M.Com. Cooperative Management (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. (Cooperative Management).

<table>
<thead>
<tr>
<th>Faculty of Arts</th>
<th>Programme</th>
<th>Eligibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.Com. Co-operative Management</td>
<td>A pass in B.Com. or B.B.A. or B.A. Corporate Secretary ship 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>
<td></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 & 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.

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>Credits</th>
<th></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>Total</td>
<td>95</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.
6.7 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></th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test-I &amp; Test-II</td>
<td>15</td>
</tr>
<tr>
<td>Seminar</td>
<td>05</td>
</tr>
<tr>
<td>Assignment</td>
<td>05</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>25</strong></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></th>
<th>End Semester Examination (75 Marks)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Review-I 10</td>
<td></td>
<td>Project / Dissertation Evaluation</td>
<td>50</td>
</tr>
<tr>
<td>Review-II: 15</td>
<td></td>
<td>Viva-voce</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

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

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.

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

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.
\( m \) 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 sensitized 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>19CCMC101</td>
<td>Core 1: Business Environment</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CCMC102</td>
<td>Core 2: Advanced Financial Accounting</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CCMC103</td>
<td>Core 3: Banking and Insurance</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>19CCMC104</td>
<td>Core 4: Digital Marketing</td>
<td>5</td>
<td>5</td>
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<tr>
<td></td>
<td>Elective 1: Interdepartmental Elective</td>
<td>3</td>
<td>3</td>
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<tr>
<td></td>
<td><strong>Total Credit from Semester I</strong></td>
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<td>22</td>
</tr>
<tr>
<td>19CCMC201</td>
<td>Core 5: Human Resource Management</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CCMC202</td>
<td>Core 6: Financial Management</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CCMC203</td>
<td>Core 7: Business Research Methods</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>19CCMC204</td>
<td>Core 8: Business Analytics</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Elective 1: Departmental Elective</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective 2: Interdepartmental Elective</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credit from Semester II</strong></td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>19CCMC301</td>
<td>Core 9: Co-operation in India</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CCMC302</td>
<td>Core 10: Co-operation in Foreign Countries</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CCMC303</td>
<td>Core 11: Co-operative Financial Institutions in India</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>19CCMP304</td>
<td>Core 12: Institutional Training/Internship</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Elective 2: Departmental Elective</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective 3: Interdepartmental Elective</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credit from Semester III</strong></td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>19CCMC401</td>
<td>Core 13: Co-operative Management and Administration</td>
<td>5</td>
<td>5</td>
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<tr>
<td>19CCMC402</td>
<td>Core 14: Tamil Nadu Co-operative Societies Act 1983</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>19CCMC403</td>
<td>Core 15: Co-operative Service Institutions in India</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>19CCMP404</td>
<td>Project and Viva-voce</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credit from Semester IV</strong></td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td><strong>Overall Total Credits from Semester I to IV</strong></td>
<td>95</td>
<td>95</td>
</tr>
</tbody>
</table>

### Course Code 19IPSCI406

Constitution of India

Marks: 02
**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>C</th>
<th>Marks</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>19CODE205</td>
<td>Corporate Social Responsibility</td>
<td>3</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>2.</td>
<td>19CODE206</td>
<td>International Finance and Foreign Exchange</td>
<td>3</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>3.</td>
<td>19CODE207</td>
<td>International Logistics Management</td>
<td>3</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
<tr>
<td>4.</td>
<td>19CODE305</td>
<td>Goods and Services Tax</td>
<td>3</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>5.</td>
<td>19CODE306</td>
<td>Marketing of Financial Services</td>
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<td>3</td>
<td>25</td>
<td>75</td>
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<tr>
<td>6.</td>
<td>19CODE307</td>
<td>Project Finance and Management</td>
<td>3</td>
<td>3</td>
<td>25</td>
<td>75</td>
</tr>
</tbody>
</table>

**Electives Offered to Other Departments**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours/week</th>
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5.3.3 Students shall take a combination of both DEs and IDEs.
## Annexure II

### Value Added Course

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<td>19CVAC310</td>
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## ANNAMALAI UNIVERSITY


### [End Semester Examinations]

Bloom's Taxonomy - Questions Conforming to Levels K1 to K6

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### 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>
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<th>Remembering</th>
<th>Understanding</th>
<th>Applying</th>
<th>Analyzing</th>
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<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 information together in a different way by combining elements in a new pattern or proposing alternative solutions</td>
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Programme Objective:

The overall programme objective M.Com (Co-operative Management) is to empower the students to enable, to equip and to gain expertise themselves in the field of Co-operative accounting & auditing and better practice of co-operative management and administration under the guidance of the Tamil Nadu Co-operative societies Act for improved business analytics & Digital marketing in ever-changing co-operative business environment applicable for co-operative service institutions in India.

Programme Specific Objectives:

The overall programme objective is:

PSO1. To impart the students with the knowledge about ever changing Environment of business, Banking and Insurance, Digital marketing and Financial Accounting

PSO2. To make the students gain the applied knowledge in the functional areas of business.

