



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN
(AUTONOMOUS)**

Vaniyambadi – 635 751

PG Department of Commerce

for

Undergraduate Programme

Bachelor of Commerce

From the Academic Year 2024-25

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LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK FOR UNDERGRADUATE EDUCATION

Preamble

The Department of Commerce was started in 1994 and became PG Department of Commerce in 1998. M.Phil course was commenced in the year 2012, Ph.D course was introduced in the year 2017 onwards. The focus is on creating a talent pool of accounting-centric professionals whose credentials as Professionals and also conceived that it equips the students with a wide range of managerial skills, while building competence in an area of business.

The Department is committed to integrate all facets of commerce and management to educate and train innovative and competent human resource globally suitable for industry, business and service sector and creating an urge in students to take up entrepreneurship in order to be successful by standing on their feet instead of being dependent on others.

The department has been constantly metamorphosing itself to suit the requirements and expectations of the corporate. MoU has been signed with ICSI and VIS Education Academy (Tally) to facilitate academic professional advancement.

Programme Offered

- B.Com
- M.Com
- Ph.D (Part Time / Full Time)

PROGRAMME OUTCOMES (PO)

Programme	B.Com., General
Programme Code	UA04
Duration	3 Years [UG]
Programme Outcomes	<p>PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study.</p> <p>PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.</p> <p>PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.</p> <p>PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.</p> <p>PO5: Analytical reasoning: Ability to evaluate their liability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples and addressing opposing viewpoints.</p> <p>PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experimenter investigation.</p> <p>PO7: Cooperation / Teamwork: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.</p> <p>PO8: Scientific reasoning: Ability to analyze interprets and draws conclusions from quantitative/qualitative data; and critically evaluates ideas, evidence, and experiences from an open-minded and reasoned perspective.</p>

<p>Programme Specific Outcomes:</p>	<p>PSO1– Placement: To prepare the students who will demonstrate respectful engagement with others’ ideas, behaviors, and beliefs and apply diverse frames of reference to decisions and actions.</p> <p>PSO2-Entrepreneur: To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organizations.</p> <p>PSO3 –Research and Development: Design and implement HR systems and practices grounded in research that complies with employment laws, leading the organization towards Growth and development.</p>
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Eligibility for Admission:

Candidate for admission to the first year of B.Com., Department of Commerce shall be required to have passed the Higher Secondary Examination with Group 4 with Commerce and Accountancy.

Methods of Evaluation and Assessment

Methods of Evaluation		
Internal Evaluation		25 Marks
External Evaluation	End Semester Examination	75 Marks
	Total	100 Marks
Methods of Assessment		
Recall (K1)	Simple definitions, MCQ, Recall steps, Concept definitions	
Understand / Comprehend (K2)	MCQ, True/False, Short essays, Concept explanations, short summary or overview	
Application (K3)	Suggest idea/concept with examples, suggest formulae, solve problems, Observe, Explain	
Analyze (K4)	Problem-solving questions, finish a procedure in many steps, Differentiate Between various ideas, Map knowledge	
Evaluate (K5)	Longer essay/Evaluation essay, Critique or justify with pros and cons	
Create (K6)	Check knowledge in specific or offbeat situations, Discussion, Debating or Presentations	

Semester - I						
Code	Course Title	Hours Distribution				C
		L	T	P	S	
24UFTA101	Tamil - 1	4	1	0	0	3
24UFEN101	English - 1	4	1	0	0	3
24UCOC101	CC 1 -Financial Accounting-I	3	1	2	0	5
24UCOC102	CC 2 -Business Organization	3	1	0	0	3
24UCOA101 24UCOA102	EC –Business Communication/ Indian Economy- I	3	1	0	0	3
24UCOS101	SEC –NME- Basics of Accountancy	1	0	1	0	2
24UCOS102	SEC –Principles of Marketing	1	1	0	0	2
24UCOF101	FC-Basics of Computer	1	0	1	0	2
					30	23

Semester – II						
Code	Course Title	Hours Distribution				C
		L	T	P	S	
24UFTA21	Tamil - 2	4	1	0	0	3
24UFEN21	English - 2	4	1	0	0	3
24UCOC21	CC –Financial Accounting-II	3	1	2	0	5
24UCOC22	CC –Company Law	4	1	0	0	4
24UCOA21 24UCOA22	EC –Consumerism and Consumer Protection/ Indian Economy-II	4	1	0	0	4
24UCOS21	SEC –Social Media Advertising	1	0	1	0	2
24UAEC21	AEC – 1 Life Skills Through Yoga	1	1	0	0	2
					30	23

Students must complete at least one online course (MOOC) from platforms like SWAYAM, NPTEL, or Nan mudhalvan within the fifth semester. Additionally, engaging in a specified Self-learning Course is mandatory to qualify for the degree, and successful participation will be acknowledged with an extra credit of 2*.

1st YEAR: FIRST SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOC101	FINANCIAL ACCOUNTING I	CORE	3	1	2	0	5	6	25	75	100
Learning Objectives											
LO1	To understand basic accounting concepts and standards.										
LO2	To learn the concepts of rectification of errors and Bank reconciliation statement.										
LO3	To know the basis for calculating business profit.										
LO4	To familiarize with the accounting treatment of Depreciation.										
LO5	To learn the methods of calculating profit for single entry system. Learning basis of tally.										
Unit	Content										Hours
1	FUNDAMENTALS OF FINANCIAL ACCOUNTING Financial Accounting -Meaning, Definition and Objectives, Basic Accounting Concepts and Conventions- Journal, Ledger accounts- Subsidiary										18
2	RECTIFICATION OF ERRORS AND BANK RECONCILIATION STATEMENT Classification of errors-Rectification of errors- preparation of suspense account-Bank Reconciliation Statement-Need and preparation										18
3	FINAL ACCOUNTS Final Account of Sole Trading Concerns-Capital and Revenue Expenditure and Receipts- Preparation of Trading and Profit and Loss Account and Balance sheet with Adjustments.										18
4	DEPRECIATION AND BILLS OF EXCHANGE Depreciation-Meaning-Objectives-Accounting Treatments -Types- Straight - line Method - Diminishing Balance Method. Bills of Exchange: Definition Specimens-Discounting of Bills- Collection-Noting-Renewal-Retirement of Bill under Rebate.										18
5	ACCOUNTING FROM INCOMPLETE RECORDS. SINGLE ENTRY SYSTEM AND BASICS OF TALLY Incomplete Records-Meaning and Features-Limitations-Difference between incomplete records and Double entry systems-Methods of calculation of profits-Statement of Affairs method-preparation of final statements by conversion method. Introduction to Tally: Accounting Basics-Understanding the components of computer, Classification of Software-Challenges Associated with accounting on computers.										18

