



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

Vaniyambadi – 635 751

PG & Research Department of Commerce

for

Postgraduate Programme

Master of Commerce

From the Academic Year 2024-25

Semester - I						
Code	Course Title	Hours Distribution				C
		L	T	P	S	
24PCOC11	CC – 1 Advanced Accounts-I	3	1	2	0	4
24PCOC12	CC – 2 Advanced Financial Management	3	1	2	0	4
24PCOC13	CC – Human Resource Management	2	1	1	0	3
24PCOE11	EC – Banking and Insurance	3	1	1	0	3
24PCOE12	EC – Business Statistics and Operation Research - I	3	1	1	0	3
24PCOA11	AECC – 1 Personality Development	1	1	0	0	2
24PCHR11	VE - 1 Human Rights	1	1	0	0	2
					30	21

Semester - II						
Code	Course Title	Hours Distribution				C
		L	T	P	S	
24PCOC21	CC – Advanced Accounts-II	3	1	2	0	4
24PCOC22	CC – Advanced Cost Accounting	3	1	2	0	4
24PCOC23	CC – Business Finance	0	0	4	0	3
24PCOC24	CC - Setting up of Business entities	2	1	1	0	3
24PCOE21	EC - Business Statistics and Operation Research – II	2	1	1	0	3
24PCOE22	EC – Marketing Management	2	1	1	0	3
24PCOS21	SEC – 1 Corporate Social Responsibility (NME)	1	1	0	0	2
					30	22

Semester – III						
24PCOC31	CC – Taxation	3	1	2	0	5
24PCOC32	CC – Research Methodology	3	1	2	0	5
24PCOC33P	CC – Computer Application in Business (Practical)	0	0	5	0	4
24PCOC34	CC – Organizational Behaviour	2	1	1	0	3
24PCOE31	EC – a. Security Analysis and Portfolio Management b. Service Marketing	2	1	1	0	3
24PCOE32						
24PCOS31	SEC – 2 Consumer Behaviour	1	1	0	0	2
24PCOIN31	Internship	0	0	3	0	2
					30	24

Semester - IV						
24PCOC41	CC – Accounting for Managerial Decisions	3	1	2	0	5
24PCOC42	CC – Corporate and Economic Laws	3	1	2	0	5
24PCOC43P	CC – Project	0	0	0	6	5
24PCOE41	EC – a. International Trade b. Strategic Management	4	1	1	0	4
24PCOE42						
24PCOP41	PEC – Stock Market Operations	1	1	1	0	2
24PCOL41	SLC – 1 Women Entrepreneurship	0	0	1	2	2
					30	23
	Total Credit				90+2*	

Students must complete at least one online course (MOOC) from platforms like SWAYAM, NPTEL, or Nanmudalvan 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*.

2nd YEAR: THIRD SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOC31	TAXATION	CORE	3	1	2	0	5	6	25	75	100
Learning Objectives											
LO1	To identify deductions from gross total income of persons other than individual										
LO2	To compute taxable income for different classes of persons other than individual										
LO3	To understand the procedure for filing of returns and tax planning										
LO4	To assess Goods and Services Tax and Assessment of GST										
LO5	To compute customs duty as per Customs Act										
Unit	Content										Hours
	DEDUCTIONS (OTHER THAN INDIVIDUAL)										
1	Deductions to be made in computing total income of persons other than individual - (80G, 80GGB & 80GGC, 80IA, 80IAB, 80IAC, 80IB, 80IBA, 80ID, 80IE, 80JJA, 80JJAA, 80LA, 80M, 80P, 80PA) – Theory and Problems										18
	ASSESSMENT OF PERSONS (OTHER THAN INDIVIDUAL)										
2	Assessment of Firms, AOP, BOI, Company and Co-operative society - Problems										18
	TAX RETURNS AND TAX PLANNING										
3	Return of income: Statutory obligation, Return Forms, Time for filing of return, Revised return, Modified return–Assessment -Tax Deducted at Source - Advance payment of Tax - Tax planning, Tax avoidance and Tax evasion – Theory only										18
	GOODS AND SERVICES TAX										
4	Goods and Services Tax: GST Act, 2017 – Important Definitions - Registration – Procedure for registration under Schedule III – Amendment of registration – Rates of Tax of IGST, CGST, SGST/UGTST- Assessment of GST- Self assessment – Provisional assessment – Scrutiny of returns – Assessment of non-filers of returns – Assessment of unregistered persons – Assessment in certain special cases – Tax Invoice – Credit and Debit Notes – Input Tax Credit- Anti profiteering- Theory only										18

5	<p>CUSTOMS ACT, 1962</p> <p>Customs Act, 1962: Important Definitions – Basics – Importance of Customs Duty – Constitutional authority for levy of Customs Duty – Types of Customs Duty – Prohibition of Importation and Exportation of goods – Valuation of goods for Customs Duty – Transaction Value – Assessable Value – Computation of Assessable Value and Customs Duty – Simple Problems and Theory</p>	18
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CO	Course Outcomes
CO1	Apply the provisions of income tax to determine taxable income
CO2	Plan taxes
CO3	Illustrate the nuances of international business taxation
CO4	Apply the provisions of GST
CO5	Summarise the provisions of Customs Act
Textbooks:	
1	D.P Guar & Narang, Income tax Law and practice,
2	Dr.T.Srinivasan, Income Tax Law and Practice
3	Balachandran V, (2021) Textbook of GST and Customs Law, Sultan Chand and Sons, New Delhi (Unit (4& 5)
Reference Books:	
1	Sha R.G. and Usha DeviN.,(2022) “Income Tax” (Direct and Indirect Tax), Himalaya Publishing House, Mumbai.
2	Anurag Pandey, “Law & Practices of GST and Service Tax”- Sumedha Publication House, New Delhi.
3	Swetha Jain, GST Law & Practice, Taxmann Publishers Pvt. Ltd, Chennai.
4	Girish Ahuja and Ravi Gupta, “Practical Approach to Direct and Indirect Taxes: Containing Income Tax and GST”, Wolters Kluwer India Private Limited
Web resources:	
1	https://www.icsi.edu/media/webmodules/Final_Direct_Tax_Law_17_12_2020.pdf
2	https://www.icsi.edu/media/webmodules/16112021_Advance_Tax_Laws.pdf
3	https://www.icsi.edu/media/webmodules/TL_Final_pdf_25102021.pdf

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	3	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	15	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	2	3	3
CO5	3	3	3
Total	14	15	15
Average	2.8	3	3

