20BCU12 A	DSE	Elective-I **Legal aspects of Business**	5	3	30	70	100	4
	20BCU12 B		**Customer Relationship Management**						
III	20BCU13	SEC	**Practical-III** - Financial Accounting Package-Tally	5	3	40	60	100	3
IV	**20GSU02**	AECC	Environmental Studies	2	2	100	-	100	2
IV	**20BCUV03**	ACC	**VAC-III**	2	1	50	-	50	1
IV	**20BCUJ05**	SEC	**Aptitude / Placement Training**	2	1	50	-	50	Grade*
IV	**20BCUJ06**	SEC	**Online Classes**	2	1	-	-	-	C/NC**
				36					23

Semester – IV

III	20BCU14	DSC	Financial Management	6	3	30	70	100	5
III	20BCU15	DSC	Human Resource Management	6	3	30	70	100	4
III	20BCU16	GE	Taxation	6	3	30	70	100	4
III	20BCU17	DSC	Python Programming	3	3	30	70	100	3
III	20BCU18	SEC	**Practical-IV** - Python Programming	3	3	40	60	100	3
III	20BCU19 A	DSE	**Elective-II** **Retail Management**	4	3	30	70	100	3
	20BCU19 B		**Export Management**						
IV	**20GSU03**	AECC	**Skill Based Subject** Internet Security	2	2	100	-	100	2
V	**20GSU04**	AECC	Extension Activity	-	-	100	-	100	G
IV	**20BCUV04**	ACC	**VAC-IV**	2	1	50	-	50	1
IV	**20BCUJ07**	SEC	**Aptitude / Placement Training**	2	1	50	-	50	Grade*
IV	**20BCUJ08**	SEC	**Online Classes**	2	1	-	-	-	C/NC**
				36					25

Semester - V

III	20BCU20	DSC	Entrepreneurial Development and Project Management	6	3	30	70	100	5
III	20BCU21	DSC	Cost and Management Accounting	6	3	30	70	100	4
III	20BCU22	DSC	Research Methods for Management	6	3	30	70	100	4
III	20BCU23	DSC	Visual Basic	4	3	30	70	100	3
III	20BCU24	SEC	**Practical-V** - Visual Basic	3	3	40	60	100	3
III	20BCU25A	DSE	**Elective-III** **Consumer Behaviour**	5	3	30	70	100	4
III	20BCU25B		**Brand Management**						
III	20BCU26	SEC	Institutional Training	-	-	100	-	100	2
IV	**20GSU05**	AECC	**Non-Major Elective** General Awareness	-	2	100	-	100	2
V	**20GSU06**	AECC	Law of Ethics	-	2	100	-	100	2
IV	**20BCUV05**	ACC	**VAC-V**	2	1	50	-	50	1
IV	**20BCUJ09**	SEC	**Aptitude / Placement Training**	2	1	50	-	-	Grade*
IV	**20BCUJ10**	SEC	**Online Classes**	2	1	-	-	-	C/NC**

									36		30

			Semester– VI								
III	20BCU27	DSC	Advertising and Sales Promotion	6	3	30	70	100	4		
III	20BCU28	DSC	International Trade	6	3	30	70	100	4		
III	20BCU29	DSC	Strategic Management	6	3	30	70	100	4		
III	20BCU30	DSC	RDBMS and Oracle	3	3	30	70	100	3		
III	20BCU31	SEC	Practical-VI - RDBMS & Oracle	3	3	40	60	100	3		
III	20BCU32A	DSE	Elective-IV Service Marketing	5	3	30	70	100	4		
III	20BCU32B		Financial Services								
III	20BCU33	SEC	Project	1	-	40	60	100	2		
IV	20BCUV06	ACC	VAC-VI	2	1	50	-	50	1		
IV	20BCUJ11	SEC	Aptitude / Placement Training	2	1	50	-	-	Grade*		
IV	20BCUJ12	SEC	Online Classes	2	1	-	-	-	C/NC**		
				36					25		
								Credits Grand Total	146		

- **VAC**-Value Added Course (Extra Credit Courses)
- * Grades depends on the marks obtained

  Range of marks   **Equivalent remarks**
  80 and above   Exemplary
  70 – 79   Very good
  60 – 69   Good
  50 – 59   Fair
  40 – 49   Satisfactory
  Below 39   Not Satisfactory = Not completed

- Part IV & V not included in total marks and CGPA calculation.
- **I.E**-Internal Exam
- **E.E**-External Exam
- **JOC**-Job Oriented Course
- C/NC**- Completed/ Not Completed

PASSING MINIMUM
- Passing Minimum for UG 40% and for PG 50 %
- For UG : 35 % (25 marks) in EE and 40 % in Total Marks
- For PG 50 % (35 marks) in EE and 50 in Total Marks

List of Open Elective Papers
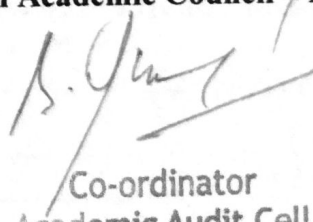
	Courses offered by the Departments (Additional Credit Courses)
Open Electives	a)Introduction to Big Data
	b)Artificial Intelligence for everyone
	c) Digital Marketing
	d)Personality development
	e)E-Business
	f)Tally ERP 9
	g)Introduction to Personal Branding
	h)Successful Career Development
	i)Six Sigma
	j)Teamwork Skills

List of Elective Papers/ DSE

(Can choose any one of the paper as electives)

	Course Code	Title
Electives/	20BCU12A	Legal aspects of Business
DSE-I	20BCU12 B	Customer Relationship Management
Electives/	20BCU19 A	Retail Management
DSE-II	20BCU19 B	Export Management
Electives/	20BCU25A	Consumer Behavior
DSE-III	20BCU25B	Brand Management
Electives/	20BCU32A	Service Marketing
DSE-IV	20BCU32B	Financial Services

BOS-Chairman Academic Council – Member Secretary

Co-ordinator
Academic Audit Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

UG Courses- Scheme of Evaluation (Internal & External Components)

(For the students admitted during the academic year 2020-2021 Only)

1. Internal Marks for all UG

Components	Marks
Test I	5
Test II	5
Model Exam	10
Assignment	5
Attendance*	5
TOTAL	**30**

*Split-up of Attendance Marks

- ♣ 75-79 - 1 marks
- ♣ 80-84 - 2 marks
- ♣ 85-89 - 3 marks
- ♣ 90-94 - 4 marks
- ♣ 95-100 - 5 marks

2. a) Components for Practical I.E.

Components	Marks
Test –I	20
Test - II	20
Total	**40**

b) Components for Practical E.E.

Components	Marks
Experiments	50
Record	5
Viva	5
Total	**60**

3. Institutional/ Industrial Training, Mini Project and Major Project Work

Institutional /Industrial Training (I.E)		Mini Project (I.E)	Major Project Work		
Component	Marks	Marks	Component	Marks	Total Marks
Work diary	25	-	I.E		
Report	50	50	a)Attendance	10	
Viva-voce	25	50	b)Review/Work diary*	30	40
Total	**100**	**100**	E.E** a) Final report	40	
			b)Viva-voce	20	60
			Total		**100**

*Review is for Individual Project and Work Diary is for Group Projects
   (group consisting of minimum 3 and maximum 5)
**Evaluation of report and conduct of viva voce will be done jointly by Internal and External Examiners

4. Components for Value Education (Part IV):

S.No.	Components	Marks
a)	Attendance 96% and above - 30 marks 91% to 95% - 25 marks 86% to 90% - 20 marks 75% to 85% - 10 marks	30 marks
b)	Participation in group activity	30 marks
c)	Assignment (2 x 10)	20 marks
d)	Test (1 hr for 20 marks) 2 out of 3 questions, 10 marks each	20 marks
	Total	**100 marks**

5. Guidelines for Environmental Studies (Part IV)

Components	Marks
Two Tests (each 2 hours) of 30 marks each [3 out of 5 descriptive questions 3 x 10 = 30 Marks]	60
Field visit and report (10 + 10) (At least one field trip should be arranged)	20
Two assignments (2 x 10)	20
Total	100

6. Guidelines for Skill based subject - Internet Security (Part IV)

Components	Marks
Two Tests (each 2 hours) of 40 marks each [4 out of 7 descriptive type questions 4 x 10 = 40 Marks]	80
Two assignments (2 x 10)	20
Total	100

7. Guidelines for General Awareness (Part IV)

Components	Marks
Two Tests (each 2 hours) of 50 marks each [50 objective type questions 50 x 1 = 50 Marks]	100

8. Guidelines for Law of Ethics (Part V)

Components	Marks
Two Tests (each 2 hours) of 50 marks each [5 out of 8 descriptive type questions 5 x 10 = 50 Marks]	100

9. Guidelines for Extension Activity (Part V)

No of Activities	Marks
2 x 50 (Each Activity for two days) (Activities may be Educating Rural Children, Unemployed Graduates, Self Help Group etc)	100

10. Value Added Courses and Aptitude/Placement courses:

Components	Marks
Two Test (each 1 hour) of 25 marks each QP is objective pattern (25x1=25)	50
Total	50

Guidelines:

1. The passing minimum for these items should be 40%
2. If the candidate fails to secure 40% passing minimum, he / she may have to reappear for the same in the subsequent Semesters
3. Item No's:4,5,6,7,8,9, 10 are to be treated as 100% Internal papers.
4. For item No.10, Tests conducted through online modules (Google Form/any other)

UG PATTERN
QUESTION PAPER PATTERN FOR CIA I and CIA II EXAM

Reg.No:------------------   Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
-------------------- DEGREE CIA-I/CIA-II EXAMINATIONS ----------20---

(---------- SEMESTER)

BRANCH: -------------------

SUBJECT NAME: ------------------

Time: Two Hours   Maximum:50 Marks

SECTION - A (6 x 1 = 6 Marks)
Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 1 to 6: Multiple choice/Fill up the blanks /True or False questions)

SECTION - B (4x 5 = 20 marks)
Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 7 to 10 Either Or type)

SECTION - C (3x 8 = 24 marks)
Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No: 11 to 13 : Either Or type)

QUESTION PAPER PATTERN FOR MODEL/END SEMESTER EXAMINATION

Reg.No:------------------   Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
-------------------- DEGREE MODEL EXAMINATIONS ------------20---------

(------------SEMESTER)