CO	Course Outcomes
CO1	Remember the concepts of Financial Accounting.
CO2	Remember the concept of Rectification of Errors and Bank Reconciliation Statement.
CO3	Apply the knowledge in preparing detailed accounts of sole trading concerns.
CO4	Analyzing the various methods of providing Depreciation.
CO5	Evaluate the Methods of Calculating profit. Understanding basis of tally.
Textbooks:	
1	T.S.Reddy & A.Murthy.Margham publication
2	S.N.Maheshwari,Financial Accounting, Vikas publications, Noida.
3	S.P.Jain &K.L. Financial Accounting -1, Kalyani Publishers,New Delhi.
4	R.L.Gupta V.K.Gupta, Financial Accounting. Sultan Chand, New Delhi.
Reference Books:	
1	Charumathi and Vinayagam,Financial Accounting. S. Chand and sons, New Delhi.
2	Dr.Arulan and Raman: Advance Accountancy, Himalaya Publications, Mumbai.
3	Tulsian, Advanced Accounting, Tata Mc Graw Hills, Noida.
Web resources:	
1	https://www.investopedia.com/terms/f/financialaccounting.asp
2	https://www.wallstreetmojo.com/financial-accounting/
3	https://opentextbooks.uregina.ca/introductiontofinancialaccounting/chapter/chapter1/

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	2	3	2	3	2
CO2	2	2	2	3	2	3	3	3
CO3	3	2	3	3	3	2	2	2
CO4	3	2	3	3	3	3	3	3
CO5	3	2	2	3	2	2	2	3
Total	14	11	12	14	13	12	13	13
Average	2.8	2.2	2.4	2.8	2.6	2.4	2.6	2.6

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	3	2
CO2	3	3	3
CO3	3	2	3
CO4	2	3	3
CO5	2	2	2
Total	13	13	13
Average	2.6	2.6	2.6

3 – Strong, 2- Medium, 1- Low

1st YEAR: FIRST SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOC10	BUSINESS ORGANISATION	CORE	3	1	-	-	3	4	25	75	100
Learning Objectives											
LO1	Understand business, profession, organization, industry and essentials of business.										
LO2	Explore business forms, distinguish public and private sectors.										
LO3	Comprehend industry location factors, analyze large- and small-scale operation advantages.										
LO4	To understand about organization process and organization structure.										
LO5	Understand stakeholder, trade associations and chambers of commerce in India.										
Unit	Content										Hours
1	INTRODUCTION Nature and scope of Business - Concept of Business-human occupations Profession, Employment and business-Divisions of business-Industry and Commerce-Business system- Objectives of business-Essentials of a successful business- Qualities of a good businessman										12
2	FORMS OF BUSINESS Forms of Business organization - Sole trader - Partnership – Hindu undivided family - Joint stock companies -MNC- Co-operative societies - public utilities and public enterprises - Public Sector vs. Private Sector.										12
3	INDUSTRY LOCATION Location of industry - Factors influencing location - size of industry - optimum firm - large and Small- scale of operation – Merits and Demerits of small scale and Large-scale of operation – industrial estates – District Industries Centers- Recent trends in Industry.										12
4	ORGANISATION PROCESS Organization Process – Importance and Principles – Types of organization structure – Centralization and decentralization – Departmentalization and Delegation of authority.										12
5	STAKEHOLDERS Trade Association – Union - Chamber of Commerce - Functions – Objectives - Working in India – Role of Stakeholders in Business										12

CO	Course Outcomes
CO1	Differentiate business types, evaluate business organization's importance, and analyze considerations in business.
CO2	Compare forms of business organizations; assess public and private sector advantages and disadvantages.
CO3	Analyze industry location factors, evaluate advantages of large-scale operations, assess industrial estates and district industries centers.
CO4	Analyze the organizational process and importance of delegation of authority.
CO5	Discuss Trade Associations and chambers of commerce functions and objectives; evaluate their significance in promoting trade and commerce in India.
Textbooks:	
1	Fundamentals of Business, Stephen J. Skripak, Virginia Tech Ron Poff, Virginia Tech
2	C.B. Gupta, Business organization .2022. Sultan Chand & Sons, New Delhi.
3	Business Organisation and Management, by Dr. Shveta Klara and Dr. Neha Singhal
4	Business Organisation and Management, by RK Singla
5	Business Organisation and Management, by Tn Chhabra
6	Business Organisation, by C.D.Balaji and Dr.G.Prasad
Reference Books:	
1	Business Organisation” by Dr. F. C. Sharma,SBPD Publications.
2	Management” by Stoner, Freeman, and Gilbert Jr.
3	Business Environment” by Francis Cherunilam.
4	Modern Business Organization and Management” by S.A. Sherlekar, Himalaya publishing house.
Web resources:	
1	https://r.search.yahoo.com/_ylt=AwrX.Z5U_tNn.wEA94C7HAX.;_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1743156052/RO=10/RU=https%3a%2f%2fwww.vedantu.com%2fcommerce%2fbusiness-organisations/RK=2/RS=mPaOkOrdYqClx.ZfO30Aljn_2fY-
2	https://www.britannica.com/money/business-organization