3 – Strong, 2- Medium, 1- Low

2nd YEAR: THIRD SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOC32	RESEARCH METHODOLOGY	CORE	3	1	2	0	5	6	25	75	100
Learning Objectives											
LO1	To enhance the understanding the basics of Research Methodology										
LO2	To extend the knowledge of Data Collection and Sampling.										
LO3	To facilitate the students to have the deep understanding of Processing of Data										
LO4	To inculcate knowledge of data Analysis through Statistical Tools.										
LO5	To make the student to write the Research Report and know the basic knowledge of SPSS										
Unit	Content										Hours
1	INTRODUCTION Research - definition, characteristics, nature and scope. Various types of research - Formulation of research problem - Major steps in Research – Hypothesis – Research Design - Uses of social research.										15
2	SAMPLING AND DATA COLLECTION Sampling: Meaning, definition, need and types - Merits and demerits of sampling. Data collection: Sources of data; Primary and Secondary data. Procedure for data collection, Tool of data collection – Methods of Data Collection-Questionnaire – Interview-Schedule										15
3	DATA PROCESSING AND ANALYSIS Processing of data: Editing, Coding and Tabulation - Problems - use of computer in social research. Analysis of data: Statistical analysis; Diagrammatic and Graphic Representation. Interpretation of results.										20
4	STATISTICAL APPLICATIONS Statistical Tools used in Research – F test – t- Test, Analysis of Variance (ANOVA) – Chi-Square Analysis. (Problems)										20

5	RESEARCH REPORTS	20
	Structure and components - Types of Research Report, Good Research Report. Pictures and Graphs. Introduction to SPSS Package.	

Theory 80% Problem 20%

CO	Course Outcomes
CO1	To understand the basics of Research Methodology.
CO2	To know the Data Collection Methods and Sampling Types
CO3	To process Data collected through various representation
CO4	To do the data Analysis through opt Statistical Tools
CO5	To write the Research Report and Basic knowledge on SPSS Package

Textbooks:

1	Kothari.C.R. Research Methodology - Methods & Technology, New Age International Publisher, New Delhi.
2	Panneerselvam. R. Research Methodology, Prentice Hall of India, New Delhi, 2004. New Delhi, 1994.
3	Gupta, C.B., An introduction to Statistics Methods, Vikas Publishing House, 1998, New Delhi

Reference Books:

1	Wilkinson. T.S. & Bhandarkar. P.L. Methodology and Techniques of Social Research, Himalaya Publishing House, 2000, Mumbai.
2	Young, P.V., Scientific Social Survey and Research, Prentice Hall, 1949. New York.
3	Gupta, S.P. Statistical Methods, Sultan Chand and sons, 1999, New Delhi

Web resources:

1	https://www.yeschat.ai/gpts-2OToA97n5W-Methodology-Generator
2	https://methods.sagepub.com/
3	https://researchmethod.net/methodology/

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	3	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	15	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	2	3	3
CO5	3	3	3
Total	14	15	15
Average	2.8	3	3

3 – Strong, 2- Medium, 1- Low

2nd YEAR: THIRD SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOC33P	COMPUTER APPLICATION IN BUSINESS	CORE	0	0	5	0	4	5	25	75	100
Learning Objectives											
LO1	To Understand the basic concepts of Computer and Networks										
LO2	To Learn the MS Word and Mail merge										
LO3	To Understand and apply the basic concepts of PowerPoint presentation.										
LO4	To apply the basic concepts of electronic spread sheet software in business.										
LO5	Aware the Accounting Packages for Business.										
Unit	Content										Hours
1	INTRODUCTION Introduction of Computer - Parts of Computer System - Hardware Devices - Software – Anatomy of Digital Computer - Memory Units – Storage Devices- Input Devices-Output Devices-Number System. Introduction to Internet and World Wide Web- E mail -Computer Networks.										09
2	MS Word Introduction - Concepts, Use of Templates, and Working with Word Document: Editing Text, Find and Replace Text, Formatting, Spell Check, Autocorrect, Auto Text - Bullets and Numbering, Tabs, Paragraph Formatting, Indent, and Page Formatting, Header and Footer. Mail Merge – Concepts										18
3	MS Power point Introduction to Power point - Features – Understanding slide typecasting & viewing slides – creating slide shows. Applying special object – including objects & pictures – Slide transition – Animation effects- audio inclusion- timers- Creating Business Presentations.										18
4	MS Spreadsheet and its Business Applications Spreadsheet: Concepts, Managing Worksheets - Formatting, Entering Data, Editing, and Printing a Worksheet – Handling - Operators in Formula - Project Involving Multiple Spreadsheets - Organizing Charts and										21

	Graphs- Mathematical-Statistical, Financial -Logical, Date and Time - Lookup and Reference – Database and Text Functions. Loan and Lease Calculation - Payroll Statements- Capital Budgeting. Accounting Statement - Invoice Generation.	
5	ACCOUNTING PACKAGES Introduction to Accounting Packages- Tally- ERP- SAP. Advantages and Limitations of Packages, users, MIS reporting System.	09

Practical 100%

CO	Course Outcomes
CO1	Understand the basics of Computer and Networks
CO2	To generate business communication with help of MS Word and electronic mail for communicating in an automated office for business environment.
CO3	To create power point presentations for the seminars/ Lectures.
CO4	Understanding various tools used in MS-EXCEL/ Spread Sheet
CO5	Know the Accounting Packages and users.

Textbooks:

1	R Parameswaran, Computer Application in Business - S. Chand Publishing, UP.
2	Dr. Sandeep Srivastava, Er. Meera Goyal, Computer Applications in Business - SBPD Publications, UP.
3	Mansi Bansal, Sushil Kumar Sharma, Computer Application in Business , Mumbai, Maharashtra.
4	Peter Norton, “Introduction to Computers” –Tata McGraw-Hill, Noida.
5	Renu Gupta : Computer Applications in Business, Shree Mahavir Book Depot (Publishers) New Delhi.

Reference Books:

1	Gupta, Swati, Office Automation System, Lap Lambert Academic Publication. USA.
2	Jennifer Ackerman Kettel, Guy Hat-Davis, Curt Simmons, “Microsoft 2003”, Tata McGraw Hill, Noida.
3	Dr.R. Deepalakshmi, Computer Fundamentals and Office Automation, Charulatha Publications, Tamilnadu.
4	Glyn Davis &BrankoPecar : Business Statistics using Excel, Oxford publications, Chennai.
5	John Walkenbach ,MS Excel 2007 Bible, Wiley Publication, New Jersey, USA.