BRANCH : ------------------

SUBJECT NAME:--------------

Duration: Three Hours   Maximum: 70 Marks

SECTION - A (10x1=10 Marks)
Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(Q.No 1 to 10 Multiple choice/Fill up the blanks /True or False questions)

(Two questions from each unit)

SECTION - B (5x4=20 Marks)
Answer **ALL** Question

ALL Questions Carry **EQUAL** Marks

(Q.No 11 to 15 Either or type)

(One question from each Unit)

SECTION- C (5x8=40 Marks)
Answer **ALL** Questions

ALL Questions carry **EQUAL** Marks

(Q.No 16 to 20 Either Or type) (One question from each Unit)

Course Code:	20BCU01		Course Title			Batch:	2020-2021 & Onwards
			PRINCIPLES OF MANAGEMENT			Semester:	I
Hrs/Week:	6	L	6	T	P	Credits:	5

COURSE OBJECTIVE:

1. To create an understanding of the fundamental principles of management
2. To enable students understand the Roles of a Manager in an organization.
3. To understand the various forms of organisation structures and analyse a suitable organisation structure.
4. To enable effective decision making and control for desired outcome.
5. To Develop the managerial skills of students for an effective application in their career.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define basic concepts of management and evolution in management.	K1,K2
CO2	Understand the importance of planning for business. Decision making based on plans.	K2,K3
CO3	Identify the various organization structures for grouping of activities, hierarchy of authority and responsibility, relationship for achievement of common goals.	K3,K4
CO4	Analyze and interpret the concepts of directing the workforce, improving performance through motivation and effective leadership.	K1,K3,K4
KI- Remember, K2- Understand, K3- Apply, K4- Analyse,		

SYLLABUS

20BCU01	PRINCIPLES OF MANAGEMENT	I
Unit No.	Topics	Hours
I	**Management:** Meaning – Definitions –Nature - Scope- Distinction between Management and Administration. Management: A science or an art – Functions of Management- Levels of Management - Roles and Skills of a Manager- The evolution of Management Theory-(Henry Fayol, F.W. Taylor, Elton Mayo.)	14
II	**Planning:** Definition – Nature and Characteristics of Planning – Importance – Planning process- Types of Plans – Limitations. MBO-Definition –Process of MBO- Pros & Cons. **Decision making:** concept of decision and decision making - Decision making process - Types of Decisions –Environmental factors affecting management Decisions.(Globalization, Diversification and Technology)	15
III	**Organizing:** Meaning- Definition -Nature & Importance - Types of Organization - Organizational structure - Span of control. Delegation: Meaning – importance - Centralization Vs Decentralization. Departmentation: Meaning –Bases of departmentation.	15
IV	**Staffing & Directing:** Staffing: Meaning – Definition-Objectives, Factors affecting staffing. Directing: Meaning-Nature - Importance–principles – Elements of Directing	14
V	**Co-ordination &Controlling:** Co-ordination: Meaning- Principles & Effective Coordination Techniques-**Controlling:** Definition – Characteristics of control – Steps in controlling –Controlling Techniques. *Modern trends in Management- *Self-Study*	14

Teaching methods: Lecturing, PowerPoint Projection through LCD. Assignment. Discussion, and Case Studies.

TEXT BOOKS

Text Book:
Text Book:
1.P.C.Tripathy, P.N.Reddy, Principles of Management, 3rd Edition, Tata MC Graw Hill publishing Company Ltd.
2. Harold Knootz, Heinz Weinhrich, Essential of Management, 6th Edition, Tata MC Graw Hill publishing company Ltd ,

REFERENCE BOOKS

Reference Books:
1. Bhushan Y.K, Business Organization, 4th Edition, Tata MC Graw Hill publishing company Ltd.
2. L.M.Prasad, Principles of Management, 5th Edition, Himalaya Publication.
3. DinkarPagare, Principles of Management, Sultan Chand & Sons.

WEB RESOURCES

Web Link: SELF STUDY TOPIC*https://www.toppr.com ,   *https://www.stratx-exl.com
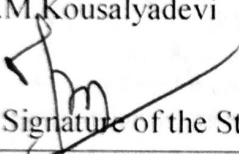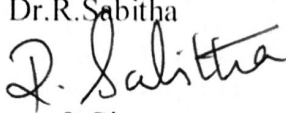
MAPPING WITH PROGRAM OUTCOMES

PO\CO	PO1	PO2	PO3	PO4
CO1	M	M	L	L
CO2	S	S	L	M
CO3	S	M	L	M
CO4	S	L	M	S

-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mrs.M.Kousalyadevi	Dr.R.Sabitha	
Name & Signature of the Staff	Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code	20BCU02	Course Title					Batch	2020-2021 & Onwards
		BUSINESS COMMUNICATION					Semester	I
Hours /Week:	3	L	3	T		P	Credits	3

COURSE OBJECTIVE:

1. To create an understanding of Business Communication and applications in organizations.

2. To Draft official letters to convey instructions , Policies and directions for sharing information.

3. To prepare business reports aiming at critical analysis of business environment to support decision making.

4. To recognize importance of grooming and observing etiquettes in enhancing ones personality and self esteem.

4. To improve the overall communication and personality to compete in the business.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Recall and remember the basics of business communication.	K1,K2
CO2	Interpreting information through letters and understanding technology based modes of communication.	K2,K3
CO3	Analyzing and examining the business situations and the subsequent preparation and presentation of business reports.	K2,K3,K4
CO4	Examine in choosing a career path and plan towards professional growth at work place.	K2,K3,K4
KI- Remember, K2- Understand, K3- Apply, K4- Analyse,		

SYLLABUS

20BCU02	BUSINESS COMMUNICATION	I
Unit No.	Topics	Hours
I	**Introduction to communication:** Meaning, Definition - Essential and Importance of Business Communication. Types of Communication – Barriers in Communication, Communication media.	7
II	**Communication through letters:** Essentials of an effective business letter - Layout of letters - Business enquiries – Offers and Quotations – Orders – Execution of Orders – Cancellation of Orders – Complaint letters. **Technology based communication:** E-mail, Blog, Tweet, Linked In. SELF STUDY TOPICS: Cross-cultural communication-concept- styles	8
III	**Official Communication:** Meaning - Memo – Circulars – Notices – Agenda – Minutes – Preparation. **Report writing:** Meaning - Importance - Types - Layout – Contents – Preparation – Presentation. SELF STUDY TOPICS: Teleconferencing- Web conferencing- Advantages and disadvantages.	7
IV	**Career oriented communication:** Resume format, preparation, Job application - Appointment Orders. **Interview:** Meaning - Definition - Principles of interview – Non-Verbal aspects of interview – Interview Skills - Styles of Interview	7
V	**Grooming for Corporate:** Etiquettes – Meaning – Importance- Types (*Dressing & Grooming skills, Networking etiquettes, Work place Etiquettes, E-mail Etiquettes, Telephone Etiquettes and Meeting Etiquettes*). **Ethics in business communication:** Ethical code in communication, Ethical dilemmas faced by managers- Types of Dilemmas (*Secrecy, Whistle-blowing, Leaks, Rumors and gossip, Lying and Ambiguity*). **Listening Skills:** Listening – Meaning – Effective and ineffective listening skills. SELF STUDY TOPICS: Listen from movie clips, news items, inspiring speeches by great personalities. Prepare a report on any business related topic.	7

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, and Case Studies.

Text Book:
1. Rajendra Pal Korahalli —Essentials of Business Communication, Sultan Chand & Sons, New Delhi.
2. Business Communication - Anjanee Sethi, Bhavana Adhikari, Tata Mc Graw Hill Publication.
Reference Books:

REFERENCE BOOKS

Reference Books:
1. Ramesh, MS, & Pattanshetti .C. C —Business Communication, R.Chand&Co, New Delhi.
2. Rodriquez M V—Effective Business Communication Concept, Vikas Publishing Company.
3. Rajeesh Viswanathan -Business Communication 3rd Edition Himalaya Publication.
4. Mary Ellenguffey - Essentials of Business Communication 9th Edition Atlantic.

Web Link: SELF STUDY TOPICS *https://www.finsmes.com
*https://www.yourarticlelibrary.co
 Cross cultural communication*https://study.com
 Tele conferencing*https://www.tecweb.org
 Speeches by great personalities *https://www.scoopwoop.com
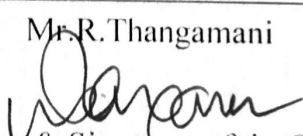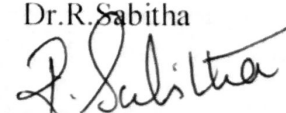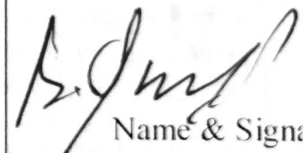
MAPPING WITH PROGRAM OUTCOMES

PO / CO	PO1	PO2	PO3	PO4
CO1	S	M	L	M
CO2	S	S	M	S
CO3	S	M	L	M
CO4	S	M	L	M

-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mr.R.Thangamani	Dr.R.Sabitha	
Name & Signature of the Staff	Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU03	Course Title				Batch:	2020-2021 & Onwards
		PRACTICAL I – BUSINESS COMMUNICATION (USING MS - OFFICE)				Semester:	I
Hrs/Week:	3	L	·T	P	3	Credits:	3

COURSE OBJECTIVE:

1. To create an understanding of Business Communication.

2. To manage files using word processing and Spreadsheets.

3. To understand the use of Google Apps.

4. To enable students to learn Power point presentations to address large team with audio and visual effects.

5. To understand the use of MS Access to build data and gain the advantage of data sources and build models for analyzing business data.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Recall the features of Microsoft Office Applications for an error free business communication	K1,K2
CO2	Understanding and relating skills using MS-Excel worksheets for business.	K2,K3
CO3	Understanding the skills of Google Apps.	K3,K4
CO4	Apply PowerPoint using various tools for business presentations.	K3,K4
KI- Remember, K2- Understand, K3- Apply, K4- Analyse,		

SYLLABUS
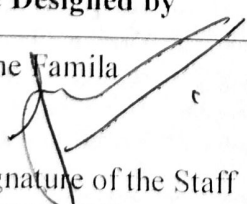
20BCU03	PRACTICAL I – BUSINESS COMMUNICATION (using MS - OFFICE)	I
Package	**Programs**	**Hours**
MS Word	Neatly type at least two pages of Text using Times New Roman 12 in A4 page layout. Use **different fonts** and also show different **font colors** and text highlighting. Show different alignments in MS-Word.	15
	Type two pages of Text and Add **bullets, header** and **footer** to your document in MS-Word.	
	Type one full page in 12 size font and insert a **clip-art and picture** by posting the image at different places in MS-Word.	
	Prepare a **Class Time Table** in MS-Word.	
	Open MS-Word and type one page about "College". Carry out the below-listed tasks on the same.	

	a) Type the **heading** – "College" at the top of the Document.
	      a. Use **WORD ART** to do this.
	   b) **Justify** all the text.
	   c) **Find** all instances of the word –"College" and **replace** it with "BBA CA".
	   d) Check **Spelling and Grammar**.	