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	2	3	2	3	2
CO2	2	2	2	3	2	3	3	3
CO3	3	2	3	3	3	2	2	2
CO4	3	2	3	3	3	3	3	3
CO5	3	2	2	3	2	2	2	3
Total	14	11	12	14	13	12	13	13
Average	2.8	2.2	2.4	2.8	2.6	2.4	2.6	2.6

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	3	2
CO2	3	3	3
CO3	3	3	3
CO4	2	3	3
CO5	2	2	3
Total	13	14	14
Average	2.6	2.8	2.8

3 – Strong, 2- Medium, 1- Low

1st YEAR: FIRST SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOA101	BUSINESS COMMUNICATION	ELECTIVE	3	1	0	0	3	4	25	75	100
Learning Objectives											
LO1	To enable the students to know about the principles, objectives and importance of communication in commerce, advancement in communication.										
LO2	To develop the students to understand about trade enquiries										
LO3	To make the students aware about various types of business correspondence.										
LO4	To develop the students to write business reports.										
LO5	To enable the learners to update with various types of interviews										
Unit	Content										Hours
1	INTRODUCTION TO BUSINESS COMMUNICATION Importance of Effective Communication – Modern Communication Methods – Barriers to Communication – E-Communication - Business Letters: Need - Functions – Essentials of Effective Business Letters – Layout – Global Communication- Characteristics of Verbal Non-verbal Communication.										12
2	TRADE ENQUIRIES Trade Enquiries – Orders and their Execution – Credit and Status Enquiries – Complaints and Adjustments – Collection Letters – Sales Letters – Circulars – Quotations – tenders.										12
3	BANKING & INSURANCE CORRESPONDENCE Banking Correspondence – Insurance Correspondence – Difference between Life and General Insurance – Fire Insurance – Marine Insurance – Agency Correspondence –Types – Letters to editors – Application for appointment - specimen – cancellation, acknowledgement, refusal and execution of order.										12
4	SECRETARIAL CORRESPONDENCE Company Secretarial Correspondence – Duties of Secretary – Classification of Secretarial Correspondence – Specimen letters – Agenda and Minutes of Report writing – Types of Reports – Preparation of Report Writing – Memorandum – Articles.										12
5	INTERVIEW PREPARATION Application Letters – Preparation of Resume – Interview: Techniques of Various Types of Interviews – Creating & maintaining Digital Profile – Strategic importance of E- communication - Business Report presentation.										12

CO	Course Outcomes
CO1	Acquire the basic concept of business communication.
CO2	Exposed to effective business letter
CO3	Paraphrase the concept of various correspondences.
CO4	Prepare Secretarial Correspondence like agenda, minutes and various business reports.
CO5	Acquire the skill of preparing an effective resume.
Textbooks:	
1	Kathiresan and Dr. Radha, Business Communication, Prasanna Publishers and Distributors, Triplicane, Chennai.
2	Gupta and Jain, Business Communication, Sahitya bahvan Publication, NewDelhi.
3	K.P. Singha, Business Communication, Taxmann, New Delhi.
4	R. S. N. Pillai and Bhagavathi. S, Commercial Correspondence, Chand Publications, New Delhi.
5	M. S. Ramesh and R. Pattenshetty, Effective Business English and Correspondence, S. Chand & Co, Publishers, New Delhi.
Reference Books:	
1	V.K. Jain and Om Prakash, Business communication, S.Chand, New Delhi.
2	Rithika Motwani, Business communication, Taxmann, New Delhi.
3	Shirley Taylor, Communication for Business-Pearson Publications - New Delhi.
4	Bovee, Thill, Schatzman, Business Communication Today - Pearson Education, Private Ltd- NewDelhi.
5	Penrose, Rasbery, Myers, Advanced Business Communication, Bangalore.
Web resources:	
1	https://accountingseekho.com/
2	https://www.testpreptraining.com/business-communications-practice-exam-questions
3	https://bachelors.online.nmims.edu/degree-programs

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	2	3	3	3	2
CO2	2	2	2	3	2	3	3	3
CO3	3	2	3	3	3	3	2	2
CO4	3	2	3	3	3	3	3	3
CO5	3	3	2	3	2	2	2	3
Total	14	12	12	14	13	14	13	13
Average	2.8	2.4	2.4	2.8	2.6	2.8	2.6	2.6

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	3	2
CO2	3	3	3
CO3	3	3	3
CO4	2	3	3
CO5	3	2	3
Total	14	14	14
Average	2.8	2.8	2.8

3 – Strong, 2- Medium, 1- Low

1st YEAR: FIRST SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOA102	INDIAN ECONOMY I	ELECTIVE	3	1	-	-	3	4	25	75	100
Learning Objectives											
LO1	To understand the main concepts of the Indian Economy										
LO2	To assess gain knowledge on various Economic Policies of the Government										
LO3	To become aware of the Agriculture and Green Revolution										
LO4	To know the Agricultural Labour and the various challenges faced by agricultural labours										
LO5	To impart knowledge about the functioning of industries and industrial finance										
Unit	Content										Hours
1	INTRODUCTION Features of developing Economies - Economic and Non-Economic factors impeding Economic development - Concept of growth and development.										12
2	HUMAN DEVELOPMENT, POVERTY AND UNEMPLOYMENT Human development – Components of human development – HD Index – Population Growth – Measures to control population - Recent Population Policy – Poverty Alleviation Programme – Unemployment – Types – Causes and Effects.										12
3	AGRICULTURE Indian Agriculture – Contribution to Economic Development – Agricultural Productivity – Land Reforms – Green Revolution II.										12
4	AGRICULTURAL LABOUR Agricultural labour – Definition – Features - Problems – Remedies - Agricultural Credit - Grameen Bank.										12
5	INDUSTRY AND INDUSTRIAL FINANCE Role of Industries – Industrial Policy of 1991 and recent changes – Role of Small-Scale Industry in economic development – Large Scale Industry in India – Industrial Development Under Five Year Plans. Industrial Finance: Need and Sources of Finance - Internal and External Sources - Industrial Financial Institutions (IDBI, SIDCO & SIDBI).										12