Web resources:

1	https://www.youtube.com/watch?v=Nv_Nnw01FaU
2	https://www.udemy.com/course/office-automation-certificate-course/

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	3	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	15	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	2	3	3
CO5	3	3	3
Total	14	15	15
Average	2.8	3	3

3 – Strong, 2- Medium, 1- Low

2nd YEAR: THIRD SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOC34	ORGANIZATIONAL BEHAVIOUR	CORE	2	1	1	0	3	4	25	75	100
Learning Objectives											
LO1	To understand the Organizational concept and models of OB and to Awareness about individual behaviour.										
LO2	To understand the concept of perception and to analyse the reasons for stress and reduction strategies.										
LO3	To familiarize the concept of Group Behaviour and understand the concept of Conflict										
LO4	To evaluate the concept of motivation and leadership theories and it's implications.										
LO5	To understand and learn the concepts related to Organization Climate, Culture and Change. To analyse the reasons to resistance to organizational change.										
Unit	Content										Hours
1	ORGANIZATION AND INDIVIDUAL BEHAVIOUR. Definition and meaning of OB - Need and Importance of OB - Nature and Scope - OB Models - Historical Evolution of Organizational Behaviour - Hawthorne experiments and its implications - Individual Behaviour: Personality: Types- Factors Influencing Personality - Theories of Personality.										10
2	PERCEPTION AND LEARNING AND STRESS MANAGEMENT Perception: Meaning- Factors Influencing Perception - Perception Process - Managing the Perception process. Learning: Principles and Theories of Learning - Attitudes, Values and Job satisfaction - Stress – Causes of stress – Stress reduction strategies.										15
3	GROUP BEHAVIOUR AND CONFLICT MANAGEMENT Nature and Types of Groups - Group Development - Determinants of Groups Behaviour - Group Dynamics - Group Norms - Group Cohesiveness - Group Decision Making Techniques - Conflict: Causes - Types - Conflict Management – Counselling.										10
4	MOTIVATION AND LEADERSHIP Nature and Importance of Motivation - Theories of Motivation - Leadership: Importance - Leadership Styles and their Implications - Theories of Leadership - Power –sources of power.										10

5	<p>ORGANIZATIONAL CLIMATE, CULTURE AND CHANGE</p> <p>Organizational Climate -Concepts- Factors – functions-Impact. Organizational Culture – Concepts- Dimensions-Favourable Organizational Climate. Organizational Change: Importance - Types - Resistance to Change – Managing Change.</p>	15
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CO	Course Outcomes
CO1	Explain the concept of OB and Individual Behaviour and analyse the personality
CO2	Understand the concept of perception and to analyse the reasons for stress and understand stress reduction strategies
CO3	Understand and analyse the concept of Group Behaviour and Conflict reasons, Management and counselling.
CO4	Evaluate the concept of Motivation and Leadership theories and its implications in Organization.
CO5	Learn the concepts related to Organization Climate, Culture and Change and analyse the reasons for resistance to organizational change.
Textbooks:	
1	K. Aswathappa, Organizational Behaviour Text, Cases and Games, Himalaya Publishing House, New Delhi, 2011
2	Stephen P. Robbins, Timothy Judge, Seema Sanghvi, Organizational Behaviour, Pearson Education, New Delhi, 2010
3	Dipak Kumar Bhattachariya Organizational Behaviour Concepts and Applications, Oxford University Press, Kolkatta.
Reference Books:	
1	O.Jeff harris. Sandraj, Hartman D Organizational Behaviour,Jaico Books, Kolkatta
2	Debra L. Nelson, James Campbell Quick Khandelwal Preetam – Organizational Behaviour, Cengage Publishers (LTR Series), New Delhi, 2011.
3	John. W Newstorm and Keith Davis, Organizational Behaviour - Human Behaviour at Work, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2010.
4	Ricky W. Griffin, Gregory Moorhead, Organizational Behaviour, Biztantra, Delhi, 2009.
Web resources:	
1	https://hbsp.harvard.edu/organizational-behavior/
2	https://www.obmnetwork.com/

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	3	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	15	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	2	3	3
CO5	3	3	3
Total	14	15	15
Average	2.8	3	3

3 – Strong, 2- Medium, 1- Low

2nd YEAR: THIRD SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOE31	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	CORE ELECTIVE	2	1	1	0	3	4	25	75	100
Learning Objectives											
LO1	To become familiar with various Investment avenues and Portfolio management.										
LO2	To understand the Equity Shares, Preference Shares and Bonds valuation models.										
LO3	To learn about fundamental analysis, technical analysis and its differences.										
LO4	To analyse with various portfolio theories and CAPM.										
LO5	To gain knowledge in Portfolio performance evaluation.										
Unit	Content										Hours
1	INVESTMENT AND PORTFOLIO MANAGEMENT Investment – Meaning – Nature and scope of Investment – Investment vs Speculation – Type of Investors – Investment Avenues – Factors influencing the investment choice – Portfolio Management: Meaning and significance, Active Vs. Passive portfolio management - Factors Affecting Investment Decisions in Portfolio Management.										12
2	VALUATION OF SECURITIES Equity Share Valuation Models. Preference Shares: Introduction – Features of Preference Shares – Types of Preference Shares. Bond: Introduction – Reasons for issuing Bonds –Features of Bond – Types of Bonds – Determinants of bond safety.										12
3	FUNDAMENTAL ANALYSIS AND TECHNICAL ANALYSIS Fundamental Analysis: Objectives – Economic Analysis, Industry Analysis, Company Analysis –Technical Analysis: Meaning– Assumptions – Pros and cons of technical analysis–Fundamental analysis Vs. Technical analysis – Dow Theory - Trend Analysis – Volume Analysis – Elliott Wave Theory.										12

4	EFFICIENT MARKET HYPOTHESIS Efficient Market Hypothesis – Markowitz Model, Arbitrage Pricing Theory – Sharpe’s Single index portfolio selection method – Capital Asset Pricing Model (CAPM).	12
5	PORTFOLIO PERFORMANCE EVALUATION Portfolio Performance Evaluation – Meaning - Need for Evaluation - Methods of calculating Portfolio return - Sharpe’s Ratio - Treynor’s Ratio - Jensen’s Differential Returns - Portfolio Revision - Need for Portfolio Revision - Formula Plans.	12