	Perform **mail merge** operation for your company interview call letter in MS-Word.	
	Prepare Resume and Job Application Letter in Ms-Word.	
	Prepare Memo, Circulars and Notices for your Company using Ms-Word.	
	Prepare an Agenda and Minutes for a meeting using Ms-Word.	
	Prepare a Document using **Google Docs**	

MS Excel	ate a spreadsheet using MS-Excel and do the following operations:
	   a) Merge , Split and Format cells
	   b) Enter the student mark details
	   c) Perform data sorting(Both Number and Alphabets)
		12

	Bring out the student data in worksheet and find out the total and average by using Formulae and Built-in Functions in MS-Excel.	
	Create a spreadsheet for three countries data set and insert a different type of	

	charts in Ms-Excel. Prepare a Spread sheet using **Google Sheets**.	

MS Power Point	15. Design a PowerPoint presentation to inaugurate your Department activities. Your presentation should consist of:
	    a) 4 slides explaining the college and department.
	    b) Different slide layout for each slide.
	    c) Different slide design for each slide and add animation and transition effects for each slide.
	Draw an organization chart with minimum three hierarchical levels in MS-PowerPoint.
	Design an advertisement campaign with minimum three slides and insert clipart and pictures with a different slide design for each slide.
	18. Prepare a Presentation using **Google Slides**.
		8

MS Access	19. Develop a student database in MS-Access and do the following Operations:
	    a) Enter the student details and perform sorting in Name Field.
	    b) Create Forms and Labels.
	    c) Prepare Report using Report Wizard.
		10

Teaching methods: Practical Computer lab session Demonstration using LCD Projectors

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ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mrs. J.Joseline Tamila	Dr.R.Sabitha	
Name & Signature of the Staff	Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU05	Course Title		Batch:	2020-2021 & Onwards
		ORGANISATIONAL BEHAVIOUR		Semester:	II
Hrs/Week:	5	L	5	T	P		Credits:	4

COURSE OBJECTIVE:

1. To impart knowledge on various aspects of human behavior in organization
2. To enable students in understanding the role of personality and their influence in organizations
3. To develop attitude to increase efficiency in contributing to organizations effectiveness.
4. To understand and recognize the importance of group and team work for a collaborative environment.
5. To enhance and develop readiness of the student for choices and changes to face ne challenges.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define the concepts of organizational behavior and their contribution to the development of an organisation	K1,K2
CO2	Inferring the role of personality, Perception and Motivation in an Organizational Context.	K1,K2,K3
CO3	Examining the determinants of Job Satisfaction, Employee Morale and Attitude	K2,K3,K4
CO4	Appraising the significance of working in a group and resolving conflicts.	K2,K3,K4
K1- Remember, K2- Understand, K3- Apply, K4- Analyse,		

Course Code:	20BCU05			Course Title			Batch:	2020-2021 & Onwards
				ORGANISATIONAL BEHAVIOUR			Semester:	II
Hrs/Week:	5	L	5	T		P	Credits:	4

COURSE OBJECTIVE To impart knowledge on various aspects of human behavior in organization

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define the concepts of organizational behavior	K1
CO2	Understanding the role of personality, Perception and Motivation in an Organizational Context.	K2
CO3	Identify the determinants of Job Satisfaction, Employee Morale and Attitude	K3
CO4	Examine the significance of working in a group, resolving conflicts, and applying various Leadership Styles.	K4

SYLLABUS

20BCU05	ORGANISATIONAL BEHAVIOUR	II
Unit No.	Topics	Hours
I	**Organisational Behaviour:** Definition- Importance and Scope of Organizational Behaviour, Factors influencing OB- Contributing disciplines to OB. Individual Differences - Intelligence tests - Measurement of Intelligence.	12
II	**Personality:** Meaning, Types, Determinants of Personality, Personality Theory (Psycho analytic Theory), Perception – Meaning- Process- Factors affecting Perception. Motivation – Meaning- Theories (Maslow's, Herzberg's, Aldermen's ERG, Mc Gregors X and Y theory - Transactional Analysis	12
III	**Learning – Meaning –Concepts – Process- Factors affecting learning** Job Satisfaction-Meaning - Measurement of Job satisfaction. Morale – meaning- Importance. Attitude: Meaning & Components, Employee Attitude and Behaviour.	12
IV	**Group dynamics:** Group-Meaning-types, group cohesiveness –Group norms- Group decision making. Conflict – Meaning - Concepts, Types, Resolution of Conflict (Case Study – Internal Evaluation only).	11
V	**Leadership:** Meaning- Charactertics of a Successful Leader, Leadership Styles- Theories (Managerial Grid, Trait Theory, Situational Theory, Fielders Contingency Model). Counseling: Meaning- Importance – Types (**Case Study – Internal Evaluation only**).	13

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, and Case Studies.
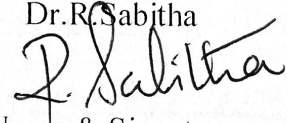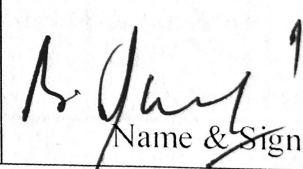
TEXT BOOKS
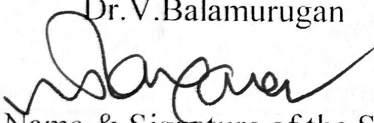
MAPPING WITH PROGRAM OUTCOMES

PO
CO	PO1	PO2	PO3	PO4
CO1	S	L	L	M
CO2	S	S	L	M
CO3	S	S	M	M
CO4	S	S	M	M

-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr.V.Balamurugan	Dr.R.Sabitha	
Name & Signature of the Staff	Name & Signature	Name & Signature

Course Code:	20BCU06		Course Title			Batch:	2020-2021 & Onwards
			WEB TECHNOLOGY			Semester:	1I
Hrs/Week:	3	L	3	T	P	Credits:	3

COURSE OBJECTIVE:

1. To inculcate knowledge on Web Technology concepts and functioning of Internet.
2. To understand the skills of creating an effective web page using html tags.
3. Understand hyperlinks and frames to create attractive webpages.
4. To develop programming skills using Javascript.
5. To enhance and develop knowledge of creating Dynamic Web Pages using Dhtml.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define internet concepts and basics structures of HTML Program.	K1,K2
CO2	Construct HTML tags for lists, tables and images.	K2,K3
CO3	Examine Links and Frames in Html.	K2,K3,K4
CO4	Develop and apply Java Script language.	K3,K4

KI- Remember, K2- Understand, K3- Apply, K4- Analyze

20BCU06	WEB TECHNOLOGY	Sem: II
Unit No.	**Topics**	**Hours**
I	**Internet Basics and HTML** Basics of Internet – Search Engines- E-mail & its working. Introduction to HTML: - Web server – Web Browser – HTML Tags – The Structure of HTML Program – Title and Footer – Formatting Text – Heading Styles – Drawing Lines – Text Style and Effects.	7
II	**List, Tables and Images in HTML** Lists: - Unordered Lists – Ordered Lists – Definition lists. Tables: – Caption Tag – Width, Border, Cell padding, Cell spacing, BG Color, Row span, Col span Attributes. Images in HTML: - Image Tag – Border, Width, Height, Align, Alt Attributes.	7
III	**Links and Frames** Links: - External Linking – Internal Page linking – Linking to Particular location – Images as Hyperlinks – Image Map. Frames: - Frameset – Frame and its Attributes – Target Attributes.	8
IV	**Java Script** JavaScript in web pages: – Writing JavaScript into HTML – Data Types and Literals – Variables – JavaScript Array – Operators and Expressions – Conditional Checking – Loop – Functions in JavaScript – Dialog Boxes: - Alter, Prompt, Conform. Forms in HTML: - Input Tag and Attributes.	8
V	**Dynamic HTML** Dynamic HTML: - Cascading Style Sheets – Style Tag – Font, Color, Background, Text, Border, Margin and List Attributes – External Style Sheets.	6

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, Google Class Roo

TEXT BOOKS

Text Book:
Text Book:
1. Ivan Bayross, "Web Enabled Commercial Application Development Using Html, DHTML, JavaScript", BPB Publications, New Delhi.
2. C.Xavier."World wide web design with HTML" McGraw Hill Education(India) Pvt.Ltd.