CO	Course Outcomes
CO1	Understand the various indicators of economic development.
CO2	Understand the importance, causes and impact of population growth.
CO3	Explain the role of agriculture in economic development.
CO4	Describe the role of agriculture labour problems and remedies.
CO5	Illustrate the industrial development during plan periods and industrial financial institutions.
Textbooks:	
1	V.K. Puri & S.K. Mishra, Indian Economy, Himalaya Publishing house, Mumbai
2	S. Sankaran, Indian Economy, Margham Publications
3	Ruddar, Indian Economy, S.Chand Sons
4	Datt Ruddar & Sundaram, Indian Economy, Sultan Chand & Co.
5	A.N. Agarwal, Indian Economy, New Age Publications
Reference Books:	
1	Ramesh Singh, Indian Economy, McGraw Hill, Noida.
2	Datt Ruddar, Indian Economy, Sultan Chand & Co.
3	S.K. Mishra, Indian Economy, Himalaya Publishing house, Mumbai
4	S. Sankaran, Indian Economy Problems Policies and Development, Margham Publications
5	A.N. Agarwal & M.K. Agarwal, Indian Economy Problems of Development and Planning, New Age International
Web resources:	
1	https://www.ibef.org/economy/indian-economy-overview
2	https://en.wikipedia.org/wiki/Economy_of_India

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	2	2	2	3	2	3	3	3
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3
Total	14	14	13	14	14	14	14	13
Average	2.8	2.8	2.6	2.8	2.8	2.8	2.8	2.6

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	3	2
CO2	3	3	3
CO3	3	3	3
CO4	2	3	3
CO5	3	2	3
Total	14	14	14
Average	2.8	2.8	2.8

3 – Strong, 2- Medium, 1- Low

1st YEAR: FIRST SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOS101	BASICS OF ACCOUNTING	NME	1	1	-	-	2	2	25	75	100
Learning Objectives											
LO1	To understand the main concepts of accounting										
LO2	To help students gain knowledge above rectification of errors.										
LO3	To ascertain profit single entry system.										
LO4	To know the Receipt and Payments.										
LO5	To impart knowledge about the Depreciation of asset.										
Unit	Content										Hours
1	INTRODUCTION TO ACCOUNTING Definitions and Importance of Accounting – Golden Rules of Accounting – Journals, Ledgers, Balance Sheet – Role of Accounting in Business.										6
2	TRIAL BALANCE Meaning – Definition – Objectives – Methods of Preparation of Trial Balance – Rectification of Errors – Classification of Errors – Basic Principles for Rectification of Errors.										6
3	SINGLE ENTRY SYSTEM Statement of Affairs – Single Entry System – Double Entry System – Statement of Affairs Vs Balance Sheet										6
4	RECEIPTS AND PAYMENTS Features of Receipts and Payments – Types of Payments and Receipts – Features of Income and Expenditure – Cash Book Vs Pass Book.										6
5	DEPRECIATION Concepts of Depreciation – Meaning – Characteristics – Objectives – Basic factors affecting the amount of depreciation - Methods of Depreciation – straight line Method – Diminishing Balance Method.										6

CO	Course Outcomes
CO1	To enable the students to learn principles and concepts of Accountancy
CO2	Students are enabled with the Knowledge in the practical applications of accounting.
CO3	To enable the students to learn the basic concepts of Accounting Standards and its Procedures
CO4	Identify events that need to be recorded in the accounting records
CO5	To encourage the students about maintaining the books of accounts for further reference
Textbooks:	
1	Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
2	M.C. Shukla T.S. Grewal & S.C. Gupta, Advance Accounts, S Chand Publishing, New Delhi.
3	R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi.
4	S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers, New Delhi.
5	T.S. Reddy& A. Murthy, Financial Accounting, Margam Publishers, Chennai.
Reference Books:	
1	Dr. S.N. Maheswari: Financial Accounting, Vikas Publications, Noida.
2	Dr. Venkataraman& others (7 lecturers): Financial Accounting, VBH, Chennai.
3	Dr.Arulanandan and Raman: Advanced Accountancy, Himalaya publications, Mumbai.
4	Tulsian , Advanced Accounting, Tata MC. Graw hills, India.
5	Charumathi and Vinayagam, Financial Accounting, S.Chand and sons, New Delhi.
Web resources:	
1	https://efinancemanagement.com/financial-accounting/fundamentals-of-accounting
2	https://testbook.com/ugc-net-commerce/basics-of-accounting

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	2	2	2	3	2	3	3	3
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3
Total	14	14	13	14	14	14	14	13
Average	2.8	2.8	2.6	2.8	2.8	2.8	2.8	2.6

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	3	2
CO2	3	3	3
CO3	3	3	3
CO4	2	3	3
CO5	3	2	3
Total	14	14	14
Average	2.8	2.8	2.8

3 – Strong, 2- Medium, 1- Low

1st YEAR: FIRST SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOS102	PRINCIPLES OF MARKETING	SEC	1	1	-	-	2	2	25	75	100
Learning Objectives											
LO1	To enable the students to understand the elements of Marketing Mix and bases for Market segmentation										
LO2	To make him to appreciate the need for marketing science in the modern business world.										
LO3	To identify the elements of a customer driven marketing strategy										
LO4	To understand the behavioral concepts relevant to marketing										
LO5	To demonstrate fundamental marketing concept sand to recognize the importance of a Marketing perspective in your own personal and professional growth.										
Unit	Content										Hours
1	INTRODUCTION TO MARKETING Meaning of Market – Definition of Market– Classification of Markets – Marketing – Features of Marketing – Objectives of Marketing – Importance of Marketing – Marketing Mix – Market Segmentation.										6
2	PRODUCT Concept and importance-Product classifications - Concept of product mix; Branding- packaging and labeling; Product-Support Services; Product life - cycle; New Product Development Process; Consumer adoption process.										6
3	PRICING Price - Meaning - Pricing- Importance - Objectives- Factors affecting pricing decisions Pricing Policies- Procedure for price determination- Kinds of Pricing.										6
4	DISTRIBUTION CHANNELS Meaning-Importance-Marketing and Distribution- Middlemen in distribution - Function and Kinds of Middlemen - Agents and Merchant Middlemen- Wholesalers -Types - Services rendered by wholesalers - Retailers- Types - Requisites - Services rendered by retailers										6