CO	Course Outcomes
CO1	Aware about investment options and structure a portfolio management.
CO2	Evaluate the value of Equity Shares, Preference Shares and Bonds.
CO3	Examine stock performance through fundamental and technical analysis and also acquire knowledge on its differences.
CO4	Examine the various portfolio theories and CAPM.
CO5	Evaluate the portfolio performance.
Textbooks:	
1	Ranganathan M. and Madhumathi R (2012), “Security Analysis and Portfolio Management”, 2nd Edition., Pearson Education India Pvt Ltd, Noida
2	Avadhani V.A. (2016), “Securities Analysis and Portfolio Management”, 12th Edition, Himalaya Publishing House, Mumbai
Reference Books:	
1	Prasanna Chandra (2021), “Investment Analysis and Portfolio Management”, 6th Edition, McGraw Hill, Noida, UP
2	Donald E. Fischer, Ronald J. Jordan, Ashwini. K. Pradhan (2018), “Security Analysis Portfolio Management”, 7th Edition, Pearson Publication Pvt.Ltd., India, Noida
3	Subrata Mukherjee (2021), “Security Analysis and Portfolio Management”, S.Chand & Co. Ltd, New Delhi
4	Punithavathy Pandian (2019), “Securities Analysis and Portfolio Management”, Himalaya Publishing House, Mumbai
Web resources:	
1	https://www.studocu.com/in/document/galgotias-university/equity-portfolio-management/portfolio-management-lecture-notes-1-10/17701348
2	https://www.educba.com/fundamental-analysis-vs-technical-analysis
3	https://www.vestinda.com/blog/what-is-investment-portfolio-performance-evaluation

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	3	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	15	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	2	3	3
CO5	3	3	3
Total	14	15	15
Average	2.8	3	3

3 – Strong, 2- Medium, 1- Low

2nd YEAR: THIRD SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOE32	SERVICES MARKETING	CORE ELECTIVE	2	1	1	0	3	4	25	75	100
Learning Objectives											
LO1	Aware of the essential elements of marketing mix in service marketing.										
LO2	Understanding of marketing strategies for various services of marketing mix.										
LO3	Understanding product support services and problems of Service Quality Management.										
LO4	Enhance knowledge on marketing of financial services										
LO5	To know CRM, and identify the customer needs.										
Unit	Content										Hours
1	INTRODUCTION Growth of the Service Sector - Nature and Concept of Service - classification of services - Characteristics of Services and their marketing implications - Essential Elements of marketing mix in Service marketing- 7 P's – Service marketing triangle.										12
2	MARKETING STRATEGIES Marketing strategies for service firms with special reference to information communication – consultancy – hospitality – advertising - professional services - after sales service - recruitment training and tourism.										12
3	PRODUCT SUPPORT SERVICES Difference between service marketing and Product marketing - Product support services – pricing of services - Service quality- problems of Service quality management - Customer Expectations.										12
4	MARKETING OF FINANCIAL SERVICES Marketing of financial services - nature - types - marketing of insurance - mutual fund - marketing for non - profit firms - Growth of financial services in India.										12

5	CUSTOMER RELATIONSHIP MANAGEMENT CRM - Identifying and Satisfying Customer needs - Relationship marketing - Customer Satisfaction - Managing Service Brands.	12
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CO	Course Outcomes
CO1	Understand the essential elements of marketing mix in service marketing.
CO2	Develop an idea about marketing strategies for various services marketing-mix.
CO3	Able to know and learn about product support services and identify the problems of Service quality management
CO4	Able to learn the marketing of financial services.
CO5	Acquire the knowledge about customer need and CRM.
Textbooks:	
1	Dr. L. Natarajan Services Marketing, Margham Publications, Chennai.
2	Dr. B. Balaji , Services Marketing and Management, S. Chand & Co, New Delhi.
Reference Books:	
1	S.M.Jha, Services marketing, Himalaya Publishers, India.
2	Helen Wood Ruffe, Services Marketing, Macmillan India, New Delhi.
3	Mathur, S. P. Mathur & Nishu, Service Marketing, New Age Internation (P) Ltd. Publishers.
4	Dr.S. Gurusamy, Financial and Markets Vijay Nicole imprints private limited, Chennai.
Web resources:	
1	https://www.indeed.com/career-advice/career-development/services-marketing
2	https://www.investopedia.com/terms/m/marketing-strategy.asp
3	https://aware.co/blog/financial-services-marketing/

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	3	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	15	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	2	3	3
CO5	3	3	3
Total	14	15	15
Average	2.8	3	3

3 – Strong, 2- Medium, 1- Low

2nd YEAR: THIRD SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOS31	CONSUMER BEHAVIOUR	SEC	1	1	0	0	2	2	25	75	100
Learning Objectives											
LO1	Understand the importance of consumer behaviour and its types.										
LO2	Gain knowledge on factors affecting consumer behaviour										
LO3	Able to know consumer decision process making process and buying pattern in the new digital era.										
LO4	Able to understand consumer motivation and consumer personality.										
LO5	To know marketing communications and decision-making models										
Unit	Content										Hours
1	INTRODUCTION Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing – Importance of consumer behaviour- Types of consumer behaviour										6
2	FACTORS AFFECTING CONSUMER BEHAVIOUR Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Peer Groups, Family, Internal Influences– Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.										6
3	CONSUMER DECISION MAKING PROCESS Consumer Decision Making Process – Types -Problem Recognition - Information Search – Purchase Selection – Buying pattern in the new digital era.										6
4	CONSUMER MOTIVATION & PERSONALITY Consumer Motivation– Needs-Maslow's Hierarchy of Needs, Freud's Theory of Motivation, Consumer Personality–Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.										6
5	MARKETING COMMUNICATIONS AND DECISION-MAKING MODELS Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Decision Making Models – BlackBox Model -Economic model - Howard & Sheth model.										6

CO	Course Outcomes
CO1	Acquire knowledge on the importance of consumer behaviour and its types.
CO2	Apply internal and external factors affecting consumer behaviour
CO3	Understand consumer decision process making process and buying pattern in the new digital era.
CO4	Understand consumer motivation and consumer personality.
CO5	Examine marketing communications and decision-making models
Text Book	
1.	K.K.Srivastava, Consumer Behaviour in Indian Context, Sujata Khandai
2.	Schiffman L Gand Kanuk L L. Consumer Behaviour, Prentice Hall New Delhi
Reference Books	
1.	Hawkins, Best and Coney, Consumer Behaviour, Tata Mc Graw Hill, New Delhi
2.	Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd, New Delhi
3.	Sarkar, A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi
Web Resources	
1.	https://www.questionpro.com/blog/consumer-behavior-definition/
2.	https://www.ukessays.com/essays/marketing/internal-external-influences-on-consumer-behaviour-marketing-essay.php
3.	https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-11.pdf

