M.Com. Business Intelligence (Two-Year) Programme

Regulations and Curriculum 2019

Department of Commerce
1. **Definitions and Nomenclature**

1.1 University refers to Annamalai University.

1.2 Department means any of the academic departments and academic centres at the University.

1.3 Discipline refers to the specialization or branch of knowledge taught and researched in higher education. For example, Botany is a discipline in the Natural Sciences, while Economics is a discipline in Social Sciences.

1.4 Programme encompasses the combination of courses and/or requirements leading to a Degree. For example, M.A., M.Sc., M.Com.,

1.5 Course is an individual subject in a programme. Each course may consist of Lectures/Tutorials/Laboratory work/Seminar/Project work/Experiential learning/Report writing/viva-voce etc. Each course has a course title and is identified by a course code.

1.6 Curriculum encompasses the totality of student experiences that occur during the educational process.

1.7 Syllabus is an academic document that contains the complete information about an academic programme and defines responsibilities and outcomes. This includes course information, course objectives, policies, evaluation, grading, learning resources and course calendar.

1.8 Academic Year refers to the annual period of sessions of the University that comprises two consecutive semesters.

1.9 Semester is a half-year term that lasts for a minimum duration of 90 days. Each academic year is divided into two semesters.

1.10 Choice Based Credit System A mode of learning in higher education that enables a student to have the freedom to select his/her own choice of elective courses across various disciplines for completing the Degree programme.

1.11 Core Course is mandatory and an essential requirement to qualify for the Degree.

1.12 Elective Course is a course that a student can choose from a range of alternatives.

1.13 Value-added Courses are optional courses that complement the students’ knowledge and skills and enhance their employability.

1.14 Credit refers to the quantum of course work in terms of number of class hours in a semester required for a programme. The credit value reflects the content and duration of a particular course in the curriculum.

1.15 Credit Hour refers to the number of class hours per week required for a course in a semester. It is used to calculate the credit value of a particular course.
1.16 Programme Outcomes (POs) are statements that describe crucial and essential knowledge, skills and attitudes that students are expected to achieve and can reliably manifest at the end of a programme.

1.17 Programme Specific Outcomes (PSOs) are statements that list what the graduate of a specific programme should be able to do at the end of the programme.

1.18 Learning Objectives also known as Course Objectives are statements that define the expected goal of a course in terms of demonstrable skills or knowledge that will be acquired by a student as a result of instruction.

1.19 Course Outcomes (COs) are statements that describe what students should be able to achieve/demonstrate at the end of a course. They allow follow-up and measurement of learning objectives.

1.20 Grade Point Average (GPA) is the average of the grades acquired in various courses that a student has taken in a semester. The formula for computing GPA is given in section 11.3

1.21 Cumulative Grade Point Average (CGPA) is a measure of overall cumulative performance of a student over all the semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters.

1.22 Letter Grade is an index of the performance of a student in a particular course. Grades are denoted by the letters S, A, B, C, D, E, RA, and W.

2. Programme Offered and Eligibility Criteria
The Department of Commerce offers Two year M.Com Programmes - M.Com. (Business Intelligence).

<table>
<thead>
<tr>
<th>Faculty of Arts</th>
<th>Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.Com. Business Intelligence</td>
<td>A pass in B.Com. or B.B.A. or B.A. Corporate Secretaryship or B.B.M. or B.Com (Co-operation) or B.A.(Co-operation) or B.A. (Bank Management) or BBA degree examination or any other examination accepted by the Syndicate as equivalent thereto, with not less than 40% of marks in the main subjects.</td>
</tr>
</tbody>
</table>

2.1 In the case of SC/ST and Differently-abled candidates, a pass is the minimum qualification for all the above Programmes.

3. Reservation Policy
Admission to the various programmes will be strictly based on the reservation policy of the Government of Tamil Nadu.

4. Programme Duration
4.1 The Two Year Master’s Programmes consist of two academic years.

4.2 Each academic year is divided into two semesters, the first being from July to November and the second from December to April.

4.3 Each semester will have 90 working days (18 weeks).
5 Programme Structure
5.1 The Two Year Master’s Programme consists of Core Courses, Elective Courses (Departmental and Interdepartmental), and Project. (Annexure I)

5.2 Core courses
5.2.1 These are a set of compulsory courses essential for each programme.
5.2.2 The core courses include both Theory (Core Theory) and Practical (Core Practical) courses.

5.3 Elective courses
5.3.1 Departmental Electives (DEs) are the Electives that students can choose from a range of Electives offered within the Department. (Annexure I)
5.3.2 Interdepartmental Electives (IDEs) are Electives that students can choose from amongst the courses offered by other departments of the same faculty as well as by the departments of other faculties. (Annexure I)

5.4 Experiential Learning
5.4.1 Experiential learning provides opportunities to students to connect principles of the discipline with real-life situations.
5.4.2 In-plant training/field trips/internships/industrial visits (as applicable) fall under this category.
5.4.3 Experiential learning is categorised as Core.

5.5 Project
5.5.1 Each student shall undertake a Project in the final semester.
5.5.2 The Head of the Department shall assign a Research Supervisor to the student.
5.5.3 The Research Supervisor shall assign a topic for research and monitor the progress of the student periodically.
5.5.4 Students who wish to undertake project work in recognised institutions/industry shall obtain prior permission from the University. The Research Supervisor will be from the host institute, while the Co-Supervisor shall be a faculty in the parent department.

5.5.5 Value added Courses (VACs) (Annexure II)
5.5.6 Students may also opt to take Value added Courses beyond the minimum credits required for award of the Degree. VACs are outside the normal credit paradigm.
5.5.7 These courses impart employable and life skills. VACs are listed in the University website and in the Handbook on Interdepartmental Electives and VACs.
5.5.8 Each VAC carries 2 credits with 30 hours of instruction, of which 60% (18 hours) shall be Theory and 40% (12 hours) Practical.
5.5.9 Classes for a VAC are conducted beyond the regular class hours and preferably in the II and III Semesters.
5.6 **Online Courses**

5.6.1 The Heads of Departments shall facilitate enrolment of students in Massive Open Online Courses (MOOCs) platform such as SWAYAM to provide academic flexibility and enhance the academic career of students.

5.6.2 Students who successfully complete a course in the MOOCs platform shall be exempted from one elective course of the programme.

5.7 **Credit Distribution**

The credit distribution is organised as follows:

<table>
<thead>
<tr>
<th></th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Courses</td>
<td>72</td>
</tr>
<tr>
<td>Elective Courses</td>
<td>15</td>
</tr>
<tr>
<td>Project</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>95</strong></td>
</tr>
</tbody>
</table>

5.8 **Credit Assignment**

Each course is assigned credits and credit hours on the following basis:

1 Credit is defined as
1 Lecture period of one hour per week over a semester
1 Tutorial period of one hour per week over a semester
1 Practical/Project period of two or three hours (depending on the discipline) per week over a semester.

6 **Attendance**

6.1 Each faculty handling a course shall be responsible for the maintenance of *Attendance and Assessment Record* for candidates who have registered for the course.

6.2 The Record shall contain details of the students’ attendance, marks obtained in the Continuous Internal Assessment (CIA) Tests, Assignments and Seminars. In addition the Record shall also contain the organisation of lesson plan of the Course Instructor.

6.3 The record shall be submitted to the Head of the Department once a month for monitoring the attendance and syllabus coverage.

6.4 At the end of the semester, the record shall be duly signed by the Course Instructor and the Head of the Department and placed in safe custody for any future verification.

6.5 The Course Instructor shall intimate to the Head of the Department at least seven calendar days before the last instruction day in the semester about the attendance particulars of all students.

6.6 Each student shall have a minimum of 75% attendance in all the courses of the particular semester failing which he or she will not be permitted to write the End-Semester Examination. The student has to redo the semester in the next year. Relaxation of attendance requirement up to 10% may be granted for valid reasons such as illness, representing the University in extracurricular activities and participation in NCC/NSS/YRC/RRC.
7 **Mentor-Mentee System**

7.1 To help the students in planning their course of study and for general advice on the academic programme, the Head of the Department will attach certain number of students to a member of the faculty who shall function as a Mentor throughout their period of study.

7.2 The Mentors will guide their mentees with the curriculum, monitor their progress, and provide intellectual and emotional support.

7.3 The Mentors shall also help their mentees to choose appropriate electives and value-added courses, apply for scholarships, undertake projects, prepare for competitive examinations such as NET/SET, GATE etc., attend campus interviews and participate in extracurricular activities.

8 **Examinations**

8.1 The examination system of the University is designed to systematically test the student's progress in class, laboratory and field work through Continuous Internal Assessment (CIA) Tests and End-Semester Examination (ESE).

8.2 There will be two CIA Tests and one ESE in each semester.

8.3 The Question Papers will be framed to test different levels of learning based on Bloom's taxonomy viz. Knowledge, Comprehension, Application, Analysis, Synthesis and Evaluation/Creativity.

8.4 **Continuous Internal Assessment Tests**

8.4.1 The CIA Tests shall be a combination of a variety of tools such as class tests, assignments, seminars, and viva-voce that would be suitable to the course. This requires an element of openness.