5	RECENT DEVELOPMENTS IN MARKETING Social Marketing, online marketing, direct marketing, services marketing, green marketing, Rural marketing; Consumerism, Search Engine Marketing- Mobile Marketing- Marketing Analytics- Social Media Marketing- Email Marketing-Live Video Streaming Marketing- Network Marketing.	6
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CO	Course Outcomes
CO1	The student will be able to know the basic principles and practices of marketing.
CO2	The student will be able to be aware of the importance of products, standards of branding, packing and quality management.
CO3	The student will be able to understand the pricing mechanism of marketing.
CO4	The student will be able to know the basic aspects of the channels of distribution and buyers' behaviors.
CO5	Formulate an overview of current marketing innovations.

Textbooks:

1	Philip Kotler (2015), Principles of Marketing. 13th edition. Pearson Education.
2	Saxena Rajan, (2017) Marketing Management, Tata McGraw-Hill Publishing Company Ltd., New Delhi. Fifth Edition
3	Kumar Arun & Meenakshi N (2016), Marketing Management, Vikas Publishing House Pvt.Ltd., New Delhi. Third Edition
4	Panda Tapan (2008), Marketing Management, Excel books, New Delhi, Second Edition.
5	Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. Marketing: Concepts and Cases. (Special Indian Edition)., McGraw Hill Education

Reference Books:

1	"December Holiday Campaigns That Caught Our Eye," Agency China, January 9, 2018, https://agencychina.com/blog/december-holiday-campaigns-that-caught-our-eye/ .
2	"12 Most Successful Shark Tank Products," Shark Tank Tales, accessed January 8, 2022, https://sharktanktales.com/best-selling-most-successful-shark-tank-products/ .
3	Nicole Martins Ferreira, "15 Best New Products You Need to Know About," Oberlo, October 26, 2020, https://www.oberlo.com/blog/new-products .
4	"About Us," Nature Valley, accessed June 12, 2022, https://www.naturevalley.com/about-us .
5	Desirae Odjick, "Product Line Extensions: What They Are, Examples, and Tips for Forming Your Strategy," Shopify Blog, June 24, 2021, https://www.shopify.com/blog/product-line-extensions .

Web resources:

1	https://open.umn.edu/opentextbooks/textbooks/50
2	https://www.studocu.com/in/document/university-of-delhi/bcom-hons/principle-marketing-notes-of-the-subject/54415990

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	2	3	3	3	3
CO2	2	2	2	3	2	3	3	3
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3
Total	14	14	13	14	14	14	14	13
Average	2.8	2.8	2.6	2.8	2.8	2.8	2.8	2.6

3-Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	3	2
CO2	3	3	3
CO3	3	3	3
CO4	2	3	3
CO5	3	2	3
Total	14	14	14
Average	2.8	2.8	2.8

3 – Strong, 2- Medium, 1- Low

1st YEAR: FIRST SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOF101	BASICS OF COMPUTER	FC	1	-	1	-	2	2	25	75	100
Learning Objectives											
LO1	To understand the main concepts of Hardware & Software										
LO2	To assess gain knowledge of Document Creation & Formatting										
LO3	To become aware of the Basic Spreadsheet Skills										
LO4	To know the Presentation Software										
LO5	To impart knowledge about the effective Communication Skills										
Unit	Content										Hours
1	INTRODUCTION Basic Applications of Computer, Components of Computer, Connecting Computer Components, Computer Hardware & Software										6
2	WORD PROCESSING Introduction, printing a File, Document Creation & Editing, Saving, Text Formatting										6
3	MICROSOFT EXCEL & USING SPREADSHEETS Introduction, Rows, Columns & Cells, Basics Excel Formulas and Functions										6
4	MAKING SMALL PRESENTATION How to Create, Edit, Format, or Delete Slides, make a Slideshow, Save a Presentation, Printing of Presentation.										6
5	COMMUNICATIONS & COLLABORATION Basics of electronic mail; Getting an email account; Sending and receiving emails; Accessing sent emails; Using Emails; Document collaboration.										6

CO	Course Outcomes
CO1	To understanding of what a computer is, its components, and how it functions.
CO2	To effectively use basic editing tools such as cut, copy, paste, undo, and redo to manipulate text and content within a document.
CO3	To understanding of what a spreadsheet is, how it works, and its basic components like cells, rows, columns, and worksheets.
CO4	To understanding of what PowerPoint is and its basic components, including slides, layouts, and slide elements like text boxes, images, shapes, and charts.
CO5	To achieve a range of outcomes that enhance their abilities to effectively communicate and collaborate in various contexts, both in-person and in digital environments.
Textbooks:	
1	Basic Computer, Soumya Ranjan Behera
2	Computer Fundamentals: Concepts, Systems & Applications- 8th Edition, Priti Sinha, Pradeep K, Sinha
3	Computer Basics, Michael Miller
Reference Books:	
1	Computer Fundamentals: Concepts, Systems & Applications- 8th Edition, Priti Sinha, Pradeep K, Sinha
2	Computer Basics, Michael Miller
Web resources:	
1	https://www.geeksforgeeks.org/difference-between-hardware-and-software/
2	https://courses.lumenlearning.com/wm-computerapplicationsmgrs-2/chapter/hardware/

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	2	3	2	3	3
CO2	3	2	2	2	3	2	3	3
CO3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	2	3	3	3	3	3	2
Total	14	13	14	13	14	13	15	14
Average	2.8	2.6	2.8	2.6	2.8	2.6	3	2.8

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	2	3	3
CO2	3	2	3
CO3	3	3	3
CO4	2	3	3
CO5	3	3	3
Total	13	14	14
Average	2.6	2.8	2.8