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	3	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	15	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	2	3	3
CO5	3	3	3
Total	14	15	15
Average	2.8	3	3

3 – Strong, 2- Medium, 1- Low

2nd YEAR: FOURTH SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOC41	Accounting for Managerial Decisions	Core	3	1	2	0	5	6	25	75	100
Learning Objectives											
LO1	To enhance the understanding of the Accounting for Decision making.										
LO2	To extend the knowledge of Ratio Analysis										
LO3	To facilitate the students to have the deep understanding Cash flow and Fund Flow statements										
LO4	To bring about the awareness of Absorption and Marginal Costing. To bring knowledge towards Budgeting and Budgetary Control										
LO5	To know about financial decisions.										
Unit	Content										Hours
1	Accounting for Decision making Introduction- Characteristics - Scope and Importance – Functions – Advantages and Disadvantages of Decision Accounting – Decision Accounting vs. Financial Accounting and Cost Accounting										15
2	Ratio Analysis Financial and Investment analysis - Analysis and Interpretation - Ratio Analysis.-										23
3	Cash Flow and Fund Flow Analysis Introduction- Construction and analysis of Fund flow and Cash flow statements										22
4	Absorption and Marginal Costing & Budgeting and Budgeting Control Absorption and Marginal Costing - Cost - volume-profit analysis - Applications and techniques: Key factor, Make/Buy decision, Export decision and Plant merger decision and Other Decisions. Budgeting and budgetary control - Functional Budgets- Master Budget – Fixed Budget - Flexible budgeting - Zero Base Budgeting										20
5	Financial decisions Introduction to Financial Decisions, Meaning and Types -Capital Structure - Theories Net Income Approach Net Operating Income Approach Traditional Approach Modigliani & Miller (MM) Theories, Financial Leverage, Operating Leverage and Combined Leverage.										20

Theory 20% Problem 80%

CO	Course Outcomes
	The students can able to
CO1	Understand the concept of Accounting for Decision making
CO2	Understand the Ratio Analysis.
CO3	Know the analysis of Fund flow and cash flow statements
CO4	Elucidate the Marginal Costing, Applications and its techniques. Knowledge about Budgeting and Budgetary Control
CO5	Analyze Various the financial decisions Making.
Textbooks:	
1	Management Accounting and Financial Control - S.N.Maheswari, Sultan Chand & sons, New Delhi
2	Accounting for Managerial Decisions by Dr.K.L.Gupta, Sathiya Bhawan Publications
3	Management Accounting, Pandey, I.M., Vani Publication, Delhi.
Reference Books:	
1	Management Accounting - Man Mohan and Goyal.
2	Management Accounting - Hingorani and Ramanathan.
3	Management Accounting - Charles Horngren.
Web resources:	
1	https://study.com/learn/lesson/cost-accounting-principles-examples-what-is-cost-accounting.html
2	https://efinancemanagement.com/financial-management/types-of-financial-decisions
3	https://www.accountingnotes.net/companies/fund-flow-analysis/fund-flow-analysis-accounting/13300
4	https://www.investopedia.com/terms/m/marginal-cost-of-production.asp
5	https://www.taxmann.com/post/blog/financial-management-financial-capital-structure

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	2	3	2	3	3	3	2	3
CO4	3	3	3	3	2	3	2	3
CO5	2	3	3	3	3	2	3	3
Total	13	15	14	15	13	14	13	15
Average	2.6	3	2.8	3	2.6	2.8	2.6	3

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	2	3
CO2	2	3	3
CO3	3	3	3
CO4	2	3	3
CO5	3	3	3
Total	13	14	15
Average	2.6	2.8	3

3 – Strong, 2- Medium, 1- Low

2nd YEAR: FOURTH SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOC42	Corporate and Economic Laws	Core	5	0	1	0	5	6	25	75	100
Learning Objectives											
LO1	To analyse current and capital account transactions and deal with foreign currency under FEMA Act										
LO2	To understand unethical competitive practices and forums for redressal of consumer disputes under Competition Act and Consumer Protection Act										
LO3	To understand the procedure for obtaining patents and copyright under The Copyright and Patents Act										
LO4	To evaluate offences and punishment for money laundering under Prevention of Money Laundering Act										
LO5	To explain the registration and related procedures under Real Estate Act										
Unit	Content									Hours	
1	Introduction to Foreign Exchange Management Act, 1999 Foreign Exchange Management Act, 1999: Introduction – Definitions – Current Account transactions – Capital Account transactions – Remittance of assets – Possession and retention of foreign currency or foreign coins – Authorised person – Adjudication and Appeal.									18	
2	Competition Act, 2002 and Consumer Protection Act, 2019 Competition Act, 2002: Objective – Prohibition of Agreements, Prohibition of Abuse of Dominant Position - Regulation of combinations - Competition Commission of India: Duties, Powers and Functions of Commission. The Consumer Protection Act, 2019: Objects; Rights of consumers – Consumer Dispute Redressal Commissions - Consumer protection councils – Appeal against orders.									18	
3	Law relating to Intellectual Property Rights and Patent Act Law relating to Intellectual Property Rights: Introduction - The Copyright Act, 1957: Works in which copyright subsist - Ownership of copyright and the rights of the owner Assignment of copyright - Disputes with respect to assignment of copyright - Term of copyright - Registration of copyright - Infringement of copyright. The Patents Act, 1970: Inventions not patentable - Applications for patents – Publication and examination of applications - Grant of patents									18	

	and rights conferred - Register of patents. Trademarks Act, 1999: Conditions for registration - Procedure for and duration of registration - Effect of registration - Collective marks.	
4	Prevention of Money Laundering Act, 2002 Prevention of Money Laundering Act, 2002: Offence of money laundering –Punishment for money laundering –Attachment, adjudication and confiscation - Obligations of Banking Companies, Financial Institutions and Intermediaries – Summons, Search and Seizure –Appellate Tribunal..	18
5	Real Estate (Regulation and Development) Act, 2016 Real Estate (Regulation and Development) Act, 2016: Introduction - Salient features of the Act - Registration of Real Estate Project – Registration of Real Estate agents – Functions and duties of promoter – Rights and duties of Allottees – Offences, penalties and adjudication – Specimen agreement for sale to be executed between the promoter and the allottee.	18

CO	Course Outcomes
	Students can able to
CO1	Recall important provisions of FEMA
CO2	Evaluate the provisions of the Competition Act, 2002 and Consumer Protection Act to govern commercial competition and protect a consumer
CO3	Evaluate the process relating to obtaining copyrights and patents.
CO4	Examine the provisions of Money Laundering Act
CO5	Analyse the provisions relating to regulation of real estate.