8.4.2 The students are to be informed in advance about the assessment procedures.

8.4.3 The pattern of question paper will be decided by the respective faculty.

8.4.4 CIA Test-I will cover the syllabus of the first two units while CIA Test-II will cover the last three units.

8.4.5 CIA Tests will be for two to three hours duration depending on the quantum of syllabus.

8.4.6 A student cannot repeat the CIA Test-I and CIA Test-II. However, if for any valid reason, the student is unable to attend the test, the prerogative of arranging a special test lies with the teacher in consultation with the Head of the Department.

8.5 **End Semester Examinations (ESE)**

8.5.1 The ESE for the first/third semester will be conducted in November and for the second/fourth semester in May.

8.5.2 A candidate who does not pass the examination in any course(s) of the first, second and third semesters will be permitted to reappear in such course(s) that will be held in April and November in the subsequent semester/year.

8.5.3 The ESE will be of three hours duration and will cover the entire syllabus of the course.
9 Evaluation

9.1 Marks Distribution

9.1.1. Each course, both Theory and Practical as well as Project/Internship/Field work/In-plant training shall be evaluated for a maximum of 100 marks.

9.1.2 For the theory courses, CIA Tests will carry 25% and the ESE 75% of the marks.

9.1.3 For the Practical courses, the CIA Tests will constitute 40% and the ESE 60% of the marks.

9.2 Assessment of CIA Tests

9.2.1 For the CIA Tests, the assessment will be done by the Course Instructor

9.2.2 For the Theory Courses, the break-up of marks shall be as follows:

<table>
<thead>
<tr>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test-I and Test-II 15</td>
</tr>
<tr>
<td>Seminar 05</td>
</tr>
<tr>
<td>Assignment 05</td>
</tr>
<tr>
<td>Total 25</td>
</tr>
</tbody>
</table>

9.2.3 For the Practical Courses (wherever applicable), the break-up of marks shall be as follows:

<table>
<thead>
<tr>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test-I 15</td>
</tr>
<tr>
<td>Test-II 15</td>
</tr>
<tr>
<td>Viva-voce and Record 10</td>
</tr>
<tr>
<td>Total 40</td>
</tr>
</tbody>
</table>

9.3 Assessment of End-Semester Examinations

9.3.1 Single Evaluation for the ESE is done by the Course Teachers.

9.3.2 “In case of grievance received from the student, second evaluation will be done as per the rules”.

9.4 Assessment of Project/Dissertation

9.4.1 The Project Report/Dissertation shall be submitted as per the guidelines laid down by the University.

9.4.2 The Project Work/Dissertation shall carry a maximum of 100 marks.

9.4.3 CIA for Project will consist of a Review of literature survey, experimentation/field work, attendance etc.

9.4.4 The Project Report evaluation and viva-voce will be conducted by a committee constituted by the Head of the Department.

9.4.5 The Project Evaluation Committee will comprise the Head of the Department, Project Supervisor, and a senior faculty.
9.4.6 The marks shall be distributed as follows:

<table>
<thead>
<tr>
<th>Continuous Internal Assessment (25 Marks)</th>
<th>End Semester Examination (75 Marks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review-I 10</td>
<td>Review-II: 15</td>
</tr>
<tr>
<td>Project / Dissertation Evaluation</td>
<td>Viva-voce</td>
</tr>
<tr>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>50</td>
<td>25</td>
</tr>
</tbody>
</table>

9.5 Assessment of Value-added Courses

9.5.1 Assessment of VACs shall be internal.

9.5.2 Two CIA Tests shall be conducted during the semester by the Department(s) offering VAC.

9.5.3 A committee consisting of the Head of the Department, faculty handling the course and a senior faculty member shall monitor the evaluation process.

9.5.4 The grades obtained in VACs will not be included for calculating the GPA.

9.6 Passing Minimum

9.6.1 A student is declared to have passed in each course if he/she secures not less than 40% marks in the ESE and not less than 50% marks in aggregate taking CIA and ESE marks together.

9.6.4 A candidate who has not secured a minimum of 50% of marks in a course (CIA + ESE) shall reappear for the course in the next semester/year.

10. Conferment of the Master’s Degree

A candidate who has secured a minimum of 50% marks in all courses prescribed in the programme and earned the minimum required credits shall be considered to have passed the Master’s Programme.

11. Marks and Grading

11.1 The performance of students in each course is evaluated in terms Grade Point (GP).

11.2 The sum total performance in each semester is rated by Grade Point Average (GPA) while Cumulative Grade Point Average (CGPA) indicates the Average Grade Point obtained for all the courses completed from the first semester to the current semester.

11.3 The GPA is calculated by the formula

\[ GPA = \frac{\sum_{i=1}^{n} C_i G_i}{\sum_{i=1}^{n} C_i} \]

where, \( C_i \) is the Credit earned for the Course \( i \) in any semester;

\( G_i \) is the Grade Point obtained by the student for the Course \( i \) and

\( n \) is the number of Courses passed in that semester.

11.4 CGPA is the Weighted Average Grade Point of all the Courses passed starting from the first semester to the current semester.
\[ CGPA = \frac{\sum_{i=1}^{n} \sum_{j=1}^{m} C_i G_i}{\sum_{i=1}^{n} \sum_{j=1}^{m} C_i} \]

where, \( C_i \) is the Credit earned for the Course \( i \) in any semester; \( G_i \) is the Grade Point obtained by the student for the Course \( i \) and \( n \) is the number of Courses passed in that semester. \( m \) is the number of semesters

11.5 Evaluation of the performance of the student will be rated as shown in the Table.

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Points</th>
<th>Marks %</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>10</td>
<td>90 and above</td>
</tr>
<tr>
<td>A</td>
<td>9</td>
<td>80-89</td>
</tr>
<tr>
<td>B</td>
<td>8</td>
<td>70-79</td>
</tr>
<tr>
<td>C</td>
<td>7</td>
<td>60-69</td>
</tr>
<tr>
<td>D</td>
<td>6</td>
<td>55-59</td>
</tr>
<tr>
<td>E</td>
<td>5</td>
<td>50-54</td>
</tr>
<tr>
<td>RA</td>
<td>0</td>
<td>Less than 50</td>
</tr>
<tr>
<td>W</td>
<td>0</td>
<td>Withdrawn from the examination</td>
</tr>
</tbody>
</table>

11.6 Classification of Results.

The successful candidates are classified as follows:

11.6.1 For **First Class with Distinction**: Candidates who have passed all the courses prescribed in the Programme in the first attempt with a CGPA of 8.25 or above within the programme duration. Candidates who have withdrawn from the End Semester Examinations are still eligible for First Class with Distinction (See Section 12 for details).

11.6.2 For **First Class**: Candidates who have passed all the courses with a CGPA of 6.5 or above.

11.6.3 For **Second Class**: Candidates who have passed all the courses with a CGPA between 5.0 and less than 6.5.

11.6.4 Candidates who obtain highest marks in all examinations at the first appearance alone will be considered for University Rank.

11.7 Course-Wise Letter Grades

11.7.1 The percentage of marks obtained by a candidate in a course will be indicated in a letter grade.

11.7.2 A student is considered to have completed a course successfully and earned the credits if he/she secures an overall letter grade other than RA.

11.7.3 A course successfully completed cannot be repeated for the purpose of improving the Grade Point.

11.7.4 A letter grade RA indicates that the candidate shall reappear for that course. The RA Grade once awarded stays in the grade card of the student and is not deleted even when he/she completes the course successfully later. The grade acquired later by the student will be indicated in the grade sheet of the Odd/Even semester in which the candidate has appeared for clearance of the arrears.

11.7.5 If a student secures RA grade in the Project Work/Field Work/Practical Work/Dissertation, he/she shall improve it and resubmit if it involves only rewriting/ incorporating the clarifications suggested by the evaluators or
he/she can re-register and carry out the same in the subsequent semesters for evaluation.

12. Provision for Withdrawal from the End Semester Examination

12.1 The letter grade W indicates that a candidate has withdrawn from the examination.

12.2 A candidate is permitted to withdraw from appearing in the ESE for one course or courses in ANY ONE of the semesters ONLY for exigencies deemed valid by the University authorities.

12.3 Permission for withdrawal from the examination shall be granted only once during the entire duration of the programme.

12.3 Application for withdrawal shall be considered only if the student has registered for the course(s), and fulfilled the requirements for attendance and CIA tests.

12.4 The application for withdrawal shall be made ten days prior to the commencement of the examination and duly approved by the Controller of Examinations. Notwithstanding the mandatory prerequisite of ten days notice, due consideration will be given under extraordinary circumstances.

12.5 Withdrawal is not granted for arrear examinations of courses in previous semesters and for the final semester examinations.

12.6 Candidates who have been granted permission to withdraw from the examination shall reappear for the course(s) when the course(s) are offered next.

12.7 Withdrawal shall not be taken into account as an appearance for the examination when considering the eligibility of the candidate to qualify for First Class with Distinction.