3 – Strong, 2- Medium, 1- Low

1st YEAR: SECOND SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOC21	FINANCIAL ACCOUNTING - II	CORE	3	1	2	0	5	5	25	75	100
Learning Objectives											
LO1	Understand the preparation of Branch accounts										
LO2	Understand the allocation of Expenses as per Departmental Accounts										
LO3	Prepare different kinds of accounts such as Hire purchase										
LO4	Gain an understanding about partnership accounts relating to Admission and retirement.										
LO5	Provides knowledge to the learners regarding Partnership Accounts relating to dissolution of firm.										
Unit	Content										Hours
1	BRANCH ACCOUNTS Branch – Dependent Branches: Accounting Aspects - Debtors system -Stock and Debtors system – Distinction between Wholesale Profit and Retail Profit – Independent Branches (Foreign Branches excluded)										18
2	DEPARTMENTAL ACCOUNTS Departmental Accounts: Basis of Allocation of Expenses– Inter- Departmental Transfer at Cost or Selling Price. Preparation of Profit and Loss Account										18
3	HIRE PURCHASE SYSTEM Hire Purchase System – Accounting Treatment – Calculation of Interest - Default and Repossession - Hire Purchase Trading Account – Differences between Hire Purchase and Instalment System										18
4	PARTNERSHIP ACCOUNTS – I Partnership Accounts: Fundamentals of Partnership - Partnership deed – Admission of a Partner – Revaluation Account – Goodwill- Methods of valuation of Goodwill- Preparation of Balance Sheet after admission - Partners Capital Account — Retirement of a Partner – Death of a Partner.										18
5	PARTNERSHIP ACCOUNTS – II Dissolution of Partnership - Methods – Preparation cash account and settlement to partners– Realization account – Preparation of Balance Sheet -I Insolvency of partners (Garner Vs Murray)										18

CO	Course Outcomes
CO1	Prepare Branch accounts
CO2	Prepare Departmental Accounts
CO3	Evaluate the Hire purchase accounts and Instalment systems
CO4	Understand the accounting treatment for admission and retirement in partnership
CO5	Know Settlement of accounts at the time of dissolution of a firm.
Textbooks:	
1	T.S. Reddy & A. Murthy, Financial Accounting, Margam Publishers, Chennai.
2	R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi.
Reference Books:	
1	Dr. S.N. Maheswari: Financial Accounting, Vikas Publications, Noida.
2	Dr. Venkataraman & others (7 lecturers): Financial Accounting, VBH, Chennai.
3	Dr. Arulanandan and Raman: Advanced Accountancy, Himalaya publications, Mumbai.
4	Tulsian, Advanced Accounting, Tata MC. Graw hills, India.
5	Charumathi and Vinayagam, Financial Accounting, S.Chand and sons, New Delhi.
6	Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
7	S P Jain and K. L. Narang: Financial Accounting- I, Kalyani Publishers, New Delhi.
Web resources:	
1	https://www.investopedia.com/terms/b/branch-accounting.asp#:~:text=Key%20Takeaways-, Branch%20accounting%20is%20a%20bookkeeping%20system%20in%20which%20separate%20accounts, for%20a%20designated%20accounting%20period.

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	2	3	2	2
CO2	3	2	3	3	3	2	2	2
CO3	3	2	2	3	3	2	2	2
CO4	3	2	3	3	2	2	2	2
CO5	3	3	3	3	3	3	3	3
TOTAL	16	11	14	15	14	12	11	11
AVERAGE	3.2	2.2	2.8	3	2.8	2.4	2.2	2.2

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	2	2
CO2	3	2	2
CO3	3	2	2
CO4	3	2	2
CO5	3	3	3
Total	15	11	11
Average	3	2.2	2.2

3 – Strong, 2- Medium, 1- Low

1st YEAR: SECOND SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOC22	COMPANY LAW	CORE	5	-	-	-	4	5	25	75	100
Learning Objectives											
LO1	Know Company Law 1956 and companies Act 2013										
LO2	Have an understanding on the formation of a company.										
LO3	Understand the requisites of meeting and resolution.										
LO4	Gain knowledge on the procedure to appoint and remove Directors										
LO5	Familiarize with the various modes of winding up										
Unit	Content										Hours
1	INTRODUCTION: INDIAN COMPANIES ACT 2013: Definition of a company - Nature and types of Companies – Company Distinguished from Partnership and Limited Liabilities of Company – Classification of Companies – Lifting or piercing the Corporate Veil.										15
2	FORMATION OF COMPANY: Formation and Promotion of companies - incorporation of Companies – Memorandum of Association - Doctrine of Ultra Vires– Articles of Association – Contents – Promotor - Public and Private companies - Prospectus – Contents – Rights and Liabilities – Certificate of commencement of Business.										15
3	MEETING: Meeting and resolution – Voting and poll - Types and number of Directors- Whole time Directors – Appointment and Duties - Audit and proxy - Company Meetings - Quorum- Qualification and Disqualification of Auditors.										15
4	MANAGEMENT & ADMINISTRATION: Company management - Eligibility of Directors - Board of Directors – Appointment- Powers, Duties, Liabilities, Remuneration and Removal of Directors, National Company Law Tribunal (NCLT) – National Company Law Appellate Tribunal (NCLAT).										15
5	WINDING UP: Meaning– Modes – Compulsory winding up – Voluntary Winding up – Consequences of Winding up – Petition for Winding up – Company Liquidator – Appointment of Liquidator – Duties and Rights of Liquidator.										15