REFERENCE BOOKS

Reference Books:
1. Internet and web technologies – Rajkamal,-Tata McGraw Hill Education.
2. NIIT Ltd., "HTML & XML An Introduction"-PHI Learning Pvt.Ltd ,New Delhi.
3.D.P.Nagpal "Web technology design (theory and technique on the cutting edge)", S.Chand & company PVT LTD, New Delhi.
4. Thomas A.Powell.,"The Complete Reference HTML & XHTML",Fourth Edition-Tata McGraw Hill Education.
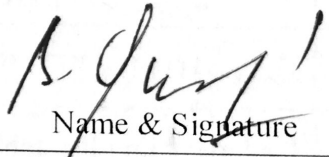
WEB RESOURCES

Web Link: http://geeksforgeeks.org
https://tms-outsource.com/blog/posts/web-technologies/

PO CO	PO1	PO2	PO3	PO4
CO1	S	L	M	L

CO2	S	L	L	L
CO3	S	M	M	L
CO4	S	L	M	L

-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
1.Mrs.J.Joseline Famila Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU07	Course Title					Batch:	2020-2021 & Onwards
		PRACTICAL-II- WEB TECHNOLOGY					Semester:	II
Hrs/Week:	3	L		T		P	3	Credits:	3

COURSE OBJECTIVE To inculcate knowledge on Web Technology concepts using HTML and DHTML tags to design web pages.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define HTML,DHTML tags.	K1
CO2	Understanding list ,table ,frame and form tags in HTML.	K2
CO3	Develop and build WebPages using JavaScript.	K3
CO4	Experiment Internal and External style sheets	K4

SYLLABUS
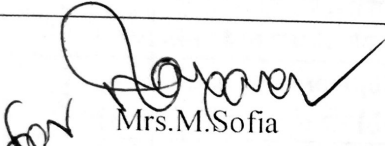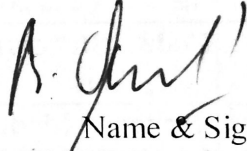
20BCU07	PRACTICAL II - WEB TECHNOLOGY	II

Topics

1. Create a web page in HTML using different text styles, text effects and marquee tag.
2. Create a web page for a Flower shop and make advertisement for that shop using HTML.
3. Develop a HTML page to display an Advertisement.
4. Design a Web page for the Mobile company in HTML using
Ordered List
Unordered list
Definition List.
5. Develop a HTML page to display your Class Time Table using Table tag.
6. Design a Web page in HTML and insert different images using the Image tag.
7. Develop 3 web pages for a college and link with each other using Link tag in HTML.
8. Develop a Web page with images and make image as Hyperlink in HTML.
9. Design a web page for Retail outlet using Frames in HTML.
10. Write a JavaScript code block, which validates a User name and Password
11. Design a Web page in HTML for student registration form using form tag and its elements.
12. Design a web page for department in DHTML using Internal Style Sheets.
13. Design a web page in DHTML using External Style Sheets.

Teaching methods: PowerPoint Projection through LCD, Assignment, Google Class Room

ASSESSMENT PATTERN (if deviation from common pattern)

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mrs.M.Sofia Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

ABSTRACT FOR SCHEME OF EXAMINATIONS

(For the Candidates admitted during the academic year 2020 - 2021 and onwards)

S.No.	Part	Course (MIL/AECC/AEE/DSC/DSE/SEC/GE/ACC)	Papers	Credit	Total Credits	Marks	Total Marks
1	Part I	MIL	2	3	6	100	200
2	Part II	AECC	2	3	6	100	200
3		DSC	4	5	20	100	400
			9	4	36	100	900
	Part III		5	3	15	100	500
4		SEC	6	3	18	100	600
			2	2	4	100	200
5		GE	3	4	12	100	300
6		DSE	3	4	12	100	300
			1	3	3	100	100
7		ACC	4	1	4	50	200
			2	G	G	50	100
8	Part IV	AEE	4	G	G	50	200
9		SEC	2	G	G	50	100
			6	G	G	G	GRADE
10		AECC	5	2	10	100	500
11	Part V	AECC	1	2	G	100	100
		Total	61		146		4900

ACC 4 credits 146-4= 142

No of papers	Course Type	Total Credit Points
2	Modern Indian Language(MIL)	6
8	Ability Enhancement Compulsory course(AECC)	16
4	Ability Enhancement Elective (AEE)	G
18	Discipline Specific course(DSC)	71
4	Discipline Specific Elective(DSE)	15
16	Skill Enhancement Course(SEC)	22
3	Generic Elective(GE)	12
6	ACC	4
61	TOTAL	146

QUESTION PAPER PATTERN FOR CIA I and CIA II EXAM

Reg.No:-----------------   Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
----------------- DEGREE CIA-I/CIA-II EXAMINATIONS ----------20----

(---------- SEMESTER)

BRANCH: -------------------

SUBJECT NAME: ------------------

Time: Two Hours   Maximum:50 Marks

SECTION - A (6 x 1 = 6 Marks)
Answer ALL Questions

ALL Questions Carry EQUAL Marks

(Q.No: 1 to 6: Multiple choice/Fill up the blanks /True or False questions)

SECTION - B (4x 5 = 20 marks)
Answer ALL Questions

ALL Questions Carry EQUAL Marks

(Q.No: 7 to 10 Either Or type)

SECTION - C (3x 8 = 24 marks)
Answer ALL Questions

ALL Questions Carry EQUAL Marks

(Q.No: 11 to 13 : Either Or type)

QUESTION PAPER PATTERN FOR MODEL/END SEMESTER EXAMINATION

Reg.No:-----------------   Q.P.CODE:

HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)
----------------- DEGREE MODEL EXAMINATIONS -----------20---------

(-------------SEMESTER)

BRANCH : -------------------

SUBJECT NAME:--------------

Duration: Three Hours   Maximum: 70 Marks

SECTION - A (10x1=10 Marks)
Answer ALL Questions

ALL Questions Carry EQUAL Marks

(Q.No 1 to 10 Multiple choice/Fill up the blanks /True or False questions)

(Two questions from each unit)

SECTION - B (5x4=20 Marks)
Answer ALL Question

ALL Questions Carry EQUAL Marks

(Q.No 11 to 15 Either or type)

(One question from each Unit)

SECTION- C (5x8=40 Marks)
Answer ALL Questions

ALL Questions carry EQUAL Marks

(Q.No 16 to 20 Either Or type) (One question from each Unit)

Course Code:	20BCU09	Course Title					Batch:	2020-2021
		FINANCIAL ACCOUNTING					Semester:	III
Hrs/Week:	6	L	6	T		P	Credits:	4

COURSE OBJECTIVE

1. To enable students to understand the basics of accounting and the accounting process.
2. To give insights into subsidiary books and trial balance
3. To enhance knowledge on final accounts.
4. To impart cognizance on accounting procedure for non-trading organization and single entry system

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define and recall the basics of accounting and steps in accounting.	K1,K2,K3
CO2	Understand the double entry and single entry book keeping system	K2
CO3	Identify accounting errors and prepare Bank Reconciliation statement.	K3,K4
CO4	Analyze the financial statements of trading and non tradingorganization	K3,K4

SYLLABUS

20BCU09	FINANCIAL ACCOUNTING	III
Unit No.	Topics	Hours
I	**INTRODUCTION TO ACCOUNTING:** Meaning and definition of accounting – Objectives of Accounting – Basic Accounting concepts and Accounting Conventions - Functions of Accounting – Limitations of Accounting- Accounting Process. Double entry - Accounting system - Rules – Journal - Meaning of ledger- Balancing of ledger.	15
II	**SUBSIDIARY BOOKS AND TRIAL BALANCE:** Subsidiary books including (Cash books) – (problems) – Trial balance – Suspense account – Errors and types of errors –Rectification of errors – Bank reconciliation statement (Problems).	14
III	**FINAL ACCOUNTS AND DEPRECIATION:** Manufacturing and trading accounts- Trading and profit & loss Account- Balance sheet. Depreciation – Meaning – Methods of Depreciation (Straight line method and WDV method). Problems.	15
IV	**ACCOUNTING FOR NON-TRADING ORGANISATION:** Accounting for Non-trading Organisation- Receipts and payments Accounts- Income and expenditure Accounts – Balance sheet (Problems with simple adjustments).	14
V	**SINGLE ENTRY SYSTEM:** Single entry systems – meaning – Salient features – Limitation of single entry system – distinction between single entry system and double entry system- Preparation of statement of affairs - Ascertainment of profit – net worth method- Conversion method (Problems).	14

Theory and problems are in the ratio of 20% and 80% respectively

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, and Case Studies .

TEXT BOOKS

Text Book:
1. Reddy.T.S&Moorthy.A – "Financial Accounting", MarghamPublications .

REFERENCE BOOKS

Reference Books:
1. Jain and Narang-"Advanced Accountancy",KalyaniPublishers.
2. M.C Shukla and T.S.Grewal&S.C.Gupta – "Advanced Accounts", S.Chand Publications
3. R.S.N.Pillai, Bagavathi&S.Uma – "Fundamentals of Advanced Accounting", S.Chand Publications.

WEB RESOURCES

Web Link:
1. https://www.classcentral.com/course/whartonaccounting-769
2. https://www.youtube.com/watch?v=HuzLQAEb-FE
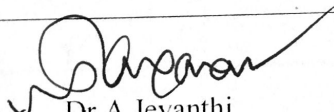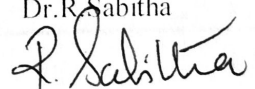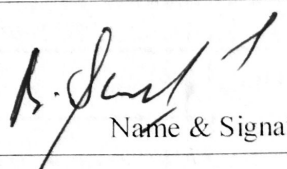
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	M	S	M	M
CO2	S	S	M	M
CO3	M	M	S	M
CO4	S	S	M	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr.A.Jeyanthi Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU10	Course Title		Batch:	2020-2021
		PRODUCTION AND MATERIALS MANAGEMENT		Semester:	III
Hrs/Week:	6	L	6 T	P	Credits: 4

COURSE OBJECTIVE

1. To develop and in-depth understanding on the basics of production management.
2. To help students acquire knowledge on the fundamentals of materials management.
3. To make students understand the various materials handling and maintenance procedures.
4. To sensitize the students on inventory management and quality control.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Remember the core features of the production management function	K1,K2,K3
CO2	Relate plans with the actual and control any deviations	K2,K3
CO3	Analyze various issues in material storage, handling, packaging, shipping distributing and standardizing.	K3,K4
CO4	Comprehend inventory management and analyze the different types of quality control.	K3,K4

SYLLABUS

20BCU10	PRODUCTION AND MATERIALS MANAGEMENT	III
Unit No.	Topics	Hours
I	**PRODUCTION MANAGEMENT** Production Management: Nature and Significance of Production Management; Types in manufacturing systems: project- jobbing- batch- line- mass-continuous. Plant location- Factors affecting plant location. Plant Layout: Meaning- Definition and Scope. Factors influencing facility layout. Principles of layout, Layout types and planning-Product layout.	15
II	**PRODUCTION PLANNING AND CONTROL** Production Planning and Control: Meaning and Definition of Production Planning- Objectives- Steps in production planning-importance. Production control- definition, objectives, techniques. Routing and Scheduling: routing-Meaning and objectives-Scheduling-meaning and objectives- Dispatching – Sequence analysis- Network analysis- meaning -importance	14
III	**MATERIALS MANAGEMENT** Meaning - Organization of Materials Management - Fundamental Principles - Structure - Integrated materials management. Purchasing – procedure - principles - Vendor rating - Vendor development. Store keeping - Objectives - Functions - Store keeper - Duties – Responsibilities, Location of store - Stores Ledger - Bin card.	15
IV	**MATERIALS HANDLING AND MAINTENANCE** Materials Handling - Importance - Principles - Criteria for selection of material handling equipments- Automation in materials handling. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - Motion study. **Self-study topic:** Material Handling Equipment	14
V	**INVENTORY MANAGEMENT AND QUALITY CONTROL** Inventory – Meaning – Functions of Inventory - Importance – Tools – ABC, VED, FSN Analysis - EOQ - Re-order point - Safety Stock - Lead time Analysis.Quality control – Meaning – Types of Inspection - Centralised and Decentralised. TQM: Meaning – Objectives – Elements. Bench marking: Meaning - objectives – advantages. SIX SIGMA –. Lean management –ERP (Applications of recent trends). ISO: Features - Advantages - Procedure for obtaining ISO(**Self -Study Topic**)	14

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion,

TEXT BOOKS

Text Book:
1. Khanna.O.P - Industrial Engineering and Management, Dhanpatrai Publications.