13. Academic Misconduct

Any action that results in an unfair academic advantage/interference with the functioning of the academic community constitutes academic misconduct. This includes but is not limited to cheating, plagiarism, altering academic documents, fabrication/falsification of data, submitting the work of another student, interfering with other students' work, removing/defacing library or computer resources, stealing other students' notes/assignments, and electronically interfering with other students'/University’s intellectual property. Since many of these acts may be committed unintentionally due to lack of awareness, students shall be sensitised on issues of academic integrity and ethics.

14. Transitory Regulations
Wherever there has been a change of syllabi, examinations based on the existing syllabus will be conducted for two consecutive years after implementation of the new syllabus in order to enable the students to clear the arrears. Beyond that, the students will have to take up their examinations in equivalent subjects, as per the new syllabus, on the recommendation of the Head of the Department concerned.

15. Notwithstanding anything contained in the above pages as Rules and Regulations governing the Two Year Master’s Programmes at Annamalai University, the Syndicate is vested with the powers to revise them from time to time on the recommendations of the Academic Council.
### Programme Structure

(For students admitted from the academic year 2019-2020)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours /Week</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L</td>
<td>P</td>
</tr>
<tr>
<td><strong>Semester-I</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19CBIC101</td>
<td>Core 1: Business Environment</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CBIC102</td>
<td>Core 2: Advanced Financial Accounting</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CBIC103</td>
<td>Core 3: Banking and Insurance</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>19CBIC104</td>
<td>Core 4: Digital Marketing</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Elective 1:</td>
<td>Interdepartmental Elective</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credit from Semester I</strong></td>
<td></td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td><strong>Semester-II</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19CBIC201</td>
<td>Core 5: Human Resource Management</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CBIC202</td>
<td>Core 6: Financial Management</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CBIC203</td>
<td>Core 7: Business Research Methods</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>19CBIC204</td>
<td>Core 8: Business Analytics</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Elective 1:</td>
<td>Departmental Elective</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Elective 2:</td>
<td>Interdepartmental Elective</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credit from Semester II</strong></td>
<td></td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td><strong>Semester-III</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19CBIC301</td>
<td>Core 9: Organizational Behaviour</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CBIC302</td>
<td>Core 10: Business Data Mining</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CBIC303</td>
<td>Core 11: Data Base Management System</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CBIP304</td>
<td>Core 12: Institutional Training / Internship</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Elective 2:</td>
<td>Departmental Elective</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Elective 3:</td>
<td>Interdepartmental Elective</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Credit from Semester III</strong></td>
<td></td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td><strong>Semester-IV</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19CBIC401</td>
<td>Core 13: Business Intelligence Strategies and Process</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CBIC402</td>
<td>Core 14: E-Customer Relationship Management</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>19CBIC403</td>
<td>Core 15: Business Visualisation Analysis</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CBIP404</td>
<td>Business Visualization Analysis (Project Or Practical Course)</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td><strong>Total Credit from Semester IV</strong></td>
<td></td>
<td>22</td>
<td>8</td>
</tr>
<tr>
<td><strong>Overall Total Credits from Semester I to IV</strong></td>
<td></td>
<td>95</td>
<td>540</td>
</tr>
</tbody>
</table>
L- Lectures; P- Practical; C- Credits; CIA- Continuous Internal Assessment; ESE- End-Semester Examination

Note:
1. Students shall take both Department Electives (DEs) and Interdepartmental Electives (IDEs) from a range of choices available.
2. Students may opt for any Value-added Courses listed in the University website.

**Elective Courses**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours/week</th>
<th>C</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>19CODE205</td>
<td>Corporate Social Responsibility</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CODE206</td>
<td>International Finance and Foreign Exchange</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CODE207</td>
<td>International Logistics Management</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CODE305</td>
<td>Goods and Services Tax</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CODE306</td>
<td>Marketing of Financial Services</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CODE307</td>
<td>Project Finance and Management</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
</tbody>
</table>

**Electives Offered to Other Departments**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours/week</th>
<th>C</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>19CIDX105</td>
<td>Marketing Management</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CIDX106</td>
<td>Business Communication and Report Writing</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CIDX107</td>
<td>Digital Banking</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CIDX205</td>
<td>Income Tax and GST Assessment Methods</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CIDX206</td>
<td>Office Management</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CIDX207</td>
<td>Stock Market Investing</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CIDX305</td>
<td>Accounting for Managerial Decisions</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CIDX306</td>
<td>Integrated Agripreneurship Development</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>19CIDX307</td>
<td>Advertising Management</td>
<td>3 3</td>
<td>25</td>
<td>75</td>
</tr>
</tbody>
</table>

5.3.3 Students shall take a combination of both DEs and IDEs.
## Annexure II

### Value Added Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours/week</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>L</td>
<td>P</td>
</tr>
<tr>
<td>19CVAC210</td>
<td>CRM in e-BANKING</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>19CVAC310</td>
<td>Artificial Intelligence and its Applications in Business</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Level</td>
<td>Part</td>
<td>Questions &amp; Marks</td>
<td>Total Marks</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
<td>-------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>K1</td>
<td>A</td>
<td>5 x 2</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>K3</td>
<td>B</td>
<td>4 x 5</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>K5</td>
<td>C</td>
<td>3 x 10</td>
<td>30</td>
</tr>
<tr>
<td>K6</td>
<td>D</td>
<td>1 x 10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

**Notes:**

(i) All QPs of both internal and ESE shall contain four sections of A, B, C & D with the prescribed levels of 'K, s'.
(ii) Part - A has no choice.
(iii) Open Choice is followed for Parts B, C and D.
(iv) No choice for MBA Programme in Part D as to the Case Study question is concerned.
(v) Actions verbs are appended for reading/reference and as guidelines for adherence.
(vi) Please ensure equal/fairly equal weight to all Units and COs.
<table>
<thead>
<tr>
<th>Bloom’s Definition</th>
<th>Definitions</th>
<th>Remembering</th>
<th>Understanding</th>
<th>Applying</th>
<th>Analyzing</th>
<th>Evaluating</th>
<th>Creating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit memory of previously learned material by recalling facts, terms, basic concepts, and answers</td>
<td>Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating main ideas</td>
<td>Solve problems to new situations by applying acquired knowledge, facts, techniques and rules in a different way</td>
<td>Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalization</td>
<td>Present and defend opinions by making judgments about information, validity of ideas, or quality of work based on a set of criteria.</td>
<td>Compile informatioin together in a different way by combining elements in a new pattern or proposing alternative solutions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Verbs</th>
<th>Choose</th>
<th>Define</th>
<th>Find</th>
<th>How</th>
<th>Label</th>
<th>List</th>
<th>Match</th>
<th>Name</th>
<th>Omit</th>
<th>Recall</th>
<th>Relate</th>
<th>Select</th>
<th>Show Spell</th>
<th>Tell</th>
<th>What</th>
<th>When</th>
<th>Where</th>
<th>Which</th>
<th>Who</th>
<th>Why</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classify</td>
<td>Compare</td>
<td>Contrast</td>
<td>Demonstrate</td>
<td>Explain</td>
<td>Infer</td>
<td>Interpret</td>
<td>Outline</td>
<td>Relate</td>
<td>Rephrase</td>
<td>Show</td>
<td>Summarize</td>
<td>Translate</td>
<td>Apply</td>
<td>Build</td>
<td>Choose</td>
<td>Construct</td>
<td>Develop</td>
<td>Experiment with</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify</td>
<td>Interview</td>
<td>Make use of</td>
<td>Model</td>
<td>Organize</td>
<td>Plan</td>
<td>Select</td>
<td>Solve</td>
<td>Utilize</td>
<td>Analyze</td>
<td>Assume</td>
<td>Categorize</td>
<td>Classify</td>
<td>Compare</td>
<td>Conclusion</td>
<td>Contrast</td>
<td>Discover</td>
<td>Dissect</td>
<td>Distinguish</td>
<td>Divide</td>
<td>Examine</td>
</tr>
</tbody>
</table>
Programme Objective:

The overall programme objective of M.Com., (Business Intelligence) is to empower the students to enable, to equip and to gain expertise themselves in the field of computer-assisted business analytics at various levels and get acquainted with applied knowledge in the functional areas of business supported by digital marketing, business visualization and motivation for increased turnover of local and international trade supported by customer relationship management.

Programme Learning Specific Objectives:

The objective of the M.Com., (Business Intelligence) programme is to enable the students to:

PLSO1 Gain expert knowledge in the ever changing environment of business, banking, insurance, digital marketing and financial accounting.

PLSO2 Apply knowledge in the functional areas of business

PLSO3 Specialize in business intelligence strategies and process

PLSO4 Appreciate analytic tools and techniques to resolve various business problems

PLSO5 Understand data science applicable for problem solving and decision-making areas in a business organization and gain practical skill in business visualization

PROGRAMMEOUTCOMES:

PO1 Critical thinking

PO2 Cultivating Cognitive skills required in the job market

PO3 Effective Communication

PO4 Familiarity with ICT to thrive in the information age

PO5 Cultivating aptitude for research

PO6 Respect for alternate view-points including those conflicting with one’s own perspectives

PO7 Ability to work individually and as members in a team

PO8 Upholding ethical standards

PO9 Acting local while thinking global

PO10 Commitment to gender equality

PO11 Commitment to Sustainable development

PO12 Lifelong learning
PROGRAMME SPECIFIC OUTCOMES:

This programme would enable the students to gain expert knowledge and applied practical exposure in the field of Business Intelligence and Business Analytics. After the successful completion of the M.Com Business Intelligence Degree programme, the students will be able to:

PSO1 Discuss about the key areas of Financial Management, Marketing, Accounting Standards and Reporting System, Project finance and management, business environment, digital technologies in banking, insurance, human resource skill in maintaining the quality of work life in an organization.