CO	Course Outcomes
CO1	The students will be able to understand the classification of companies under the act.
CO2	The students will be able to examining the contents of the Memorandum of Association & Articles of Association
CO3	The students will be able to know the qualification and disqualification of Auditors
CO4	The students will be able to understand the workings of National Company Law Appellate Tribunal (NCLAT)
CO5	The students will be able to analyses the modes of Winding up
Textbooks:	
1	N.D. Kapoor, Company Laws, Sultan Chand and Sons, Chennai
2	R.S.N. Pillai – Company Law, Sultan Chand and Sons, Chennai
3	M.V. Dhandapani, Company Laws, Sultan Chand and Sons, Chennai
4	Shusma Aurora, Company, Taxmann, New Delhi
5	M.C.Kuchal, Company Laws, Vikas Publication, Noida
Reference Books:	
1	K. Sundar, Company Law, Vijay Nichole Imprints Limited, Chennai
2	M.R, Sreenivasan, Business Laws, Margham Publications, Chennai
3	Kavya and Vidhyasagar, Business Law, Nithya Publications, Bhopal
4	S.D. Geet, Business Law Nirali Prakashan Publication, Pune
5	Preethi Agarwal, Business Law, CA foundation study material
Web resources:	
1	https://www.mca.gov.in/content/mca/global/en/acts-rules/companiesact/companies-act2013.html
2	https://vakilsearch.com/blog/explain-procedure-formation-company/
3	https://www.investopedia.com/terms/w/windingup.asp

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	2	3	3
CO2	3	3	3	3	2	3	3	3
CO3	3	2	2	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3
Total	15	14	14	15	14	14	15	15
Average	3	3	2.8	3	2.8	2.8	3	3

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	3	3
CO2	3	3	3
CO3	3	3	3
CO4	3	3	3
CO5	3	3	3
Total	15	15	15
Average	3	3	3

3 – Strong, 2- Medium, 1- Low

1st YEAR: SECOND SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOA21	CONSUMERISM & CONSUMER PROTECTION	ELECTIVE	4	1	0	0	4	5	25	75	100
Learning Objectives											
LO1	To understand the nature of consumers and consumerism										
LO2	To gain insights into consumerism in India										
LO3	To know how consumers are exploited										
LO4	To be familiar with consumer rights and duties										
LO5	To learn about Consumer Protection Act										
Unit	Content										Hours
1	CONSUMERISM Meaning of Consumer and Customer - Consumer Movements – Historical Perspectives-Concept of Consumerism –Need and Importance										15
2	CONSUMERISM IN INDIA Reasons for the Growth of Consumerism in India - Recent Trends in Consumerism - Problems Faced by Consumers in India.										15
3	CONSUMER EXPLOITATION Meaning and Causes of Consumer Exploitation- Forms of Consumer - Exploitation – Underweight Measures, High Prices, Substandard Quality, Poor or Inadequate After Sales Services- Challenges and Benefits of Consumer Exploitation.										15
4	CONSUMER RIGHTS AND DUTIES Consumer Rights – Types of Consumer Rights – Right to Safety, Right to Information (RTI), Right to Redressal, Right to Consumer Education -Duties of Consumers.										15
5	CONSUMER PROTECTION ACT 2019 Consumer Protection Council – Central, State, Districts Consumer Protection Councils- Consumer Dispute Redressal Mechanism										15

CO	Course Outcomes
CO1	To know the aspects in consumerism
CO2	To know the recent trends and problems faced by consumers in India
CO3	Able to understand the reasons for consumer exploitation
CO4	Understanding the rights and duties of a consumer
CO5	Knowledge about consumer Protection Act 2019
Textbooks:	
1	Premavathy and Mohini Sethi, Consumerism – Strategies and Tactics, CBS Publication
2	Prof Kavita Sharma, Dr Swati Aggarwal, Principles of Marketing Book, Taxmann
3	Dr. J. Jayasankar, Marketing Management, Margham Publications, Chennai.
4	Assael, H, Consumer Behaviour and Marketing Action, PWS-Kent, USA
Reference Books:	
1	Hoyer, W.D. and MacInnis, D.J., Consumer Behaviour, Houghton Mifflin Company, USA
2	Y.V. Rao, Consumer Protection Act, 1986, Asia Law House, Hyderabad
3	G B. Reddy and Baglekar Akash Kumar, Consumer Protection Act, Eastern Book Company, Bengaluru
Web resources:	
1	https://in.search.yahoo.com/search?fr=mcafee&type=E210IN826G0&p=consumersim+in+india
2	https://in.search.yahoo.com/search?fr=mcafee&type=E210IN826G0&p=consumer+rights+and+duties
3	https://in.search.yahoo.com/search?fr=mcafee&type=E210IN826G0&p=consumer+protection+act+2019

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	2	3	2	3	2
CO2	2	2	2	3	2	3	3	3
CO3	3	3	3	3	3	2	2	2
CO4	3	3	3	2	3	3	3	3
CO5	3	2	2	3	2	2	2	3
Total	14	13	12	13	13	12	13	13
Average	2.8	2.6	2.4	2.6	2.6	2.4	2.6	2.6

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	3	2
CO2	3	3	3
CO3	3	2	3
CO4	2	3	3
CO5	2	2	2
Total	13	13	13
Average	2.6	2.6	2.6

3 – Strong, 2- Medium, 1- Low

1st YEAR: SECOND SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOA22	INDIAN ECONOMY II	ELECTIVE	4	1	0	0	3	5	25	75	100
Learning Objectives											
LO1	To acquire sufficient knowledge about India's Economic Development and Fundamental and National income in India.										
LO2	To impart the knowledge of planning and its methodologies										
LO3	To enhance their knowledge about the economic reforms and liberalization										
LO4	To help the students to know the transport system in India										
LO5	To bring awareness on Information Technology and its impact on Economic Development										
Unit	Content										Hours
1	NATIONAL INCOME National Income – Definitions – Concepts – Methods of measuring National Income – Difficulties in the Measurement of National Income – Trends in National Income Growth and Structure – Limitations of National Income estimation in India										15
2	PLANNING Planning in India – Objectives – Importance – Evaluation of Economic Planning – Strategy of India's development Plan's – Regional Planning in India – Assessment of Indian Planning – Establishment of NITI Aayog and its functions.										15
3	ECONOMIC REFORMS AND LIBERALIZATION Economic Reforms since 1990's – Appraisal of Economic Reforms – Liberalization: Meaning – Advantages and Disadvantages – Privatization: Meaning and Scope – Globalization – its impact on Indian Economy – Merits and Demerits of Globalization.										15
4	TRANSPORT SYSTEM IN INDIA Transport – Importance of Transport (Roadway, Railways, Shipping and Civil Aviation's) to Economic Development – Evaluation of Government Policy in relation to privatization - Transport Coordination.										15
5	INFORMATION TECHNOLOGY Role of Technology - BPO in India - their impact on Economic Development – Cyber Crime										15