Textbooks:	
1	Munish Bandari (2022), A Textbook on Corporate and Economic Laws, 33rd Edition, Bestword Publications, New Delhi
2	Amit Vohra and Rachit Dhingra (2022), Economic, Business and Commercial Laws, 18th Edition, Bharat Book House, Siliguri
3	Ankaj Garg (2021), Taxmann’s Corporate and Economic Laws, 7th Edition, Taxmann Publications., New Delhi
Reference Books:	
1	Sekar G and SaravanaPrasath B (2022), Students’ Handbook on Corporate and Economic Law, Commercial Law Publishers (India) Pvt.Ltd., New Delhi
2	Taxmann (2021), FEMA & FDI Ready Reckoner, 15th Edition, Taxmann Publications, New Delhi

3	AhujaV.K. and ArchaVashishtha (2020), Intellectual Property Rights (contemporary Developments), Thomson Reuters, Toronto, (CAN)
Web resources	
1	https://resource.cdn.icai.org/68524bos54855-cp2.pdf
2	https://resource.cdn.icai.org/67335bos54154-m3cp3.pdf
3	https://resource.cdn.icai.org/68523bos54855-cp1.pdf

Mapping with Programme Outcome and Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	2	2	3	3	3	2	3	2	1
CO2	3	3	3	2	2	3	2	2	3	1	2
CO3	3	3	2	2	2	3	2	2	3	2	1
CO4	3	3	3	3	3	3	3	2	3	1	1
CO5	3	3	2	2	3	3	3	2	3	2	2
TOTAL	15	15	12	11	13	15	13	10	15	8	7
AVERAGE	3	3	2.4	2.2	2.6	3	2.6	2	3	1.6	1.4

3 – Strong, 2- Medium, 1- Low

2nd YEAR: FOURTH SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOE41	INTERNATIONAL TRADE	Elective	4	1	1	0	4	6	25	75	100
Learning Objectives											
LO1	To enhance the understanding of the International Trade and Foreign Trade Policy.										
LO2	To Understand different theories of International Business.										
LO3	Understand the structure, components, and dynamics of the Balance of Payments.										
LO4	Understand the evolution, structure, and agreements under the WTO framework, and assess its global and national impact.										
LO5	Understand and Analyze the operations of MNCs										
Unit											Hours
1	INTRODUCTION TO INTERNATIONAL TRADE International Trade: Meaning, Definition -Features of International Trade - Differences between International Trade and Domestic Trade - Advantages against International Trade - Free Trade and Protection - Advantages of Free Trade and Protection - Tariffs- Non -Tariff barriers - Quota.										20
2	Theoretical Foundations of IB: Theory of Mercantilism- Theory of Absolute and Comparative Cost Advantage- Haberler's Theory of Opportunity Cost- Heckscher- Ohlin Theory- Market Imperfections Approach-Product Life Cycle Approach (Discuss case studies)- Transaction Cost Approach-Dunning's Eclectic Theory of International Production.										20
3	BALANCE OF PAYMENTS Definitions of Balance of Payments - uses of Balance of Payments- Differences between balance of trade and balance of payments - Objectives of the FEMA- Administration of the Act - Dealings in foreign exchange - Capital Account Transactions - Exports of Goods and Services- Foreign Trade Policy – Incoterms.										15
4	WORLD TRADE ORGANISATION (WTO) World Trade Organization (WTO)-Impact of WTO-Evaluation of WTO-WTO and India-General Agreement on Tariffs and Trade (GATT)- General Agreement on Trade in Services (GATS)-Agreement on Trade Related Investment Measures (TRIMs)-Trade Related Aspects of Intellectual Property Rights (TRIPs).										15

5	<p>Multinational Companies (MNCs) and Host Countries MNCs – Nature and characteristics- Decision Making-Intra Firm Trade and Transfer Pricing – Technology Transfer- Employment and labour relations- Management Practices- Host Country Government Policies-International Business and Developing countries: Motives of MNC operations in Developing Countries (Discuss case studies) Challenges posed by MNCs.</p>	20
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CO	Course Outcomes
	The students can able to
CO1	Understand the International Trade and Foreign Trade Policy.
CO2	Develop a theoretical and practical understanding of how trade and factor movements influence global economic development and growth trajectories.
CO3	Know the Balance of Payments
CO4	Critically evaluate WTO agreements like GATT, GATS, TRIMs, and TRIPs
CO5	Understand and analyze the operations of MNCs through real case assessment
Textbooks:	
1	Robert C. Feenstra- Advanced International Trade
2	International Trade, Dr. Sankaran .S, Margham Publications, Chennai.
3	Steve Suranovic- International Trade: Theory and Policy
4	Kulwinder Singh, Foreign Trade of India, New Century Publications, 2014, New Delhi.
Reference Books:	
1	Paul Krugman & Maurice Obstfeld- International Trade: Theory and Policy
2	Robert C. Feenstra- Advanced International Trade
3	Avinash Dixit- Lectures on International Trade Law
4	William J. Bernstein- A Splendid Exchange: How Trade Shaped the World
Web resources:	
1	https://bgc.ac.in/pdf/study-material/International-Trade.pdf
2	International-trade-theories.pdf
3	(PDF) International Trade and Its Impact on the Global Economy
4	PowerPoint Presentation
4	Multinational Corporations: Meaning, Definitions, Types, Characteristics, Reasons for Growth, and Advantages and Disadvantages

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	3	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	15	14	15	14	14	15	15
Average	3	3	2.83	3	2.8	2.8	3	3

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	3	3	3
CO2	3	3	3
CO3	3	3	3
CO4	2	3	3
CO5	3	3	3
Total	14	15	15
Average	2.8	3	3