PSO2 Demonstrate the professional skills in Valuation of stock, calculation of Goods and Services Tax, e-filling and different stages of accounting in Partnership, Branch and Departmental accounts, Hire purchase and Installment system and specialized accounts.

PSO3 Recall the fundamental principles of international financial management and concept of logistic management, CRM in e-Banking, Artificial Intelligence and its Applications in Business, Digital marketing and explain about business analytics, Customer Relationship Management, data maintenance and data integration.

PSO4 Get an exposure to generate and manage the funds while undertaking any business ventures and to invest in different portfolio. Also to Discuss and evaluate Corporate Social Responsibility activities and prepare project and research report.

PSO5 Discuss the key concepts and techniques of Business Intelligence, net work analysis, DBMS web mining and Business visualization of business data

PSO6 Apply the knowledge of network analysis, cluster analysis, Customer Relationship Management in e-banking and design of data mining to strengthen the organizational effectiveness.
Model Question Paper
ANNAMALAI UNIVERSITY
COMMERCE DEPARTMENT
M. COM. DEGREE EXAMINATION

Programme: Two Year PG   Year: I   Semester:
Course Code:   Course Name:
Time: 3 Hrs   Max. Marks: 100

Part-A (Marks: (10x2=20)
(Answer ALL of the questions)

1. Define……
2. Multiple Choices  a.  b.  c.  d.
3. Multiple Choices  a.  b.  c.  d.
4. Match the following  i - a  ii - b  iii - c  iv –d  v - ..... 
5. Match the following  i - a  ii - b  iii - c  iv –d  v - ..... 
6. Explain……
7. Select…..
8. Describe……
9. Classify…. 
10. Elucidate….

Part-B (Marks: (8x5=40)
(Answer any EIGHT of the questions)

11. Prepare…..
12. Solve…..
13. Apply……
14. Show……
15. Categorize…
16. Analyze…
17. Distinguish…
18. Infer…. 
19. Compare….
20. Compute

Part-C (Marks: (3x10=30)
(Answer any THREE of the questions)

21. Discuss…
22. Summarize……
23. Evaluate…..
24. Disprove….

Part-D (Marks: (1x10=10)
(Answer any ONE of the questions)

25. Design…. 
26. Develop….
Model Question Paper
ANNA UNIVERSITY
COMMERCIAL DEPARTMENT
M. COM. DEGREE EXAMINATION

Programme: __________: Two Year PG 
Course Code: 
Course Name: 
Time: 3 Hrs 
Max. Marks: 100

Part-A  
Marks: (10x2=20)  
(Answer ALL of the questions)

1. Define……
2. Multiple Choices a. b. c. d.
3. Multiple Choices a. b. c. d.
4. Match the following i - a ii - b iii - c iv –d v -……
5. Match the following i - a ii - b iii - c iv –d v -……
6. Explain....... 
7. Select..... 
8. Describe..... 
9. Classify... 
10. Elucidate....

Part-B  
Marks: (6x5=30)  
(Answer any SIX of the questions)

11. Apply...... 
12. Show..... 
13. Prepare 
14. Make use of.... 
15. Categorize... 
16. Analyze... 
17. Distinguish.... 
18. Simplify.....

Part-C  
Marks: (3x10=30)  
(Answer any THREE of the questions)

19. Discuss....
20. Recommend with 
21. Evaluate..... 
22. Justify.... 
23. Optimize...

Part-D  
Marks: (2x10=20)  
(Answer any TWO of the questions)

24. Design....
25. Formulate ... 
26. Modify .....
Learning Objectives:

LO1: To acquaint the students, to have a basic knowledge on Business Environment

LO2: To provide an insight into the theories of economic, natural and global Environment to the students

LO3: To enable the students to have an overview of technological environment of Business

Course Outcomes:

After successful completion of the course, the students will able to:

CO1: Analyse the environment of business from the legal and regulatory, Macro economic, cultural, political and technological environment

CO2: Apply various strategic tools to assess performance of business environment

CO3: Critically make an in-depth analysis of each component of Business Environment so that a comparison with own organization is feasible.

CO4: Understand the factors affecting the organizational effectiveness

CO5: Explain and synthesize Business Environment information in the global environment

Unit I: Introduction to Business and its Environment

Characteristics of modern business, concept and nature of Business Environment, characteristics of environment, Micro and macro environment, Impact of business environment on business decisions- Stages of Environmental Analysis – approaches to environmental analysis.

Unit II: Economic Environment:


Unit III: Global Environment


Privatisation – Nature and Objectives – Privatisation routes - Arguments against Privatisation – Disinvestment in India.

Unit IV: Political Environment:

Concept and nature of political environment, components of political environment, Economic role of government- Regulatory role, Promotional role, Entrepreneurial role, Planning role. State intervention in business - Pros and Cons of intervention.

Unit V: Natural and Technological Environment:


Ethics in Business- Social Responsibility of business - Arguments for and against Social Responsibility- Social Audit.
Recent Trends in Business Environment

Faculty member will impart the knowledge on recent trends in Business Environment to the students and these components will not cover in the examination.

Text Books:
1. Acharya and Govekar, 2015, Business Policy and Administration, Himalaya Publishing House, Mumbai

Supplementary Readings:
5. Ghosh, P.K 2017, Business Policy-Strategic Planning and Management Sultan Chand and Sons, New Delhi

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PS01</th>
<th>PS02</th>
<th>PS03</th>
<th>PS04</th>
<th>PS05</th>
<th>PS06</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td></td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td>M</td>
<td></td>
<td>L</td>
<td>M</td>
<td>S</td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>L</td>
<td></td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td>S</td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong

Suggested MOOC Courses:
Semester I

19CBIC102: ADVANCED FINANCIAL ACCOUNTING

Credits: 5
Hours : 75

**Learning Objectives:**

**LO1:** To provide an in depth knowledge in Partnership accounts

**LO2:** To foster analytical thinking and the use of related areas of accounting viz., branch and departmental accounting

**LO3:** To impart knowledge in recent trends in specialized accounting.

**Course Outcomes:**

After successful completion of the course, the students will able to:

**CO1:** Solve the problems of partnership accounts relating to Admission of partner

**CO2:** Solve the problems of partnership accounts relating to Dissolution and Sale of Partnership

**CO3:** Practice accounting problems relating to Branch and Departmental Accounts

**CO4:** Solve the accounting problems relating to Hire Purchase and Installment System

**CO5:** Understand emerging areas in Specialized Accounting

**Unit I: Partnership Accounts – Admission , Retirement and Death of Partner**

Partnership accounts - Division of profits – past adjustments and guarantee – Admission, Retirement and Death of a Partner – Intangible assets and Goodwill - Accounting Treatment.

**Unit II: Partnership Accounts -Dissolution and Sale of Partnership**


**Unit III: Hire Purchase and Installment system**

Hire purchase system – Default in payment of Installment- Partly and Complete Repossession of Stock – Accounting Procedures - Hire purchase trading A/c – Stock and Debtors System – Installment system

**Unit IV: Branch and Departmental Accounts**


**Unit V: Recent accounting**


**Recent Trends in Financial Accounting**

Faculty member will impart the knowledge on recent trends in Financial Accounting to the students and these components will not cover in the examination.

**Note:** Question Paper shall cover 20%Theory and 80% Problems.
Text Books:
1. Gupta R.L and Radhasamy, 2015, Advanced Accounting, S. Chand and Sons Publishers, New Delhi

Supplementary Readings:

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:
1. Financial Accounting: Advanced Topics (Coursera), Created by: University of Illinois at Urbana-Champaign, Delivered by: Coursera, Taught by: OktayUrcan.
Semester I

19CBIC103: BANKING AND INSURANCE

Credits : 4
Hours : 60

Learning Objectives:

LO1: To impart the students to have a deep knowledge in the functioning of commercial banks
LO2: To make the students to comprehend the general principles of contract of insurance and other forms of insurance
LO3: To impart the students to master over the provisions of banking instruments.

Course Outcomes:

After successful completion of the course, the students will able to:

CO1: Understand the fundamental concepts of banking and Insurance
CO2: Recall the role of commercial banks in Economic Development.
CO3: Master over the provisions of banking instruments.
CO4: Understand the applicability of various types of policies
CO5: Recognize the fundamental principles of general insurance

Unit I: Banking Functionary Services

Commercial Banks - Functions – services – mechanism of Credit creation; merchant banking – virtual banking – Central banking – Functions – Credit controlling mechanism.

Unit II: Commercial banks role on Economic development

Industrial and priority sectors lending – policies term lending, industrial priority sector lending. Rehabilitation of small sick units, guidelines for priority sector lending commercial bank role in SME - micro credit.