REFERENCE BOOKS

Reference Books:
1. Banga and Sharma-: Industrial Engineering& Management, Khanna Publishers.
2. Varma.M.M - Materials Management, McGraw Hill London.
3. Aswathappa.K and shridharaBhat k- Productions and Operations Managements, Himalaya Publishing House.
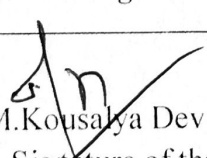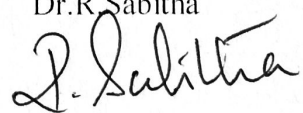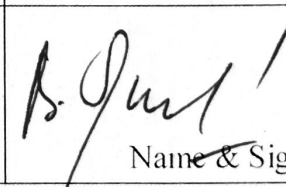4. Pannerselvam.R- Productions and Operations Managements, Prentice Hall India.

WEB RESOURCES

Web Link:
1. https://www.intechopen.com/books/quality-management-and-quality-control-new-trends-and-developments/quality-management-practices-in-indian-smes
2. http://www.technicalchange.com/production-materials-management.html

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr.M.Kousalya Devi Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Course Code:	20BCU11	Course Title			Batch:	2020-2021
		MARKETING MANAGEMENT			Semester:	V
Hrs/Week:	6	L	6	T	P		Credits:	5

COURSE OBJECTIVE :

1. To understand the concepts of marketing management.
2. To learn about the market segmentation process and consumer behavior.
3. To help students get better understandings on the four Ps of marketing.
4. To get insights on the emerging trends of marketing.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Remember strong conceptual knowledge in the functional area of marketing management..	K1,K2,K3
CO2	Understand consumer behavior and their decision making process	K2,K3
CO3	Examine and Illustrate product, price , promotion mix and distribution.	K1,K2,K3
CO4	Analyze and emerging trends in marketing.	K3,K4

SYLLABUS

20BCU11	MARKETING MANAGEMENT	III
Unit No.	Topics	Hours
I	**Introduction** Marketing: Meaning, Definition, Nature, Scope and Concepts of Marketing – Importance – Functions – Difference between selling and Marketing. Marketing Mix - Marketing Environment: Meaning – Various factors influencing Marketing Environment.	14
II	**Market Segmentation and Consumer Behaviour** Market Segmentation: Meaning, Definition – Bases of Market Segmentation – Requisites of sound Market Segmentation. Consumer Behaviour: Meaning & its importance – Factors influencing Consumer behaviour – Buying Decision Process – Buying Motives: Meaning & its classification. Marketing Strategies (Leader, Challenges, Follower & Niche) – Marketing Mix Strategies.	15
III	**Products** Product – Meaning, Characteristics & Classification of products (goods) – New product development Process – Product life Cycle (PLC) – Product positioning, Target Market, Branding, Labeling& packaging. Product mix – Modification & Elimination.	14
IV	**Pricing and Physical Distribution** Pricing: Meaning, Objectives, Kinds of Price – Pricing Policies & Procedures – Factors influencing Pricing Decisions – Competitor's action to Price Changes. Personal Selling: Meaning & Process. Physical Distribution: Meaning, Importance – Channels of Distribution – Promotion mix. (Case study - Internal Evaluation only)	15
V	**Emerging Trends in Marketing** Introduction – E-business – Telemarketing – M-business – Green Marketing – Virtual Marketing – Multilevel Marketing – Digital Marketing: Meaning, Importance- E- Marketing, Sustainable Marketing. (Case study - Internal Evaluation only)	14

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, and Case Studies .

TEXT BOOKS

Text Book:
1. Pillai .R.S.N and Bagavathi – "Marketing Management ", Chand.S Publications.

REFERENCE BOOKS

Reference Books:
1. Philip Kotler- Marketing Management,., Mc Graw hill, Delhi
2. Rajan Nair - Marketing Management,, Himalaya publication, Delhi
3. Rajansaxena - Marketing Management, Tata Mc Graw hill company, Delhi
4. Govindarajan,M- Marketing Management Concepts, Cases, Challenges and Trends, Prentice-Hall of India Private Ltd, New Delhi.

WEB RESOURCES

Web Link:
1. https://www.intechopen.com/books/quality-management-and-quality-control-new-trends-and-developments/quality-management-practices-in-indian-smes
2. http://www.technicalchange.com/production-materials-management.html
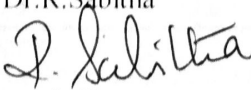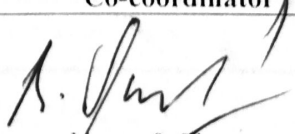
MAPPING WITH PROGRAM OUTCOMES

PO / CO	PO1	PO2	PO3	PO4
CO1	S	M	M	M
CO2	S	S	S	M
CO3	M	M	M	M
CO4	M	M	M	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr.M.Kousalyadevi	Dr.R.Sabitha	
Name & Signature of the Staff	Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU12A	Course Title				Batch:	2020-2021
		ELECTIVE – 1 LEGAL ASPECTS OF BUSINESS				Semester:	III
Hrs/Week:	5	L	5	T		P	
						Credits:	4

COURSE OBJECTIVE :

1. To enable the students to acquire knowledge on elements of Contract law.
2. To explain the concepts in free consent.
3. To gain knowledge on performance and discharge of contract.
4. To get understanding on the sale of goods and contract of agency

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the basics concepts of Law of Contract.	K1,K2,K3
CO2	Recognize legal risks in Business.	K2,K3
CO3	Interpret and resolve legal risks for business decisions.	K3,K4
CO4	Analyse and differentiate ethical from unethical legal practices.	K2,K3,K4

SYLLABUS

20BCU12A	ELECTIVE – I LEGAL ASPECTS OF BUSINESS	III
Unit No.	Topics	Hours
I	**Law of contract**- Essential of contract- Agreements- Classification of contracts- Offer- Legal rules as to offer and lapse of offer- Acceptance- Legal rules as to acceptance-Consideration - Legal rules as to consideration-Stranger to a contract- Contract without consideration-Contractual Capacity - Minor- Agreement with Minor -Persons of Unsound Mind - Persons disqualified by Law.	12
II	**Free consent** Introduction-Free consent- Coercion- Undue Influence- Fraud- Misrepresentation- Mistake- Legality of Object and Consideration- Unlawful, illegal agreements, Effects of illegality, Wagering Agreements- Agreement opposed to public policy, Agreements in Restraint of trade – Exceptions - Restitution -void agreements- Contingent and Quasi Contracts.	12
III	**Performance of Contract, Discharge of Contract and Remedies** Actual Performance-Tender-essentials of a Valid tender, by whom contract must be performed, Time and Place of Performance, Assignment of contracts- Discharge - Modes of Discharge- **Remedies for Breach of Contract.**	12
IV	**Contract of Sale of Goods** Introduction - Elements of Contract of Sale - Difference between sale and agreement to Sell-Hire purchase agreement- Sale and bailment- Capacity to buy and sell – Goods - Meaning of goods, Document of title of Goods - Classification of goods- effect of destructions of goods subject matter. Conditions and Warranties-Implied Conditions and Warranties, Caveat Emptor-Exceptions -Unpaid Seller's rights.	13
V	**Contract of agency** Introduction – Essentials of Agency- Creation of Agency – Ratification – Essentials of Valid Ratification – Kinds of Agents- Duties of an Agent – Rights of an agent- Duties of principal-Rights of Principal-Agent's authority – Principal's liability for the Act of an agent – Sub agent-Substituted agent- Termination of agency-Effectiveness of Termination.	11

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, and Case Studies .

TEXT BOOKS

Text Book:
1. Pillai&Bagavathi, Business Law ,S.Chand and Co Ltd., Delhi India.
2. Kapoor.N.D Business laws, Sultan Chand & Sons, New Delhi.

REFERENCE BOOKS

Reference Books:

1. Chandra Bose.D, Business Law, PHI Learning pvtltd,Second Edition.
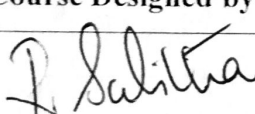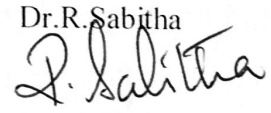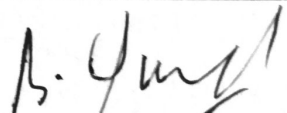
WEB RESOURCES

Web Link:

1. https://www.thedailymba.com/2010/03/31/topic-22-legal-aspects-of-business/
2. https://www.youtube.com/watch?v=sxu8sxpeGHo

MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	M	M	M	S
CO2	M	S	S	M
CO3	S	M	M	M
CO4	S	M	M	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr.R.Sabitha Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU12B	Course Title		Batch:	2020-2021
		ELECTIVE - CUSTOMER RELATIONSHIP MANAGEMENT		Semester:	III
Hrs/Week:	5	L	5	T	-	P	-	Credits:	4

COURSE OBJECTIVE:

1. To enable the students to acquire knowledge of customer-retailer relationship.
2. To gain knowledge on Functionalities of CRM .
3 To Understand the Role of CRM and Employees.
4. To Explain the concept of Database Marketing.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define basic concepts of Marketing and Building Relationships.	K1,K2,K3
CO2	Understand the importance of Customer relationship management and CRM Strategies.	K2,K3
CO3	Identify the various Functionalities of CRM and Developments of CRM.	K3,K4
CO4	Analyze and interpret the CRM Project and Role of CRM and Employees.	K3,K4

20BCU12B	ELECTIVE - CUSTOMER RELATIONSHIP MANAGEMENT	Sem: I
Unit No.	Topics	Hours
I	**Introduction to Customer Relationship Marketing** Meaning and Definition of Customer Relationship Marketing- Basis of building Customer Relationship - Types of Customer Relationship marketing - New Beginning in Marketing - Customer Life cycle. **Class Room Activity:** Prepare a Product Quotation along with price.(Internal Evolution Only)	12
II	**Overview of CRM** Meaning and Definition, Overview and Evolution of the Concept - CRM Strategy - CRM and Relationship Marketing - Importance of Customer Divisibility in CRM.	12
III	**Sales force Automation and Enterprise Marketing** Meaning and Definition- Concept- Contact Management - Benefits-Enterprise Marketing Management - Elements, Functions - CRM Different Sector in India.	12
IV	**Customer Value and Vendor Selection** Meaning and Definition of Customer value, Classification, Measurement- Value chain - Value Chain and CRM- Cultural Changes in CRM - Vendor Selection - Meaning, Characteristic and Steps.	12
V	**Database Marketing and CRM Technologies** Meaning and Definition, Objectives, Characteristics, Types- Data warehousing-Data mining – Analysis of Customer Relationship Technology- best practices in marketing technology.	12

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:
1.Dr.K.GovindaBhat,CustomerRelationshipManagement,HimalayaPublishing House,2010edition.