3 – Strong, 2- Medium, 1- Low

2nd YEAR: FOURTH SEMESTER

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOE42	STRATEGIC MANAGEMENT	Elective	4	1	1	0	4	6	25	75	100
Learning Objectives											
LO1	To understand strategic management and its levels and phases										
LO2	To analyse the dynamics of competitive strategic management techniques										
LO3	To familiarize with the business and functional level strategies										
LO4	To gain knowledge on organisational and strategic leadership										
LO5	To apply latest concepts in strategy implementation and control										
Unit	Content										Hours
1	<p style="text-align: center;">Introduction to Strategic Management</p> Introduction - Meaning and Nature of Strategic management- Framework of Strategic management - Strategic Levels in Organizations- Phases of strategic management-Strategic Intent – Vision, Mission and Objectives, Strategy Formulation, Benefits and Challenges of Strategic Management in Global Economy.										18
2	<p style="text-align: center;">Techniques for Strategic Management</p> Dynamics of Competitive Strategy- Corporate Governance - Role of Board of Directors and Top Management in Corporate Governance- Agency and Stewardship Theory, Situational Analysis- SWOT Analysis, TOWS Matrix, Portfolio Analysis - BCG, GE, and ADL Matrix - Strategic Management Process: Strategic Planning.										18
3	<p style="text-align: center;">Different Levels of Strategies</p> Corporate Level Strategies: Concepts and Nature of Corporate Strategy, Strategic Alternatives at Corporate Level - Stability, Expansion, Turnaround, Retrenchment and Retreat - Business Combinations – Mergers and Acquisitions, Strategic Alliances, Corporate Parenting. Business Level Strategies: Competitive Strategies at Business Level- Michael Porter's Generic Strategies, Best-Cost Provider Strategy, Tactics for Business										18

	Strategy, Business Strategy for Different Industry Condition, Business Strategy and Internalization. Functional Level Strategies: Marketing Strategy- Financial Strategy- Operations Strategy- Human Resource Strategy- Research and Development.	
4	Organisation and Strategic Leadership: Introduction - Organisation Structure, Types of Organisation Structure- Strategic Business Unit- Entrepreneurship and Intrapreneurship- Strategic Leadership- Strategic Leadership across organizations- Strategy Supportive Culture.	18
5	Strategy Implementation and Control Strategy Implementation and Control- Strategy Implementation- Strategic Choice, Strategic Control, Strategy Audit, Business Process Reengineering, Benchmarking- Six Sigma and contemporary practices in strategic management.	18

Theory 100%

CO	Course Outcomes
	Students Can able to
CO1	Summarise strategic management principles at different levels and phases
CO2	Explain the dynamics of competitive strategic management techniques
CO3	Examine business and functional level strategies
CO4	Identify strategic leadership and organisational skills
CO5	Apply latest concepts in strategy implementation and control
Textbooks:	
1	Prasad L. M., (2018), "Strategic Management", 7th Edition, Sultan Chand & Sons, New Delhi.
2	Cherunilam, Francis, (2021), "Strategic Management" 8th Edition, Himalaya Publishing House Pvt Ltd, Mumbai.
3	John A. Pearce, Richard B. Robinson and Amita Mital, (2018) "Strategic Management" 14th Edition, McGraw Hill Education, New Delhi.
Reference Books:	
1	Jeyarathanam M., (2021), "Strategic Management" 7th Edition, Himalaya Publishing House Pvt. Ltd, Mumbai
2	Ghosh P.K. (2014), "Strategic Management", 14th Edition, Sultan Chand & Sons, New Delhi
3	Chandan J. S. and Nitish Sen Gupta (2022), "Strategic Management", Vikas Publishing House Pvt. Ltd., New Delhi
Web resources:	
1	https://resource.cdn.icai.org/66691bos53810cp2.pdf

2	https://resource.cdn.icai.org/66693bos53810cp4.pdf
3	https://resource.cdn.icai.org/66694bos53810cp5.pdf
4	https://resource.cdn.icai.org/66695bos53810cp6.pdf
5	7.7B-Organisation-and-Strategic-Leadership.pdf

Mapping with Programme Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	2	3	2	2	2	2
CO2	3	3	2	3	2	2	2	2
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
CO5	3	3	2	3	3	2	3	2
Total	15	15	12	15	11	12	13	12
Average	3	3	2.4	3	2.2	2.4	2.6	2.4

3 – Strong, 2- Medium, 1- Low

Mapping with Programme Specific Outcomes

	PSO1	PSO2	PSO3
CO1	2	1	2
CO2	2	1	2
CO3	3	2	3
CO4	3	1	3
CO5	3	1	2
Total	13	6	12
Average	2.6	1.2	2.4

3 – Strong, 2- Medium, 1- Low

**SEMESTER IV
STOCK MARKET OPERATIONS**

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOP41	Stock Market Operations	PEC	1	1	1	-	2	3	25	75	100
Learning Objectives											
LO1	To get students acquainted with the nature of stock market										
LO2	To learn the pattern of trading and settlement in stock market										
LO3	To understand the process of online trading and meaning of basic concepts										
LO4	To know and categorize the option contracts and its strategies										
LO5	To observe the psychology of trader in the stock market										
Unit	Content									Hours	
1	INTRODUCTION TO STOCK MARKET Capital and Stock Market – Stock Exchanges – NSE & BSE– Index–Types of Index- Demat Account & Trading Accounting– Brokerage and Taxation –Intraday Trading.									10	
2	TRADING & SETTLEMENT IN STOCK MARKET Patterns of Trading & Settlement – Speculations and its types – Brokerage – Settlement Procedures –National Securities Depository Ltd. (NSDL), Central Securities Depository Ltd. (CDSL).									10	
3	ONLINE TRADING PROCESS Trading – Types of trading – Risk, Reward, Target, Stop Loss – Walk through of online trading–Lot Sizes – Minimum Losses and Maximum Profits- Stop loss method to increase profits – Ledger Statement–Transaction History–Contract Notes.									7	
4	OPTIONS TRADING Concepts of Options – Call Option – Put Option – In-the-money, At-the-money, Out-of-the-money – Option Valuation- Basic Option trading strategies.									10	
5	TRADING PSYCHOLOGY News and Social Media –Attitude of a Trader–Wealth Creation through Trading –Successful trading in various market movements – Trading Routine.									8	
Theory 80% Practical Exposure 20%											

***The Practical exposure should be handled through various activities involved in concerned industries day to day operations**

CO	Course Outcomes
	Students will be able to
CO1	Explain with the nature of stock market
CO2	Analyse the pattern of trading and settlement in stock market
CO3	Analyse the process of online trading
CO4	Examine the option contracts and its strategies
CO5	Analyse the psychology of trader in the stock market