Unit III: Instruments in Banking

Negotiable Instruments-Features-Types of Cheques-Draft-Promissory notes-Other type of Banking Institutions.
Debit card and Credit card-Smart card-Endorsements-Types

Unit IV: Insurance and Function

Definition - Importance, Introduction – General Principles of insurance contract - Life insurance Vs other forms of insurance – various plans and claim settlement – recent development in life insurance.

Unit V: General Insurance Policies

Features of marine insurance, types of marine policies, marine clauses – marine losses, Features of fire insurance, insurable interest – types of fire insurance policies.

Recent Trends in Banking and Insurance

Faculty member will impart the knowledge on recent trends in Banking and Insurance to the students and these components will not cover in the examination.

Text Books:

Supplementary Readings:

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
</tr>
<tr>
<td>CO2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
</tr>
<tr>
<td>CO3</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
</tr>
<tr>
<td>CO4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:
1. **Just Money: Banking as if Society Mattered (edX)**, Created by: MIT and MITx Delivered by EdX, Taught by: Alice Maggio, J. Phillip Thompson, KatrinKaeufer, Lafayette Cruise and Lily Steponaitis.
2. **Economics of Money and Banking**, Created by: Columbia University, Delivered by: Coursera, Taught by: Perry G Mehrling.
Semester I

19CBIC104: DIGITAL MARKETING

Credits : 5
Hours : 75

Learning Objectives:

LO1: To enable the students to recognize the changing dimensions of digital Marketing
LO2: To inculcates the students about the significance of digital marketing mix.
LO3: To educate the students to understand the significance of online Advertising

Course Outcomes:

After successful completion of the course, the students will able to:

CO1: Recognize the changing dimensions of digital marketing.
CO2: Understand the forces behind the digital marketing
CO3: Recognize the significance of digital marketing mix
CO4: Discriminate various models of digital marketing
CO5: Understand the significance of online advertising

Unit I: Introduction to Digital Marketing


Unit II: Digital Marketing Environment and Strategy

Digital Consumer- Impact of Digital Technology on Consumer Behaviour – Attributes of online buying Behaviour-Digital Marketing Strategy Framework and plan - ASCOR-AIDA(R) and (P) REAN / RACE Model for Digital Marketing Strategy

Unit III: Digital Marketing Mix


Unit IV: Digital Communication and Channel Mix


Unit V: Social Media Marketing and Digital Analytics

Recent Trends in Digital Marketing

Faculty member will impart the knowledge on recent trends in Digital Marketing to the students and these components will not cover in the examination.

Text Books:

Supplementary Readings:
2. Annmarie Hanlon 2016, Digital Marketing Strategic Planning and Integration Sage Publications, New Delhi
5. Travis Wright, Chris 2016, Digital Sense Wiley Publishers U.S.A

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO 1</th>
<th>PO 2</th>
<th>PO 3</th>
<th>PO 4</th>
<th>PO 5</th>
<th>PO 6</th>
<th>PO 7</th>
<th>PO 8</th>
<th>PO 9</th>
<th>PO 10</th>
<th>PO 11</th>
<th>PO 12</th>
<th>PS O1</th>
<th>PS O2</th>
<th>PS O3</th>
<th>PS O4</th>
<th>PS O5</th>
<th>PS O6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td>L</td>
<td>L</td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>S</td>
<td>L</td>
<td>S</td>
<td>L</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>CO3</td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
<tr>
<td>CO4</td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>CO5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
<td>S</td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Learning Objectives:
LO1: To enable the students to have a thorough understanding of changing role of HRM in global and Indian perspective
LO2: To disseminate the students about various methods of recruitment, training and performance appraisal techniques
LO3: To impart the students to gain expert knowledge of various theories of motivation and human resource audit.

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Comprehend the fundamentals of Human Resource Management
CO2: Compute job analysis report and be able to develop job description and job specification.
CO3: Describe the various motivational applications in practice
CO4: Explain performance appraisal techniques and able to prepare performance appraisal forms
CO5: Develop human resource audit plan and conduct HR audit.

Unit I: Introduction to Human Resource Management

Unit II: HR Planning and Job Analysis

Unit III: Human Resource Development

Unit IV: Performance appraisal and Compensation Management

Unit V: Motivation

Recent Trends in Human Resource Management
Faculty member will impart the knowledge on recent trends in Human Resource Management to the students and these components will not cover in the examination.
Text Books:

Supplementary Readings:

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td></td>
<td>L</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Learning Objectives:
LO1: To enable the students to grasp principles and techniques of financial management
LO2: To impart the students to understand the significance and application of cost of capital and capital structure theories
LO3: To impart the students to gain expert knowledge of dividend policy and working capital management

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Appraise the basic components of Financial Management
CO2: Gain expert knowledge on calculating various techniques of capital budgeting.
CO3: Generate and manage funds while undertaking any business venture.
CO4: Gain expert knowledge in dividend decisions.
CO5: Understand the computations and techniques of working capital

Unit I: Financial Management an Introduction

Unit II: Cost of Capital and Capital Budgeting

Unit III: Financial Leverage and Capital Structure Theories

Unit IV: Dividend Policy

Unit V: Working Capital

Recent Trends in Financial Management
Faculty member will impart the knowledge on recent trends in Financial Management to the students and these components will not cover in the examination.

Note: Question Paper shall cover 80% theory and 20% Problem in Capital Budgeting
Text Books:

Supplementary Readings:

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td></td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:
2. Corporate Finance Essentials (Coursera), Created by: IESE Business School, Delivered by: Coursera, Taught by: Javier Estrada.
Learning Objectives:

LO1: To train the students to acquire foundational understanding of conducting business research

LO2: To impart the students to have a sound knowledge of sampling design, data collection methods and analysis of data

LO3: To inculcate the students to learn the best practice of report writing

Course Outcomes:

After successful completion of the course, the students will be able to:

CO1: Describe the objectives and types of research

CO2: Construct good research design

CO3: Understand the significance and process of business research

CO4: Have an insight into the sampling techniques and develop sampling plan

CO5: Analyze and interpret the data and write the research report

Unit I: Introduction to Research


Unit II: Research and Sample Design

Research Design: Meaning - Features of good Design - Types of research Design. Sample Design: Census and Sample Survey - Steps in sample Design - Types of Sample Designs - Probability and non-probability sampling techniques

Unit III: Data Collection and Measurement of Scales


Unit IV: Processing and Analysis of Data

Date processing operations - Editing, Coding, Classifying and tabulation - Analysis of data - Application of Statistics in research: Descriptive statistics - Inferential analysis - Hypothesis testing - Meaning - Characteristics - Types of Hypothesis - steps in Testing of Hypotheses - Mean Difference and relationship testing

Unit V: Interpretation and Report Writing


Recent Trends in Business Research

Faculty member will impart the knowledge on recent trends in Business Research to the students and these components will not cover in the examination.
Text Books:

Supplementary Readings:

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td></td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td></td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:
Semester II
19CBIC204: BUSINESS ANALYTICS
Credits : 5
Hours : 75

Learning Objectives:
LO1: To enable the students to understand the role of business analytics in business data processing
LO2: To impart the students to gain knowledge of application of information technology in the core business process
LO3: To equip the students with big data application in business intelligence

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Understand the language of business analytics, theory and models in the field of business analytics
CO2: Perceive skills on data analytics and its application
CO3: Gain expert knowledge in data integration technology
CO4: Analyze different types of digital data, use of appropriate models for analysis and derive insights from results
CO5: Equip with key analytical tools and techniques of business intelligence.

Unit I: Introduction to Business Analytics
Business Analysis-Different Levels - Business Analyst- Role of Business Analyst - Basic rules-Requirements and Tasks performed by Business Analyst – Project Definition and Scoping – Project phases and approaches – Role of Business Analyst across the project Life cycle.

Unit II: Information Technology Applications

Unit III: Introduction to OLTP and OLAP
Introduction to OLTP and OLAP – Different OLAP Architectures-Data Models-Tools in Business Intelligence-Role of DSS, EIS,MIS and digital Dash boards – Need for Business Intelligence- Business Intelligence value chain-Components-applications-roles and responsibilities.

Unit IV: Data Integration
Data Integration-Data Warehouse-Goals-Data Sources- Data Integration Technologies-Data Quality maintenance-Data profiling-Data modeling-Types and Techniques-Fact table-Dimension Table-Typical Dimensional Models-Life cycle-Designing..

Unit V: Performance and Measurement System Terminology

Recent Trends in Business Analytics
Faculty member will impart the knowledge on recent trends in Business Analytics to the students and these components will not cover in the examination.
Text Books:
1. Edward Mize, 2017, Data Analysis, Create Space Independent Publishing Platform

Supplementary Readings:

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Learning Objectives:

LO1: To make the students to understand and the need and importance of Organizational Behaviour

LO2: To impart the students to gain expert knowledge about the application of organizational conflict technique to resolve problems in an organization.

LO3: To make an awareness among students about the implication of organizational changes and its effectiveness

Course Outcomes:

After successful completion of the course, the students will able to:

CO1: Appreciate the implication of Organizational Behaviour in an organization.