PSO3. To equip the students with the expert knowledge about the principles, practice and Management of Co-operatives in India and Abroad, Practical approaches to Accounting & Auditing

PSO4. To educate the students about recent trends and International exposure in the field of Co-operative Management & Administration and Application of Co-operative Societies Act of Tamil Nadu 1983 and recent amendment.

Programme Outcomes (POs)

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 (PSOs)
This programme would enable the students to gain expert knowledge and applied practical exposure in the field of Co-operative Management. After the successful completion of the M.Com Co-operative Management Degree programme, the students will be able to

PSO1 Discuss about the key areas of Financial Management, Marketing, Accounting 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, calculating of GST, e-filing 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, digital marketing and explain about business analytics.

PSO4 Gain exposure to attain complete knowledge in Co-operation in India and foreign countries, co-operative financial institution India. And also understand the International Logistics Management, Advertising Management and Indian stock market operations.

PSO5 Understand the key concepts of Co-operative Management and Administration, Tamil Nadu Co-operative Societies Act 1983, and Co-operative Service Institutions in India.

PSO6 Empowering the knowledge about Marketing of Financial Services, Project Finance, Management, and Investing in the stock market and Corporate Social Responsibility.
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
ANNAMALAI UNIVERSITY
COMMERCE DEPARTMENT
M. COM. DEGREE EXAMINATION

Programme:__________ : Two Year PG Course Name:
Year : II 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: (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 …. 

18
19CCMC101: BUSINESS ENVIRONMENT

Credits : 5
Hours : 75

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, Macroeconomic, 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


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:

Outcome Mapping

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* L – Low, M - Medium, S - Strong

Suggested MOOC Courses:
1. International Business Environment and Global Strategy (edX), Created by: Indian Institute of Management, Bangalore, Delivered by: EdX.
2. Economics of Money and Banking, Created by: Columbia University, Delivered by: Coursera, Taught by: Perry G Mehrling.
Semester I

19CCMC102: 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 be 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

Unit IV: Branch and Departmental Accounts

Unit V: Responsibility Accounting and Financial Reporting

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:

Supplementary Readings:

Outcome Mapping

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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

19CCMC103: 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:


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* L – Low, M - Medium, S - Strong

SUGGESTED MOOC COURSES:

Learning Objectives:

LO1: To enable the students to recognize the changing dimensions of digital Marketing

LO2: To inculcate 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 & 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:
1. Vandana Ahuja Digital Marketing 2017, Oxford University Press, New Delhi

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

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* 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 be 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 & 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:

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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 be 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 & 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:

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

19CCMC203: BUSINESS RESEARCH METHODS

Credits: 4
Hours: 60

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:

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SUGGESTED MOOC COURSES:
Learning Objectives:

LO1: To enable students to understand the role of business analytics in business data processing.

LO2: To impart 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 be 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 lifecycle.

Unit II: Information Technology Applications
- Core Business Process - Baldrige Business Excellence framework - Key purpose of using IT in Business - Enterprise Applications - Information users and their requirements - Data - Types - Attributes and Measurement - Types of data sets - Data quality - Types of Digital Data.

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 dashboards - 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
- Performance and Measurement System terminology - Role of Metrics - Supply Chain Fact based decision making and KPIs - Use of KPIs - Potential source for metrics - Enterprise Reporting - Report Standardization - Balanced score card - Scoreboards vs Dashboards - Business Intelligence in Real world - Mobility - Cloud computing.

Recent Trends in Business Analytics
Faculty member will impart the knowledge on recent trends in Business Analytics to 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

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

LO1: To make the students gain expert knowledge in Co-operative movement in India

LO2: To impart the students to comprehend the need and importance of co-operative education and training

LO3: To enable the students to understand various committees recommendations for the betterment of Indian co-operatives

Course Outcomes:

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

CO1: Understand the Significance of Principles and Practice of Cooperation in India.

CO2: Discuss and recall the Importance of Cooperative Education and Training in this present condition.

CO3: Discuss the role of Government in the Promotion of Cooperatives through Apex Agricultural Institutions.

CO4: Understand the reasons for rural indebtedness and provide suitable solutions to minimize

CO5: Identify the significance of member economic participation in the co-operatives

Unit I: Origin and Concept of Co-operation

Unit II: Co-operation and Other Forms of Organisations
Co-operation and Corporate concerns: Sole Trader, Partnership Firm and Joint Stock Company, Co-operation and Public Utility Concerns, Self-help Groups and Co-operative and JLG (Joint Liability Group) Comparison between Capitalism, Socialism – Cooperation in the middle way

Unit III: Development of Co-operation
Historical background – Development of Co-operation during Pre-independence Period and Post-independence Period: All India Rural Credit Survey Committee, All India Rural Credit Review Committee, Sivaraman Committee (CRAFICARD), Kushroo Committee and Report of Task Force on Co-operative Credit Structure (Vaidyanathan), Report of the High Powered Committee on Co-operatives – Findings and Recommendations

Unit IV: Co-operative Education and Training
Co-operative Extension, Co-operative Education and Training - Need and Importance - Institutions for Co-operative Education and Training in India - Role of National Co-operative Union of India (NCUI) - State Co-operative Union - Research in Co-operation - Programs and Policies for Member Education - Role of Women in Co-operatives.