Textbooks:	
1	Prasanna Chandra, “Investment Analysis and Portfolio management”, Tata Mc Graw Hill ,3 rd Edn.,2008.
2	Punithavathy Pandian, “Security Analysis and Portfolio Management” , Vikas Publishing House Pvt. Ltd., Chennai,2021.
3	Securities Operations and Risk Management by National Institute of Securities Marker, 2023.
Reference Books:	
1	V.A. Avadhani, Investment and Securities Market in India, Himalaya Publishing House, 10 the edition, 2017
2	Ravi Puliani and Mahesh Puliani, Manual of SEBI, Bharat Law House, Delhi, 2017.
3	NCFM- Options Trading Strategies Module book, National Stock Exchange of India Ltd, 2009

Web Resources

1	<u>Stock-market-Level-1.pdf</u>
2	<u>chapter1 with recent changes 1.pdf</u>
3	<u>BASICOFSTOCKMARKETVOLUME.pdf</u>

Mapping with Programme Outcomes and Programme Specific Outcomes

3 – Strong, 2- Medium, 1- Low

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	3	3	2	2	3	1	2	3	2	1
CO2	3	2	3	2	1	1	1	2	2	2	2
CO3	3	3	2	3	2	3	2	3	3	3	3
CO4	3	2	2	2	2	3	2	3	2	2	1
CO5	2	2	2	2	2	2	2	2	3	3	2
TOTAL	14	12	12	11	9	12	8	12	13	12	9
AVERAGE	2.8	2.4	2.4	2.2	1.8	2.4	1.6	2.4	2.6	2.4	1.8

**SEMESTER IV
WOMEN ENTREPRENEURSHIP**

Course Code	Course Name	Category	L	T	P	S	Credits	Hours	Marks		
									CIA	External	Total
24PCOL41	Women Entrepreneurship	SLC	0	0	1	2	2	3	25	75	100
Learning Objectives											
LO1	To acquaint students to understand the basic concepts of Women Entrepreneurship.										
LO2	To Identify the process of entrepreneurship										
LO3	To understand the concepts of women entrepreneurship										
LO4	To provide exposure of the Micro Finance, SHGs and Governmental support to Women Entrepreneurs										
LO5	To acquire knowledge on SHG and Micro finance available to Women Entrepreneurs.										
Unit	Content									Hours	
1	Entrepreneurship Concept of Entrepreneurship - Nature and Development of Entrepreneurship - Entrepreneurial decision process - Entrepreneurial traits – types - Culture and structure - competing theories of Entrepreneurship - Entrepreneurial motivation - Establishing Entrepreneurial Systems.									10	
2	Entrepreneurial Process Identifying and evaluation the opportunity - developing a business plan – resources required and the managing the enterprise. Strategic orientation - commitment to opportunity – resources - control of resource and management structure. Entrepreneurial Careers – education – training - Entrepreneurial Ethics.									10	
3	Women entrepreneurship Concept of Women Entrepreneurs, Importance of Women Entrepreneurship, Functions of Women Entrepreneurs, Typologies of Women Entrepreneurs, factors contributing to women entrepreneurship progress, Entrepreneurial skills and competency requirements for women entrepreneur, Problems of Women Entrepreneurs, Role Models of Woman Entrepreneurs, Women Entrepreneurship, Role of Women Entrepreneurs In India									10	

4	Role of financial institution in support of women entrepreneurial activities: SIDO, DIC, EDI, NAYE, NISIET, SIDBI, SEF, WCFC and commercial banks, Long term and Short term finance. NIESBUD, SEWA, ALEAP - Institutional infrastructure. Obstacles in Getting Financial Assistance by Institutions	8
5	Self Help Group and Micro Finance: SHGs and different schemes, SHG and Poverty Alleviation Programs, SHG and Special Programs/ Schemes, Benefit of SHGs to women, Microfinance – An Introduction, Demand and Supply of Microfinance, Microfinance – A Development Strategy and an Industry, Role of Grameen Banks in Microfinance, Microfinance Approaches and Financial Inclusion, Impact of Microfinance on Empowerment of Women	7

CO	Course Outcomes
	Students will be able to
CO1	Understand the basic concepts of Women Entrepreneurship.
CO2	Insight into the pragmatism of business plan execution, product development and sources of funding.
CO3	Understand the concepts of women entrepreneurship
CO4	Avail exposure of the Micro Finance, SHGs and Governmental support to Women Entrepreneurs
CO5	Analyse the practices of SHG and Micro finance available to Women Entrepreneurs.

Textbooks:	
1	C. B. Gupta and S. S. Khanka; Entrepreneurship and Small Business Management; Sultan Chand & Sons, New Delhi.
2	C. B. Gupta and N. P. Srinivasan; Entrepreneurial Development in India; Sultan Chand & Sons, New Delhi
Reference Books:	
1	S. S. Kanka; Entrepreneurship Development; Sultan Chand & Sons, New Delhi.
2	C. S. V. Murty; Small Scale Industries and Entrepreneurial Development; Himalaya Publishing House, Mumbai.
3	Aruna Kaulgud; Entrepreneurship Management; Vikas Publications, New Delhi. 11. Chetan Kal(ed) Women and Development Discovery Publishing Home, New Delhi, 12. Journal of Women's Entrepreneurship and Education
4	Chetan Kal(ed) Women and Development Discovery Publishing Home, New Delhi,

Web resources	
1.	https://gacbe.ac.in/pdf/ematerial/18BCO62C-U5.pdf
2.	https://vidyaprasar.dei.ac.in/wp-content/uploads/2022/03/Lesson-14.pdf
3.	https://www.sdcollegeambala.ac.in/wp-content/uploads/2023/02/EDJUNE2022-P-27.pdf

Mapping with Programme Outcomes and Programme Specific Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
CO1	3	2	3	3	3	2	3	3	3	2	2
CO2	3	2	2	2	2	2	3	2	3	2	3
CO3	3	2	3	3	3	2	3	3	3	2	2
CO4	3	2	2	2	2	2	2	3	3	2	2
CO5	3	2	3	3	3	2	2	2	3	2	3
TOTAL	15	10	13	13	13	10	13	13	15	10	12
AVERAGE	3	2	2.6	2.6	2.6	2	2.6	2.6	3	2	2.4

3 – Strong, 2- Medium, 1- Low