CO2: Compare the strength and limitations of different organizational structure.

CO3: Solve the different forms of conflicts and assume different leadership styles.

CO4: Recall the significance of quality of work life and organizational changes.

CO5: Recognize the factors affecting the organizational effectiveness.

Unit I: Introduction to Organisational Behaviour

Unit II: Organisational Structure and Culture

Unit III: Organisational Conflicts and Leadership
Organisational Conflicts – Causes and Types – Managing Conflicts – Leadership Qualities - Types –Styles.

Unit IV: Organisational Effectiveness and Quality of Work Life
Organisational Effectiveness- Meaning-Approaches to Organisational Effectiveness- Factors influencing Organisational Effectiveness-Quality of Work Life-Meaning – Definition- Evolution and Development of the Concept of QWL- Constituents of QWL.

Unit V: Organisational Change and Development

Recent Trends in Organizational Behaviour
Faculty member will impart the knowledge on recent trends in Organisational Behaviour to the students and these components will not cover in the examination.
Text Books:

Supplementary Readings:
2. Prasad, L.M Organisational Behaviour, 2018 Sultan Chand Publishers, New Delhi

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Semester III
19CBIC302: BUSINESS DATA MINING

Credits : 5
Hours : 75

Learning Objectives:
LO1: To introduce the students about the various data warehouse architecture
LO2: To enable the students to understand the data mining functionalities
LO3: To impart the students to introduce the various data mining techniques and apply cluster analysis in data

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Understand the data warehouse architecture
CO2: Prepare, classify and predict the data
CO3: Apply cluster analysis in data mining
CO4: Familiarize with design of Data mining
CO5: Apply knowledge on structures of data mining techniques

Unit I: Data Warehousing
Data Warehouses- Multidimensional Data Model –Schemes-OLAP Operations -Data Warehouse Architecture – Indexing – Data Pre Processing – Knowledge Discovery from Data Base – Need-Data Cleaning - Data Reduction

Unit II: Association Rule Mining
Data Mining Functionalities - Rule Mining - Mining various kinds of Association Rules-Data Mining Tasks- Data mining primitives -Issues- Data cleaning – Data transformation –Data reduction- Mining multi-dimensional association rules.

Unit III: Classification and Prediction
Data preparation for classification and prediction- Classification by Decision Tree-Bayesian Classification- Rule Based Classification – Classification by Back propagation-Support Vector Machines- Associative Classification- Other Classification – Accuracy and Error measures –Ensemble Methods – Model Section.

Unit IV: Cluster Analysis
Cluster Analysis – Types and Methods –Clustering High Dimensional Data – Constraints –Based Cluster Analysis-Outlier Analysis.

Unit V: Data Mining Tool
Data Mining Tool – Loading the data – Filtering attributes – Selection-Training a classifier-Building your own classifier- Tree visualization-Testing and evaluating your models- Regression models-Clustering- Reusing model- Data mining in marketing –Using WEKA for stock value forecasting.

Recent Trends in Business Data Mining
Faculty member will impart the knowledge on recent trends in Business Data Mining to the students and these components will not cover in the examination.

Text Books:
1. Jiawei Han and Micheline Kamber, 2017, Data Mining Concepts and Technologies, Morgan Kaufman
3. David and Young 2018, Introduction to Business Data Mining , Irwin Professional Publishing, USA
**Supplementary Readings:**

2. Dunham M.H 2017, Data Mining: Introductory and Advanced Topics Imprint Pearson Education, New Delhi

**Outcome Mapping**

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td></td>
<td>L</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td>M</td>
<td></td>
<td>L</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong*
Learning Objectives:
LO1: To introduce the conceptual frame work of database system to the students
LO2: To impart the students basic concepts in data base architecture
LO3: To enable the students to have a broad understanding of data base concepts And data base management software.

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Understand the data base concepts and DBMS software
CO2: Gain knowledge on Data Base Management Components and its functions
CO3: Understand the Architecture of Database system
CO4: Improve the quality of database design by normalization
CO5: Have a high level understanding of Data Base Management Components and its functions

Unit I: Database System Architecture - Basic concepts

Unit II: Relational Approach

Unit III: Network Approach
Architecture of DBTG system. DBTG Data Structure : The Set construct, Singular sets, sample schema, the external level of DBTG – DBTG Data manipulation.

Unit IV : Relational Database Design

Unit V : Query Interpretation
Basic Concepts of Database Recovery- Concurrency Control Database Security and Integrity- Distributed Database.

Recent Trends in Data Base Management System
Faculty member will impart the knowledge on recent trends in Data Base Management System to the students and these components will not cover in the examination.
**Text Books:**

**Supplementary Readings:**

**Outcome Mapping**

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>M</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Semester III

19CBIP304: INSTITUTIONAL TRAINING/ INTERNSHIP

Credits: 5

Learning Objectives:

LO1: To familiarize the students to have a knowledge on institutional/industrial environment

LO2: To provide students an insight into the organizational structure of an institution/industry

LO3: To enable the students to gain practical knowledge on institution/industrial operations

Course Outcomes:

After successful completion of the course, the students will able to:

CO1: Familiar with institution/industrial environment

CO2: Understand the organizational structure of an institution/industry

CO3: Comprehend the institutional/industrial practices like, HR, Finance, Manufacturing and Marketing

CO4: Gain practical knowledge on institutional/industrial operations

CO5: Integrate the theoretical knowledge with practical knowledge

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>L</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>CO2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Semester IV

19CBIC401: BUSINESS INTELLIGENCE STRATEGIES AND PROCESS

Credits : 5
Hours : 75

Learning Objectives:

LO1: To impart the students to understand basic concepts of business intelligence and its frame work
LO2: To equip the students to formulate strategies in relation to business performance measurement
LO3: To make the students to gain an insight into the text and web designing

Course Outcomes:

After successful completion of the course, the students will able to:

CO1: Understand the conceptual frame work of business intelligence
CO2: Formulate strategies in relation to business performance measurement
CO3: Appreciate the importance of text and web mining data
CO4: Analyze and apply various business intelligence methods
CO5: Tackle the issues in business intelligence

Unit I: Introduction to Business Intelligence
Business Intelligence – Framework for Business Intelligence-Creation-Transaction Processing Vs analytical Processing – Major Tools and Techniques of Business Intelligence.

Unit II: Business Performance Management

Unit III: Text and Web Mining

Unit IV: Business Intelligence and Implementation
Business Intelligence Implementation – Implementation of Business Intelligence and Integration Implementation – Connecting Business Intelligence systems to Databases and other enterprise systems.

Unit V: Business Intelligence Issues
On Demand Business Intelligence – Issues of Legality, Privacy and Ethics-Emerging Topics in Business Intelligence- the Web 2.0 revolution- On line social networking-virtual worlds-social networks and Business Intelligence-collaborative decision making-RFID and new Business Intelligence application opportunities – reality mining.

Recent Trends in Business Intelligence

Faculty member will impart the knowledge on recent trends in Business Intelligence to the students and these components will not cover in the examination.
Text Books:
1. Efraim Turban, Ramesh Sharda, Dursun Delen and David King, 2017, Business Intelligence Prentice Hall, New Delhi
3. Galit Shmeli Nitin R. Patel and Peter C. Bruce 2017, Data Mining for Business Intelligence, Wiley- India Pvt Ltd, New Delhi

Supplementary Readings:
3. Rausch, Peter Sheta Alaa Fayesh 2017, Business Intelligence and Performance Management, Berrett Koehler, London

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>CO2</td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
<td></td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>M</td>
<td>M</td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td></td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td>M</td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td></td>
<td>M</td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Semester IV

19CBIC402: E-CUSTOMER RELATIONSHIP MANAGEMENT

Credits : 4
Hours : 60

Learning Objectives:

**LO1:** To impart the students to understand on various concepts of customer relationship management practices

**LO2:** To make the students to acquire expert knowledge on customer information database

**LO3:** To train the students to gain knowledge on customer relationship management process

Course Outcomes:

After successful completion of the course, the students will able to:

**CO1:** Comprehend the concepts relating to Customer Relationship management practices

**CO2:** Analyze Customer Information Database to understand the customer behaviour

**CO3:** Grasp an idea of customer relationship management process

**CO4:** Appreciate the various Models of Customer Relationship Management

**CO5:** Understand the e-CRM solutions for better customer relationship management

**Unit I: Introduction to CRM**

Definitions – Concepts and Context of relationship Management Evolution – Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders

**Unit II: Understanding Customers**

Customer information Database – Customer Profile analysis Customer perception, Expectations analysis – Customer behavior in relationship perspectives; individual and group customer segments

**Unit III: CRM Structures**


**Unit IV: CRM Planning And Implementation**

Strategic CRM planning process – Implementation issues – CRM Tools – Analytical CRM – Operational CRM – Call centre management – Role of CRM Managers

**Unit V: Trends in CRM**

e-CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages

---

**Recent Trends in Electronic-Customer Relationship Management**

Faculty member will impart the knowledge on recent trends in Electronic Customer Relationship Management to the students and these components will not cover in the examination.
Text Books:

Supplementary Readings:
2. Jim Catheart, 2018. The Eight Competencies of Relationship Selling, New Delhi, McMillan India
3. Assel, 2018 Consumer Behaviour – A Strategic Approach, Biztranza

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td>L</td>
<td></td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td>S</td>
<td></td>
<td>L</td>
<td>M</td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Learning Objectives:
LO1: To make the students to understand the concept of Tableau
LO2: To train the students to construct various visualization techniques
LO3: To impart the students to gain expert knowledge on Apache Spark platform for business intelligence data storage and analysis

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Comprehend theoretical frame work of business visualization Tableau
CO2: Connect various business data for visualization
CO3: Construct various visualization techniques
CO4: Apply Power Business Intelligence services in business intelligence
CO5: Apply Apache Spark platform for business intelligence data storage and Analysis

Unit I: Tableau

Unit II : Building Visualizations

Unit III: Power Business Intelligence

Unit IV: Connect to data
Data Sources in Power Business Intelligence Desktop – Connect to data in Power Business Intelligence Desktop-Import Excel workbooks into Power Business Intelligence Desktop- Connect to an Oracle database- Run R Scripts- Connect to CSV files.