CO	Course Outcomes
CO1	Able to understand the National income of india
CO2	Able to acquire knowledge about the planning in India
CO3	Able to clarify the economic reforms and LPG Policy
CO4	Able to understand the transport system and policy in India.
CO5	Able to understand the information technology in India.
Textbooks:	
1	Indian Economy Sankaran.S Margham Publications 7th edition 2014
2	Indian Economy Ruddar Dutt& Sundaram KPN Sulan Chand Publishing 7th edition 2016
3	Agarwal A.N Indian Economy New Age 41st 2016
4	Puri V.K & Misra S.K Indian Economy Himalaya Publishing House 35th 2017
Reference Books:	
1	Indian Economy Ruddar Dutt& Sundaram KPM S.Chand Publishing 7 TH 2016
2	Indian Economy Sankaran S Margham Publications 7 th 2014
3	Indian Economy Dhingra I.C Manakin Press 21ST 2013
4	Indian Economy Misra S.K &PuriV.K Himalaya Publishing House 35TH 2017
Web resources:	
1	https://in.search.yahoo.com/search?fr=mcafee&type=E210IN826G0&p=national+income
2	https://in.search.yahoo.com/search;_ylt=Awr1VS26Rmpn8AEAYuq7HAX.;_ylc=information+technology&fr=mcafee&type=E210IN826G0&fr2=sb-top
3	https://in.search.yahoo.com/search;_ylt=AwrKHAXsRmpn2AIAWhu7HAX.;_ylc=planning+in+india&fr=mcafee&type=E210IN826G0&fr2=sb-top

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	2	3	2	3	2
CO2	2	2	2	3	2	3	3	3
CO3	3	3	3	3	3	2	2	2
CO4	3	3	3	2	3	3	3	3
CO5	3	2	2	3	2	2	2	3
Total	14	13	12	13	13	12	13	13
Average	2.8	2.6	2.4	2.6	2.6	2.4	2.6	2.6

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	3	2
CO2	3	3	3
CO3	3	2	3
CO4	2	3	3
CO5	2	2	2
Total	13	13	13
Average	2.6	2.6	2.6

3 – Strong, 2- Medium, 1- Low

1st YEAR: SECOND SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24UCOS21	SOCIAL MEDIA ADVERTISING	SEC	1	0	1	0	2	2	25	75	100
Learning Objectives											
LO1	To understand the basic concept of social media advertising										
LO2	To gain knowledge on planning and strategy										
LO3	To understand creating ads and content importances										
LO4	To know the importance of campaign management										
LO5	To impart knowledge about the recent trends and techniques										
Unit	Content										Hours
1	INTRODUCTION Overview of Social Media Advertising- History and Evolution Key Platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) - Importance of Social Media Advertising										6
2	PLANNING AND STRATEGY Setting Advertising Goals -Target Audience Analysis - Creating a Social Media Advertising Plan - Budgeting and Resource Allocation										6
3	AD CREATION AND CONTENT Types of Social Media Ads (Image, Video, Carousel, Stories, etc. - Designing Effective Ad Content-Copywriting for Social Media Ads- Visual and Audio Elements in Ads										6
4	CAMPAIGN MANAGEMENT Setting Up Ad Campaigns on Different Platforms- Monitoring and Optimizing Campaigns-A/B Testing and Experimentation- Analytics and Reporting										6
5	ADVANCED TECHNIQUES AND TRENDS Influencer Marketing - Social Media Advertising Best Practices - Emerging Trends in Social Media Advertising- Case Studies and Real- World Examples										6

CO	Course Outcomes
CO1	To understanding of what a social media and advertising.
CO2	To effectively use the methods, planning and strategy formulation for marketing.
CO3	To understanding of types of media and effectiveness of ad content and its elements.
CO4	To understanding of what is campaign and how to use different methods for optimum analysis.
CO5	To experience the recent trends and practices used in social media advertising.
Textbooks:	
1	Advertising and salesmanship – P.Saravanel & S.Sumathi, Margham publications
2	Digital Marketing – Dr.K.G.Raja Sabarish Babu, Sultan chand & sons
3	"Fundamentals of Social Media Advertising" by Daniel Kob (available on Coursera)
Reference Books:	
1	"Social Media Marketing: An Hour a Day" by Hollis Thomase
2	"The Social Media Bible: Tactics, Tools, and Strategies for Business Success" by Susan G unelius
3	Advertising and salesmanship – P.Saravanel & S.Sumathi, Margham publications
Web resources:	
1	https://www.webfx.com/blog/social-media/what-is-social-media-advertising/#:~:text=Social%20media%20advertising%20is%20a%20digital%20marketing%20strategy,and%20get%20them%20to%20check%20out%20your%20business.
2	https://business.adobe.com/blog/basics/social-media-advertising
3	https://in.search.yahoo.com/search;_ylt=AwrPo8tWR2pnKgIA.iq7HAX.;_ylc=Advanced+Techniques+and+Trends&fr=mcafee&type=E210IN826G0&fr2=sb-top

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	3	3	2	3	2	3	3
CO2	3	2	2	2	3	2	3	3
CO3	3	3	3	3	2	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	2	3	3	3	3	3	2
Total	14	13	14	13	14	13	15	14
Average	2.8	2.6	2.8	2.6	2.8	2.6	3	2.8

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	2	3	3
CO2	3	2	3
CO3	3	3	3
CO4	2	3	3
CO5	3	3	3
Total	13	14	14
Average	2.6	2.8	2.8

3 – Strong, 2- Medium, 1- Low