2.Shraddha M. Bhome, Dr.Amarpreet Singh Ghura, Customer RelationshipManagement a theory and Practice to manage and retain customers, Internationalbookhouse, 2014 FirstEdition.

REFERENCE BOOKS

1.Paul GreenBreg—Customer RelationshipManagement,TataMcGraw hill2002.

2. Alok Kumar, Chhabisinba, RakeshSharama – Customer Relationship Managementconceptsand application, Biztantra Publication 2007.

3. Stanley A.Brown:Customer RelationshipManagement. John Wiley & Sons, Canada Ltd.2010.

WEB RESOURCES
Web Link:

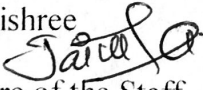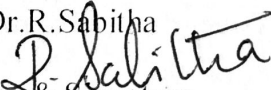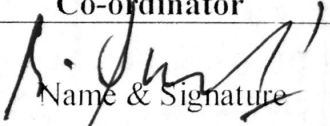1. https://www.thebalancesmb.com/crm-customer-relationship-management-2947184
2. https://www.tenfold.com/customer-relationships/manage-customer-relationships-effectively
3. https://www.iesgp.com/blog/top-5-examples-of-customer-relationship-management-efficiency

MAPPING WITH PROGRAM OUTCOMES

PO CO	PO1	PO2	PO3	PO4
CO1	S	M	S	M
CO2	M	S	S	M
CO3	S	M	M	S
CO4	S	S	M	S

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mrs.S.Jaishree Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU13	Course Title				Batch:	2020-2021
		PRACTICAL II- FINANCIAL ACCOUNTING PACKAGE-TALLY				Semester:	III
Hrs/Week:	5	L	T		P	5	Credits:	3

COURSE OBJECTIVE :

1. Understand the basic concepts of accounts.
2. Gain knowledge to prepare Ledgers and Vouchers in Tally.
3. To develop Trial balance and Final accounts.
4. To gain knowledge on Stock summary, GST reports and Payroll processing

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Outlining the basic concepts of accounts using tally package.	K1,K2,K3
CO2	Summarizing different types of Ledgers and build Vouchers.	K2,K3
CO3	Preparing Trial balance and Final accounts.	K3,K4
CO4	Analysing Stock Summary, GST reports and Payroll processing.	K3,K4

SYLLABUS		
20BCU13	**PRACTICAL I- FINANCIAL ACCOUNTING PACKAGE-TALLY**	III
Unit No.	Topics	Hours
I	1. Fundamentals of Tally.ERP 9 - Introduction - Getting Functional with Tally.ERP 9 - Creation / Setting up of Company in Tally.ERP 9 - Company Features - Configurations 2. Creating Accounting Masters in Tally.ERP 9 - Ledgers - Walkthrough for creating Ledger of Accounts - Displaying, Altering and deleting a ledger - Practice Exercises	12
II	3. Voucher Entry in Tally.ERP 9 - Accounting Vouchers - Receipt, Payment, contra voucher - Purchase, Sales Voucher - Debit note and Credit note voucher - Walkthrough for recording Accounting Vouchers - Display, Alter, Delete and Insert Vouchers - Practice Exercises 4. Generating Basic Reports in Tally.ERP 9 - Financial Statements - Day book - Bank Reconciliation statement - Accounting Books and Registers(cash book, bank book, sales ,purchase and journal Registers) - Practice Exercises	12
III	5. Advanced Accounting in Tally.ERP 9 - Trial Balance - Profit and Loss account - Balance Sheet - Practice Exercises 6. Creating Inventory Masters in Tally.ERP 9 - Stock Group - Units of Measure - Stock Items - Walkthrough for creating Inventory Masters - creating multi stock items - stock summary - Practice Exercises	12

IV	7. GST - About GST - Activating Tally in GST - Setting up GST (Company level, Ledger level or inventory level) - GST Taxes and /invoices - Understanding SGST, CGST and IGST - Creating GST master in Tally 8. Voucher with GST - Updating GST number for Suppliers - Practical on Intra-State purchase and Sales entry in GST(SGST+CGST) - Practical on Inter-State Purchase and Sales entry in GST (IGST)	12	
V	9.GST Reports and Returns - GST return - GST filing 10. Payroll in Tally ERP 9 - Getting Functional with Tally.ERP 9 - Configuration - Employee Group - Employee - Unit -Attendance - Pay head - Salary - Attendance voucher - Attendance sheet - Payroll voucher - Payroll report - Walkthrough for creating payroll - Practices Exercise	12	

Teaching methods: Practical Computer lab session Demonstration using LCD Projectors

MAPPING WITH PROGRAM OUTCOMES

PO CO	PO1	PO2	PO3	PO4
CO1	M	M	M	M
CO2	S	S	M	S
CO3	S	M	S	S
CO4	M	M	M	M

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mrs.J.Joseline Famila Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20JOU07	Course Title		Batch:	2020-2021
		VAC –III FUNDAMENTALS OF LOGISTICS		Semester:	III
Hrs/Week:	2	L	2	T	-	P	-	Credits:	1

COURSE OBJECTIVE: To create an understanding of the fundamental logistics management

SYLLABUS

20JOU07	VAC –III–FUNDAMENTALS OF LOGISTICS	Sem: III
Unit No.	Topics	Hours
I	**Concept of Logistics** Introduction – Definition of Logistics – Evolution of logistics – Functions – Types of logistics	5
II	**Logistics Interface and Channel management** **Logistics Interface:** Introduction – Logistics Interface with marketing – Importance of export management **Logistics Channel management:** Introduction- Types of Intermediaries –Functions	7
III	**Inventory Management and Warehousing** **Inventory Management:** Introduction– Functions and concept of Inventory Importance of Inventory – Types of inventory –management – : Introduction – Functions of Warehousing – – Significance of Warehousing in logistics.	7
IV	**Logistics Outsourcing** Introduction – Concept of Logistics outsourcing – Benefits – Types of Logistics outsourcing – Risks involved in outsourcing –	5
V	**Introduction on Global and Reverse logistics** **Global Logistics:** Introduction– Importance – Components of global logistics – **Reverse Logistics:** Introduction– Need or Importance of Reverse logistics – Types of Reverse logistics.	6

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Dr.A.Jeyanthi	Dr.R.Sabitha	
Name & Signature of the Staff	Name & Signature	Name & Signature

Course Code:	20BCU14	Course Title		Batch:	2020-2021
		FINANCIAL MANAGEMENT		Semester:	IV
Hrs/Week:	6	L	6	T	P	Credits:	5

COURSE OBJECTIVE :

1. To provide knowledge on elements of financial management.
2. To make students understand financial decision-making process.
3. To explain the concepts and theory of capital structure.
4. To get acquainted with the know-how of capital budgeting and working capital management.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define &recall the basic financial functions.	K1,K2.K3
CO2	Understanding the factors determining financial decisions.	K2,K3
CO3	Apply capital budgeting evaluation techniques.	K3,K4
CO4	Analyse the short term and long term sources of capital & its application.	K1.K3.K4

SYLLABUS

20BCU14	FINANCIAL MANAGEMENT	IV
Unit No.	Topics	Hours
I	**Financial Management**: Meaning, Definition, objectives and scope, decisions in Financial Management. Sources of finance; short term, Medium and long term. Role of financial Managers. **(Theory only)**	14
II	**Financial Decision**: Cost of capital – Computation of Equity Preference, Retained earnings – weighted average cost of capital – EBIT- EPS analysis Leverage: Operating, financial and Combined leverage, Degree of operating, financial leverage and combined leverage. **(SimpleProblems & theory only)**	14
III	**Capital Structure**: Introduction, factors, approaches under Relevance and Irrelevance theory (NI approach, NOI approach, MM approach) – Optimal capital structure. Dividend policies: Introduction, Concepts – Relevance theory & Irrelevance theory (Walter's model, Gorden's model, Residual theory, MM theory) Types of dividends– determinants of dividend policy. **(Theory only)**	15
IV	**Capital Budgeting**: Introduction, Evaluation Techniques (Traditional, Pay Back, Present value, NPV, IRR and Profitability Index) **(Simple Problems only)**	15
V	**Working Capital Management**: Introduction, Nature and Scope – determinants of working capital requirements – cash management – Receivable and Payable management and Inventory Management. **(Theory only)**	14

Theory and problems are in the ratio of 80% and 20% respectively.)

Skill Development

1. Financial planning for a business
2. Capital structure analysis of Companies
3. Evaluate the Npv of an investment made in any one of the capital projects with imaginary figures for 5 years
4. Prepare an estimation of working capital requirement of an industry
5. Illustrate operating cycle for atleast 2 companies of your choice

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, and Case Studies .