Unit V: Spark Overview

Recent Trends in Business Visualisation
Faculty member will impart the knowledge on recent trends in Business Visualisation to the students and these components will not cover in the examination.
Text Books:
1. Joshua N. Milligan 2016, Learning Tableau – How Data Visualization Brings Business Intelligence to Life Packt Publishing, USA
3. Efraim Turban, Ramesh Sharda, DursunDelen and David King 2012, Business Intelligence Prentice Hall, New Delhi

Supplementary Readings:

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td>L</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Semester IV

19CBIP404: BUSINESS VISUALISATION ANALYSIS
(Project or Practical Course)

Credits: 8

Learning Objectives:
LO1: To give practical knowledge to the students on Business visualization Tableau software
LO2: To train the students to connect various business data for visualization
LO3: To impart the students to comprehend and relate power business intelligence services in business intelligence

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Working in Tableau for creating, visualizing and reporting on data
CO2: Analyze various business systems using power business intelligence techniques
CO3: Corroborate power business intelligence services in business intelligence
CO4: Implement the various data processing operations using Spark
CO5: Construct Apache’s spark platform for business intelligence

Tableau
1. Creating or modify a Schedule
2. Publishing data in Tableau
3. Working with data, filter, sorting
4. Data visualization using charts and scatter plots
5. Reports generation in Tableau

Power Business Intelligence
6. Sales and Marketing sample of Power Business Intelligence
7. Customer Profitability Sample Power Business Intelligence
8. Human Resources for sample power Business Intelligence
9. Supplier Quality Analysis sample for power Business Intelligence

Spark
10. Creating RDDs from Data files, Reshaping Data to Add Structures
11. Creating Data frames, Catching and Re-using Data frames
12. Creating DStreams from sources, operating on DStream Data
<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>S</td>
<td>M</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td>L</td>
<td>S</td>
<td></td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>L</td>
<td>S</td>
<td></td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
## Elective Courses
### Department Electives (DE)

<table>
<thead>
<tr>
<th>S. No</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours/week</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>CIA</td>
<td>ESE</td>
</tr>
<tr>
<td>1.</td>
<td>19CODE205</td>
<td>Corporate Social Responsibility</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>19CODE206</td>
<td>International Finance and Foreign Exchange</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>19CODE207</td>
<td>International Logistics Management</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td>19CODE305</td>
<td>Goods and Services Tax</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>5.</td>
<td>19CODE306</td>
<td>Marketing of Financial Services</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>6.</td>
<td>19CODE307</td>
<td>Project Finance and Management</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>
Learning Objectives:

LO1: To enable the students to understand the meaning and concept of Corporate Social responsibility

LO2: To enable the students to understand the preparation of Customer Relationship Reports

LO3: To impart the students to gain knowledge on principles and practice of CSR in Indian context

Course Outcomes:

After successful completion of the course, the students will be able to:

CO1: Gain all essential and fundamental knowledge on the principles and practices of CSR in India.

CO2: Enhance the skill of implementation of CSR in their own enterprises as and when required

CO3: Augment the skill to bring up their start-ups.

CO4: Evaluate CSR activities

CO5: Tackle various issues relating to CSR audit

Unit I: Meaning of Corporate Social Responsibility (CSR)

Meaning and Definition of CSR - Principles of CSR - CSR and Corporate Governance - Drivers of CSR - Concept of Charity - Corporate Citizenship - Corporate Philanthropy.

Unit II: CSR Policy under Sec. 135 of the Companies Act 2013


Unit III: CSR Activities

Meeting of the CSR Committee - Preparation of CSR Report - Placing CSR Report in Board meeting - Board’s responsibility towards CSR - CSR project management approach - Evaluation of CSR projects –

Unit IV: Evaluation of CSR Activities

Internal Monitoring and Evaluation of CSR Activities - External Monitoring and Evaluation of CSR Activities; - CSR Committee and Board level review of CSR performance - CSR Reporting

Unit V: Audit and Standards CSR

CSR Audit; various issues relating to CSR Audit - Sustainability of CSR Audit - benefits of CSR audit - CSR Ratings, CSR awards. Social Accountability 8000 (SA8000) - Indian Standard Organization (ISO-26000-2010).

Recent Trends in Corporate Social Responsibility

Faculty member will impart the knowledge on recent trends in Corporate Social Responsibility to the students and these components will not cover in the examination.

Text Books:

2. Nancy Lee and Philip Kotler 2017, Corporate Social Responsibility: Doing the most Good for your company, John Wiley and Sons, USA
3. Wayne Visser 2018, CSR 2.0 Transforming Corporate Sustainability and Responsibility, Springer Science and Business Media, USA
**Supplementary Readings:**

1. Mia Mahmudur Rahim 2015, Legal Regulation of Corporate Sustainability and Responsibility Springer Science and Business Media, USA
2. Christopher 2018, Sustainable Value: How the world’s leading companies doing well by doing good Stanford University Press, USA

### Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO 10</th>
<th>PO 11</th>
<th>PO 12</th>
<th>PSO 1</th>
<th>PSO 2</th>
<th>PSO 3</th>
<th>PSO 4</th>
<th>PSO 5</th>
<th>PSO 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td></td>
<td></td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Semester II

19CODE206: INTERNATIONAL FINANCE AND FOREIGN EXCHANGE

Credits : 3
Hours : 45

Learning Objectives:
LO1: To enable the students to gain knowledge on international financial institutions and its Functions
LO2: To make the students to comprehend the foreign exchange dealings by commercial banks and RBI
LO3: To educate the students to understand and compute the exchange rates

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Appraise the fundamental knowledge on working of international financial Institutions in India.
CO2: Gain knowledge of role of international financial institutions like BIS and ADB
CO3: Monitor foreign exchange market movement
CO4: Recall the foreign exchange dealings by commercial banks and RBI.
CO5: Calculate and compute foreign exchange rates.

Unit I: Introduction
Significance and Importance of International Finance – Scope and Limitation –Foreign Aid – Indian Experience.

Unit II: International Financial Institutions
Organisation, Functions, Objective and working of International Bank for Reconstruction and Development (IBRD) and International Monetary Fund (IMF).

Unit III: Regional Financial Institutions

Unit IV: Foreign Exchange
Foreign Exchange – Meaning and Definition –Foreign Exchange Market – Authorised Dealers – Money changers – Foreign Exchange Dealings by Commercial Bank and Reserve Bank of India

Unit V: Rate of Exchange

Recent Trends in International Finance and Foreign Exchange
Faculty member will impart the knowledge on recent trends in International Finance and Foreign Exchange to the students and these components will not cover in the examination.

Note: Theory Questions Only

Text Books:
Supplementary Readings:
1. Balagopal, T.A.S 2016, Export Management, Himalaya Pub., Mumbai,

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PS O1</th>
<th>PS O2</th>
<th>PS O3</th>
<th>PS O4</th>
<th>PS O5</th>
<th>PS O6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Semester II

19CODE207: INTERNATIONAL LOGISTICS MANAGEMENT

Credits : 3
Hours : 45

Learning Objectives:

LO1: To acquaint the students with basic knowledge of business logistics
LO2: To make the students to develop awareness about ocean transportation
LO3: To enable the students to acquire knowledge on inventory management

Course Outcomes:

After successful completion of the course, the students will able to:

CO1: Understand the knowledge about the fundamentals and basic concepts of business logistics and supply chain
CO2: Enlighten with the knowledge freight structure and practices in shipping
CO3: Master over the procedure and principles of ocean transportation
CO4: Understand the applicability of inventory management and warehousing Functions
CO5: Apply the strategies for transportation and packaging

Unit I: Introduction to Business Logistics and Supply Chain
Business logistics and Supply Chain-Meaning-Importance-objectives and drivers Strategy-Planning selecting proper channel, Performance measurement-outsourcing-Make or Buy approach

Unit II: Structure of shipping
Structure – Types of ships-Operating systems-Characteristics liner and tramp operators-code of conduct for liner conferences, freight structure and practices-chartering principles.

Unit III: Developments in Ocean Transportation
Containerization: CFS and inland container depots, Multi-model transportation and CONCOR – Role of intermediaries including fright Agents, shipping agents, Container Agents.

Unit IV: Inventory and Warehousing
Inventory-Objectives, Bullwhip effect, control-Probabilistic inventory models-Risk pooling-Vendor managed inventory-Warehousing functions

Unit V: Transportation and Packaging
Transportation-Drivers modes measures-Strategies for transportation, 3PL and 4PL., Vehicle routing and scheduling-Packaging-Design consideration material and cost-packing

Recent Trends in International Logistics
Faculty member will impart the knowledge on recent trends in International Logistics Management to the students and these components will not cover in the examination.

Text Books:
1. Natarajan L 2017, Logistics Supply Chain Management, Margham Publications, Chennai
2. Sunil Chopra and Petermeindi 2016, Supply Chain Management – Strategy Planning and Operation PHI Learning, New Delhi
Supplementary Readings:
1. Rahul V. Altekar, 2016, Supply Chain Management, PHI Learning, New Delhi
2. Ailawadi and Rakesh Singh 2016, Logistics Management PHI Learning, New Delhi

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO 1</th>
<th>PO 2</th>
<th>PO 3</th>
<th>PO 4</th>
<th>PO 5</th>
<th>PO 6</th>
<th>PO 7</th>
<th>PO 8</th>
<th>PO 9</th>
<th>PO 10</th>
<th>PO 11</th>
<th>PO 12</th>
<th>PS O1</th>
<th>PS O2</th>
<th>PS O3</th>
<th>PS O4</th>
<th>PS O5</th>
<th>PS O6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td>M</td>
<td>M</td>
<td></td>
<td>S</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td></td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td>M</td>
<td></td>
<td>L</td>
<td>M</td>
<td>M</td>
<td></td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
<td></td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td></td>
<td></td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Semester III  

19CODE305: GOODS AND SERVICES TAX  

Credits : 3  
Hours : 45

Learning Objectives:  
LO1: To enable the students to understand the basic concept of indirect tax  
LO2: To provide the students basic knowledge of provisions of GST  
LO3: To educate the students with registration process, returns and payment procedure of Goods and Services Tax.

Course Outcomes:  
After successful completion of the course, the students will able to:  
CO1: Comprehend the fundamentals of indirect tax and need for GST  
CO2: Understand the structure of GST and their schemes in practice  
CO3: Disseminate various modes of registration of GST  
CO4: Familiarize with the adjustment of debit and credit notes  
CO5: Understand and apply the e-filing of GST in practice

Unit I: Introduction to Goods and Services Tax  
Indirect Taxes – Problems of Indirect taxes – Need for introduction of GST – Commodities kept out the preview of GST – Other indirect Taxes

Unit II: Structure of GST  

Unit III: GST Registration Process  
Registration process in GST – Types – Compulsory Registration – Cancellation

Unit IV: Input Tax Credit  
Input Tax Credit – Adjustment of Debit Notes and Credit Notes – Problems in Input Tax Credit

Unit V: Returns, Payments, Refund Process and Assessment  
Process of Return Filing-Types of Returns - E-Ledger and E-Payment Process in GST- Assessment Methods – Refund under GST – Refund under Special Occasions - Authorities of GST.

Amendments in Goods and Services Tax made from Time to Time

Faculty Member will impart the knowledge on the Amendments in Goods and Services Tax made from time to time, to the students and these components will not cover in the examination.

Text Books:  
1. Balachandran V., 2018, Indirect Taxes, Sultan Chand and Sons, New Delhi  
Supplementary Readings:

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Learning Objectives:
LO1: To acquaint the students with the concept and features of financial services.
LO2: To enable students to learn the concept of market segmentation and buyer behaviour.
LO3: To educate students with 7-Ps of services marketing mix.

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Explain the concept and features of financial services
CO2: Gain knowledge on segmentation strategy of marketing
CO3: Understand the significance of customer loyalty and product life cycle
CO4: Explain price and promotion strategy and protection of corporate image.
CO5: Describe 3-Ps of service marketing

Unit I: Marketing Concept in Financial Services
Services Marketing-Concept-Features of Services Marketing-Need for applying Marketing Concept in Financial Services –Customer Services in Financial Marketing.

Unit II: Market Segmentation and Buyer Behaviour

Unit III: Marketing Mix – Product and Place
Marketing Mix in Financial Services Markets-Product Development-Product Life Cycle-Branding related to Financial Services-Customer Loyalty-Place related issues in financial services

Unit IV: Marketing Mix – Price and Promotion
Pricing of financial services- Methods-Promotional Mix-Financial Advertising-Role of media-Corporate image-Publicity-Sales Promotion-Service Guarantee and Assurance.

Unit V: Marketing Mix- People, Procedure and Physical Evidence
Internal Marketing-Personnel for Financial Services-TQM-Procedural issues in Financial Services- Role in Service Delivery-Physical evidence in Financial Services.

Recent Trends in Marketing of Financial Services
Faculty member will impart the knowledge on recent trends in Marketing of Financial Services to the students and these components will not cover in the examination.

Text Books:
Supplementary Readings:

2. Roland T Rust 2016, Services Marketing Addison Wesley, New York

Outcome Mapping

<table>
<thead>
<tr>
<th>CO/PO</th>
<th>PO1</th>
<th>PO2</th>
<th>PO3</th>
<th>PO4</th>
<th>PO5</th>
<th>PO6</th>
<th>PO7</th>
<th>PO8</th>
<th>PO9</th>
<th>PO10</th>
<th>PO11</th>
<th>PO12</th>
<th>PSO1</th>
<th>PSO2</th>
<th>PSO3</th>
<th>PSO4</th>
<th>PSO5</th>
<th>PSO6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td></td>
<td></td>
<td>M</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td></td>
<td>S</td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td></td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Learning Objectives:

LO1: To enable the students to understand the need for innovative projects
LO2: To make the students to gain knowledge on Net Work Analysis of PERT and CPM methods
LO3: To gain expert knowledge on monitoring of cost control and evaluate the Project Performance.

Course Outcomes:

After successful completion of the course, the students will able to:

CO1: Understand the role of project manager in establishing a New Project.
CO2: Evaluate the project feasibility study of new project in the market
CO3: Gain the knowledge of Net Work Analysis of PERT and CPM methods.
CO4: Determine the cost control methods in project.
CO5: Conduct performance appraisal of project report.

Unit I: Project an Introduction

Unit II: Project Feasibility Study
Project Feasibility Study – Market or Demand analysis –Technical and Financial Analysis of Projects.

Unit III: Net Work Analysis

Unit IV: Project Cost Control

Unit V: Project performance

Recent Trends in Project Management
Faculty member will impart the knowledge on recent trends in Project Management to the students and these components will not cover in the examination.

Text Books:
Supplementary Readings:

Outcome Mapping

<table>
<thead>
<tr>
<th>CO</th>
<th>PO 1</th>
<th>PO 2</th>
<th>PO 3</th>
<th>PO 4</th>
<th>PO 5</th>
<th>PO 6</th>
<th>PO 7</th>
<th>PO 8</th>
<th>PO 9</th>
<th>PO 10</th>
<th>PO 11</th>
<th>PO 12</th>
<th>PS O1</th>
<th>PS O2</th>
<th>PS O3</th>
<th>PS O4</th>
<th>PS O5</th>
<th>PS O6</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO1</td>
<td>L</td>
<td>S</td>
<td></td>
<td></td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO2</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO3</td>
<td>M</td>
<td></td>
<td>S</td>
<td>M</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO4</td>
<td>M</td>
<td></td>
<td></td>
<td></td>
<td>L</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CO5</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>M</td>
<td>S</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>M</td>
<td>L</td>
<td>S</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* L – Low, M - Medium, S - Strong
Learning Objectives: Students will be able to

LO1: To grasp about the basic Rights and Duties of Indian Citizenry.
LO2: To ponder over the form of Indian Political System.
LO3: To have broad understanding about the pivotal provisions related with liberty, Equality and fraternity.

Course Outcomes:

After successful completion of the course, the students will able to:

CO1: Imbibed with the basic features of Indian Political System
CO2: Enlighten themselves with the rights and duties of Indian Citizens
CO3: Understand the significance of rule of law.
CO4: Inculcated with basic liberties.

Unit I: Constitution of India – Basic Features and Fundamental Principles

Unit II: Fundamental Rights and Duties

Unit III: Legislative and Financial Powers of States
Federal Structure and Distribution of Legislative and Financial powers between the Union and the States-Parliamentary form of Government of India- The Constitution powers and States of the President of India.

Unit IV: Constitutional Amendments in India

Unit V: Fundamental Rights

Recent Discussions on Indian Constitution in the Indian Parliament
Faculty Member will impart the knowledge on the discussions made in the parliament impacting the Indian society on the Indian Constitution to the students.

Text Books:
Supplementary Readings:
1. The Constitution of India 1950 (Bare Act), Government of India Publications, New Delhi
5. Granvila Austin 2006 The Indian Constitution :Cornerstone of a Nation, Oxford University Press, New Delhi.