TEXT BOOKS

Text Book:
1. *Khan & Jain - "Financial Management" Tata McGraw Hill Education Pvt Ltd.*
2. *Maheswari .S.N. - Financial Management. "Sultan chand&sons"*
3. *Pandey.I.M – "Financial Management Eleventh edition" - Vikas Publishing*

REFERENCE BOOKS

Reference Books:

1. Dr.Satyaprasad.B.G&Kulkarni.P.V – "Financial Management" – Himalaya Publishing House 1900
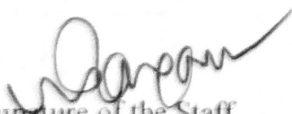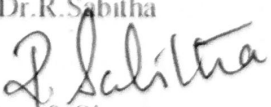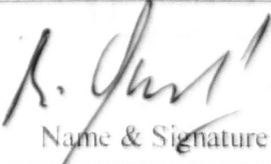
WEB RESOURCES

Web Link:

1. https://www.investopedia.com>terms

MAPPING WITH PROGRAM OUTCOMES

PO CO	PO1	PO2	PO3	PO4
CO1	S	S	M	M
CO2	M	S	M	S
CO3	M	S	M	S
CO4	M	M	M	M
CO5	S	S	M	M

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment. suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
	Dr.R.Sabitha	
Name & Signature of the Staff	Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU15	Course Title		Batch:	2020-2021
		HUMAN RESOURCE MANAGEMENT		Semester:	IV
Hrs/Week:	6	L	6	T	P	Credits:	4

COURSE OBJECTIVE:

1. To get cognizance on the fundamental concepts of human resource management.
2. To learn the steps in manpower planning process.
3. To gain knowledge on the functions of HRM
4. To make students aware of Industrial relations and trends in HRM

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define the basics of Human Resource Management.	K1,K2,K3
CO2	Understanding the human resources planning.	K2,K3
CO3	Develop an appropriate compensation plan.	K3,K4
CO4	Analyze trends in human resources management.	K3,K4

SYLLABUS

20BCU15	HUMAN RESOURCE MANAGEMENT	IV
Unit No.	Topics	Hours
I	**Introduction to HRM:** Meaning, Definition, Nature, Objectives and Functions of HRM, Roles and Responsibilities of HR Managers- Difference between Personnel Management, HRM and HRD.	14
II	**Human Resource Planning:** Meaning, Definition, Objectives & Process of Human Resource Planning. Recruitment: Definition, Need and Importance, Sources of Recruitment, Online Sources of Recruitment and Offline Sources of Recruitment - Selection – Definition - Selection Process – Placement and Induction. Job Analysis: Job Description, Job Specification, Job Enrichment, Job Enlargement.	15
III	**Training and Performance Appraisal:** **Training:** Meaning, Definition - Need and Importance, Objectives, Methods (On-the-job & Off-the-job) **Performance Appraisal:** Meaning, Definition, Methods and Process of Performance Appraisal. Promotion, Demotion, Transfer. **HR Audit and Accounting:** Meaning – Objectives – Benefits.	14
IV	**Compensation Management and Labour Welfare:** Meaning – Definition - Wage and Salary Administration – Objectives, Types – Labour Health, Welfare, Safety and Security. **SELF STUDY TOPIC:** Labour Welfare Measures in the Global Context.	14
V	**IR & Trends in HRM:** Meaning, Definition, Objectives of Industrial Relations. Trade Unions – Meaning - Definition – Functions. Employee Grievance and Redressal: Meaning and Definition of Grievance. Grievance Redressal Procedure. Recent Trends in HRM - E-HRM – Talent Acquisition and Knowledge Management.	15

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, and Case Studies.

TEXT BOOKS

Text Book:
1. P. SubbaRao - *Personnel & Human Resource Management, Himalaya Publishing House.*

REFERENCE BOOKS

Reference Books:

1. *CB Memoria - Personnel Management, Himalaya Publishing House*
2. *Tripathy - Personnel Management and Industrial Relations Tata McGraw- Hill Publishing Ltd*
3. *Rao.V.S.P - Human Resource Management, Excel Books*
4. *Sabitha.R&Jaishree.S – Human Resource Management- Aruna Publications.*
5. *Nandhakumar.B - Industrial Relations Labour Welfare and Labour Laws -Vijay Nicole Imprints*
6. www.economicsdiscussion.net/labour/labour-welfare/31839*(Self Study)*

WEB RESOURCES

Web Link:

1. https://open.lib.umn.edu>chapter
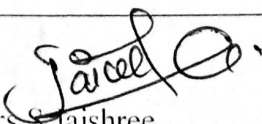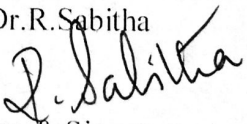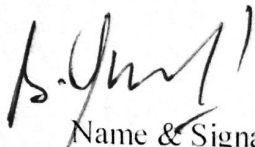
MAPPING WITH PROGRAM OUTCOMES

PO CO	PO1	PO2	PO3	PO4
CO1	S	M	M	M
CO2	M	S	S	S
CO3	S	M	M	S
CO4	M	M	S	S
CO5	S	S	M	M

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mrs.S.Jaishree Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU16			Course Title				Batch:	2020-2021
				TAXATION				Semester:	IV
Hrs/Week:	6	L	6	T		P		Credits:	4

COURSE OBJECTIVE :

1. To enable the student to acquire knowledge on the Indian taxation system
2. To make students understand the calculation of income from salary.
3. To help students to know the steps to compute income from property.
4. To acquire a complete understanding on GST.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define the tax system & revenue generating mechanism.	K1,K2,K3
CO2	Understanding the tax exemptions with reference to residential status.	K2,K3
CO3	Illustrate the computation of tax liability of an Individual & business entity.	K1,K3,K4
CO4	Analyze the GST system & its benefits to end customers.	K3,K4

SYLLABUS

20BCU16	TAXATION	IV
Unit No.	Topics	Hours
I	Indian tax system-Objectives and Canons of Taxation- Direct and Indirect taxes- Difference between direct and indirect tax- tax evasion and tax avoidance. Direct taxes: Income tax act 1961- Basic definitions- Residential status of individuals (Problems) – Basis of charge- Tax incidence (Problems) - Exempted incomes.	14
II	Heads of Income- Income from Salary- **Tax treatment of allowances, perquisites, PF,Gratuity, Leave salary and pension- Deductions permitted from gross salary (Theory and Problems)**	15
III	Income from House Property: **Annual value calculation for self-occupied and let out property with Deductions** (Problems), Income from profits and gains of Business and Profession (Problems)-Capital gains – Short term and long term capital gain (Simple Problems only). Income tax Authorities: **CBDT- Organizational structure** – functions and powers of various income tax authorities.	15
IV	Indirect taxes: Goods and Services Tax- Introduction to GST – benefits- **Structure of GST in India- SGST-CGST-IGST-UTGST-GST rates for various items-** Registering procedure under GST- **GSTIN-filing of returns** (Theory only).	14
V	**Levy of GST- Important terms-** Place, time and supply of Goods- Value of taxable supply – **Input tax credit (ITC) – eligibility and conditions for claiming Input tax credit** (Theory only).	14

Theory and problems are in the ratio of 60% and 40% respectively

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, and Case Studies .

Class Room Activity

Unit I - *Assignment Only): Understanding the income tax regime and slabs applicable for the Current Assessment year*

Unit II - (Assignment Only): Understanding Calculations in Form 16]

Unit IV -(Assignment Only): Practical exposure on GST Registration and returns filing]

TEXT BOOKS

Text Book:

1. Gaur V.P &Narang - Income Tax Law & Practice- Kalayani Publications.

2.R.Chandrasekar –Introduction to GST – Kongunadu Publications.

REFERENCE BOOKS

Reference Books:

1. DingarePagare - Business Taxation- McGraw Hill.
2. Hariharan - Income Tax Law & Practice – Vijay Nichole Publication
3 Dr.H.C.Mehrotra and Prof.V.P.Agarwal , Income tax and GST, SahityaBhawan Publications , Agra.
4. E-book "clear tax gst" – https://cleartax.in/s/gst-book-online-pdf.

WEB RESOURCES

Web Link:

1. https://cleartax.in>terms>taxation
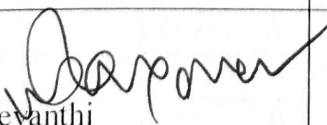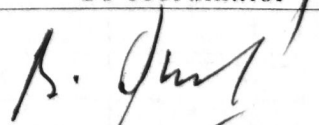
MAPPING WITH PROGRAM OUTCOMES

PO / CO	PO1	PO2	PO3	PO4
CO1	S	M	S	S
CO2	S	M	M	M
CO3	S	M	S	M
CO4	M	S	S	M

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dt.A.Jeyanthi Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU17	Course Title					Batch:	2020-2021
		ELECTIVE - PYTHON PROGRAMMING					Semester:	IV
Hrs/Week:	3	L	3	T		P	Credits:	3

COURSE OBJECTIVE:

1. To enable the students to acquire knowledge of open source software.
2. To Understand File operations, Classes and Objects using Python.
3. Gain knowledge to Identify the Build in data structures in python.
4. To develop the code structures for Python.

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Understand the basic concepts of Python Programming	K1,K2,K3
CO2	Understand File operations, Classes and Objects using Python	K2,K3
CO3	Identify the Build in data structures	K3,K4
CO4	Analyze the code structures for Python	K3,K4

SYLLABUS

20BCU17	PYTHON PROGRAMMING	IV
Unit No.	Topics	Hours
I	**Python**: Introduction –Basics of Python –Python Dictionary- Python in real world –Python versus Language X-Why Python-Installing Python-Running Python.	7
II	**Python Ingredients:** Python simplest datatypes- Boolean -Integers-Floating point Numbers -Strings-Variables.	7
III	**Python Filling**: Build in data structures- Lists-Tuples- Dictionaries Sets-Iterators and comprehensions.	7
IV	**Code Structure:**Data Structures-Code in functions-handle errors with exceptions.	8
V	**Systems:** Modules, Packages, and Programs-Files –Directories – File systems	7

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, and Case Studies .

TEXT BOOKS

Text Book:
1. Bill Lubanovic, "Introducing Python", O'Reilly, First Edition-Second Release, 2014.

REFERENCE BOOKS

Reference Books:

1. Mark Lutz. "Learning Python", O'Reilly, Fifth Edition, 2013.
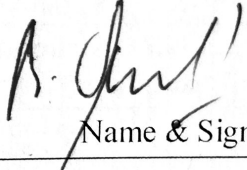
WEB RESOURCES

Web Link:
1. https://cleartax.in>terms>taxation
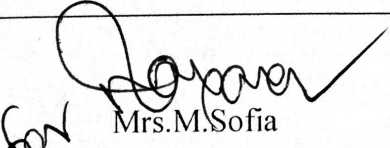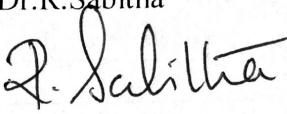
MAPPING WITH PROGRAM OUTCOMES

CO \ PO	PO1	PO2	PO3	PO4
CO1	M	S	S	M
CO2	S	S	S	M
CO3	S	M	M	S
CO4	M	M	M	S

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mrs.M.Sofia Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

ourse Code:	20BCU18	Course Title					Batch:	2020-2021
		PRACTICAL – PYTHON PROGRAMMING LAB					Semester:	IV
Hrs/Week:	3	L		T		P	3	Credits:	3

COURSE OBJECTIVE.

1. To create and write simple Python programs.
2. To Understand the technical skills of using elementary data items, lists, dictionaries.
3. To develop python programming using looping and branching.
4. To Create a dynamic and interactive webpage using forms

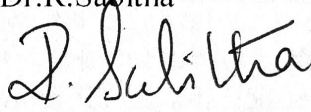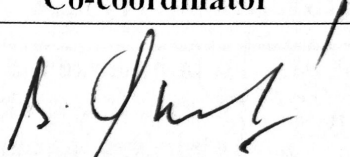## COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Recall the features of Datatypes and Numbers	K1,K2,K3
CO2	Understanding and relating skills using elementary data items, lists, dictionaries.	K2,K3
CO3	Apply python programming using looping and branching.	K3,K4
CO4	Apply a dynamic and interactive webpage using forms	K3,K4
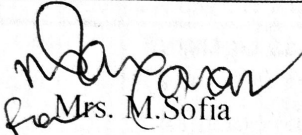
20BCU18	PRACTICAL I- PYTHON PROGRAMMING LAB	III
Unit No.	Topics	Hours
I	1. Write a Python program to print "Hello Python". 2. Develop a Python program to perform arithmetic operations. 3. Write a Python program to generate random numbers.	7
II	1. Write a Python program to print "Hello Python". 2. Develop a Python program to perform arithmetic operations. 3. Write a Python program to generate random numbers.	7
III	1. Develop a Python program to display calendar. 2. Create a Python program using elementary data items, lists, dictionaries and tuples. 3. Create a Python program using conditional branches.	7
IV	1. Write a Python program using loops. 2. Write a Python program using functions. 3. Develop a Python program using Exception Handling. 4. Develop a Python program to implement file operations.	8
V	1. Create a Python program using modules. 2. Develop a python program for creating dynamic and interactive webpages using forms.	7

Teaching methods: Practical Computer lab session Demonstration using LCD Projectors

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Mrs. M.Sofia	Dr.R.Sabitha	
Name & Signature of the Staff	Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
Hindusthan College of Arts & Science,
Coimbatore-641 028.

Course Code:	20BCU19A	Course Title				Batch:	2020-2021
		ELECTIVE-II EXPORT MANAGEMENT				Semester:	IV
Hrs/Week:	4	L	4	T	P	Credits:	3

COURSE OBJECTIVES :

1. To familiarize the students with the basic Knowledge about Export Management
2. To acquire knowledge in the types of export
3. To analyze foreign trade policy and export promotion
4. To know the documentation procedures and incentives

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Define export management and the structure of export firms	K1,K2,K3
CO2	Understanding types of export and various incentives	K1,K2,K3
CO3	Illustrate the Stages in export procedure, Shipping and Customs formalities	K3,K4
CO4	Analyze the GSP certification, shipping bills. A.R. A.R(4) forms, Mate receipts, GR-Forms.	K3,K4

SYLLABUS

20BCU19B	EXPORT MANAGEMENT	IV
Unit No.	Topics	Hours
I	**Introduction to Export Management** Definition, Need-for export management, Nature of export management, Features of export management, Process of export management, Functions of an export manager, Organisation structure of an export firm.	9
II	**Types of Export:** Types of exporters-Registration of exporters. Major Export from India – Licensing. Facilities available to EOU'S, SEZ'S, and Status holders duty drawback procedures other incentives.	9
III	**Foreign Trade Policy and Export Promotion** Foreign Trade Policy – 2009-14, Objectives of Foreign Trade Policy, Main highlights of Foreign Trade Policy, Main Export Promotion Organisations in India – EPCs, Commodity Boards, STC, FIEO, Chambers of Commerce, IIP, ITPO.	10
IV	**Export Procedure and Incentives** Stages in export procedure, Shipping and Customs formalities, Banking procedure, Procedure for realization of export incentives, Main export incentives available to Indian exporters	10
V	**Export documentation** Documentation - Performa invoice, commercial invoice and its attestation, packing list, Inspection, certificate, certificate of origin, GSP certification, shipping bills, A.R, A.R(4) forms, Mate receipts, GR-Forms or SDF, Marine insurance policy, ECGC policy, bill of exchange, bank certificate for Export B/L, AWB, Special Consular Invoice- bill of entry and airway bill.	10

Teaching methods: Lecturing, PowerPoint Projection through LCD, Assignment, Discussion, and Case Studies .

TEXT BOOKS

1. Export Management –T.A.SBalagopal.
2. Export Marketing –Francis Cherunilam

REFERENCE BOOKS

1. Export Management – P. K. Khurana – Galgotia Publishing Company, New Delhi.
2. Export Management – T. A. S. Balagopal – Himalaya Publishing House, Mumbai.
3. Export Management – D. C. Kapoor – Vikas Publishing House Pvt. Ltd., New Delhi.
4. Export Management – Francis Cheruuilam – Himalaya Publishing House, Mumbai.
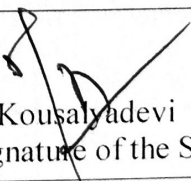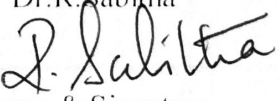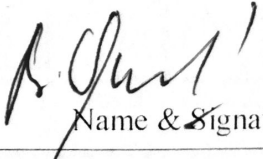5. International Marketing and Export Management – Pearson Publication, New Delhi

Web Link:

MAPPING WITH PROGRAM OUTCOMES

PO / CO	PO1	PO2	PO3	PO4
CO1	S	M	S	S
CO2	M	S	M	S
CO3	S	M	S	M
CO4	M	S	M	M

S-Strong, M- Medium, L – Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-coordinator
Dr.M.Kousalyadevi Name & Signature of the Staff	Dr.R.Sabitha Name & Signature	Name & Signature

Course Code:	20BCU19 B		Course Title				Batch:	2020-2021
			RETAIL MANAGEMENT				Semester:	IV
Hrs/Week:	4	L	4	T	-	P	-	Credits:	3

COURSE OBJECTIVES:

1. To understand the concept of Retail Management.
2. To know the retail models and how a retailer creates value for its customers and appropriates value from the markets.
3. To analyze the process of analysis, planning, acquisition, handling and control of the merchandise investments of a retail business.
4. To learn the evolving retail markets in India to maximize sales and enhance profits..

COURSE OUTCOMES (CO)

S.No	COURSE OUTCOME	BLOOMS LEVEL
CO1	Defining the basic concepts of retailing & its environment.	K1,K2,K3
CO2	Understanding the Retail models and its strategies.	K2.K3
CO3	Develop the Retail store planning Process and retailing in India.	K3.K4
CO4	Analyse the Retail Management Information System(E-Tailing)	K3.K4
KI- Remember, K2- Understand, K3- Apply, K4- Analyze		

20BCU19A	RETAIL MANAGEMENT	Sem: IV
Unit No.	Topics	Hours
I	**Introduction to Retailing:** Meaning; Functions and concepts. Emerging Trends in retailing; Challenges in Retailing- Retail Environment. Global retailing.	9
II	**Retail Models and Strategies:** Business models in retail - Store based retailing, Non-Store retailing, Service Retailing. The Concepts life cycle in Retail - Retail Strategy: Meaning, Definition- Retail Strategic planning Process.	9
III	**Retail store planning:** Meaning and Importance of retail locations, Types of retail location, Factors Determining Location Selection. Merchandising: Meaning, factors influencing merchandising - Merchandise Planning, Retail space management: definition .store layout and design. Visual merchandising – Role and Responsibilities of Store Manager.	10
IV	**Retail in India:** Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments.	10
V	**Retail Management Information System:** Objectives, Retail Technologies: Automation, CRM and Human Resource & Executive System. E-tailing: Objectives, On-line Retail Categories, EDI, Bar Coding, QR Coding. Ethical issues in Retailing.	10

Teaching Methods: PowerPoint Projection through LCD, Assignment, Discussion and Activity.

TEXT BOOKS

Text Book:

1. Swapna Pradhan- Retailing Management, Text and cases Tata McGraw Hill

REFERENCE BOOKS

1. *Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall, of India,.*
2. *Gibson G Vedamani – Retail Management – Functional Principles and Prectice, JaicoPublishing, House,.*
3. *James R Ogden, Denise Ogden- Integrated Retail Management Biztantra*
4. *SudarshanSeshanna- Retail Management, McGraw Hill Education (India) Pvt. Ltd*

WEB RESOURCES

Web Link

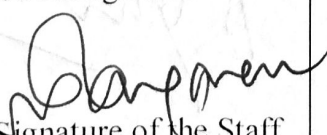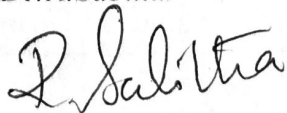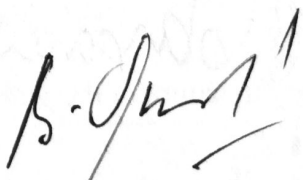https://courses.lumenlearning.com/wm-retailmanagement/chapter/information-systems-in-a-changing-retail-industry

MAPPING WITH PROGRAM OUTCOMES

PO / CO	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	M	S	S	M
CO3	M	S	S	M	S
CO4	S	S	M	S	M

S- Strong M-Medium L-Low

ASSESSMENT PATTERN (if deviation from common pattern)

Follows common pattern of Internal and External assessment, suggested in the Regulations.

Course Designed by	Verified by HOD	Approved by CDC Co-ordinator
Mr.R.Thangamani	Dr.R.Sabitha	
Name & Signature of the Staff	Name & Signature	Name & Signature

Co-ordinator
Curriculum Development Cell
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Coimbatore-641 028.