Unit V: Role of Government and Apex Agricultural Institutions
Government Assistance to Co-operatives: Central and State Participation in Share Capital, Subsidies and Administrative Assistance - Role of National Bank for Agricultural and Rural Development (NABARD) - Reserve Bank of India (RBI) – International Co-operative Alliance(ICA) and its Functions
Recent Developments in Co-operation in India

Faculty member will impart the knowledge on recent developments in Co-operation in India to the students and these components will not cover in the examination.

Text Books:

Supplementary Readings:

COMMITTEE REPORTS
1. Kushroo's Committee Report
2. Vaidhyanathan Committee Report
3. Committee and Commissions on Co-operation By Paranjothi

Outcome Mapping

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

**LO1:** To make the students know about the causes for success of co-operatives in foreign countries

**LO2:** To make the student to get practical knowledge in diary co-operatives

**LO3:** To motivate the students community to visit foreign co-operatives

Course Outcomes:

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

**CO1:** Acquire knowledge about success of Cooperative Movement in Foreign countries.

**CO2:** Appreciate the importance of Diary Cooperative in Denmark.

**CO3:** Understand the logic of Cooperative Movement in USA and Israel.

**CO4:** Evaluate the significance of consumer co-operative movement in England

**CO5:** Compare the strength and weakness between Indian Co-operatives and foreign Co-operatives

Unit I: Consumer Co-operative Movement in England


Unit II : Credit Movement in German and Italy

Origin of Co-operative Movement; Raiffesien Societies, Schulze–Delitzsch Societies - Comparative Study of Raiffesien and Schulze Societies – First and Second World War and the Co-operative Movement - Development after the Second World War - Co-operation in Italy; Working of BancaPopolarre (Peoples Bank), CasseRurale (Rural Banks), Formation of Fascist National Organism of Co-operation (FNTE)

Unit III : Dairy Co-operatives in Denmark

Co-operative Dairies - Growth and Development - Factors Responsible for the Success of Co-operative Dairies – Co-operative Bacon and Egg Societies: Co-operative Cattle Societies – Characteristic Features of Danish Co-operative Movement - Difficulties for India in Adopting the Danish Model

Unit IV: Co-operative Movement in Israel

The Early Co-operative Groups - The Beginning of Co-operative Movement in Palestine - Co-operative Developments in Israel; Credit Co-operatives, Agricultural Co-operatives, Co-operative Housing, Workers Producers Transportation and Service Societies (WPTSS), Consumer Co-operatives – Features of the Co-operative Movement in Israel

Unit V: Co-operative Movement in U.S.A

The Origin – Rural Co-operative Movement, Urban Co-operative Movement; Consumers’ Co-operatives, Service Co-operatives, Credit Unions, New Wave Co-operatives, Health Care Co-operatives – Chief Characteristics of the Co-operative Movement in U.S.A

**Recent Developments in Co-operation in Foreign Countries**

Faculty member will impart the knowledge on recent Developments in Co-operation in Foreign Countries to the students and these components will not cover in the examination.
Text Books:
2. Hajela T.N, 2010 Co-operation - Principles, Problems and Practice, Konark Publishing House, New Delhi,

Supplementary Readings:

Outcome Mapping

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

19CCMC303 CO-OPERATIVE FINANCIAL INSTITUTIONS IN INDIA

Credits : 5
Hours : 75

Learning Objectives:
LO1: To enable the students to understand the level of availability of co-operative financial institution in India
LO2: To make the students know the significance of non-agricultural credit co-operatives in India
LO3: To enable the students to understand the importance of urban cooperatives in India

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Appreciate the importance of Cooperative Financial Institutions and Agricultural Credit.
CO2: Understand the significance of Long term Agricultural Credit Cooperatives in India
CO3: Evaluate the Non-Agricultural Credit Cooperatives for the betterment of other than Agricultural Sectors Development.
CO4: Compare the strength and weakness about Indian co-operatives with foreign co-operatives
CO5: Compare and contrast the performance of urban and rural co-operative banks in India

Unit I: Introduction to Co-operative Financial Institutions
Rural Indebtedness – Causes and Effect – Sources of Rural Credit – Types – Institutional arrangements for Rural Credit through Cooperatives – Role of Cooperatives in the Promotion of Rural Economy – Structure of Credit Cooperatives

Unit II: Agricultural Credit Co-operatives (Short and Medium)

Unit III: Agricultural Credit Co-operatives (Long Term)
Need and Importance - Primary Co-operative Agricultural and Rural Development Banks (PCARDBs) - Sources of Funds – Objectives - Functions – Lending Procedures - State Cooperative Agricultural and Rural Development Bank (SCARDB), Objectives – Constitution – Functions - Diversified Lending – Over dues - Causes – Problems – Remedies.

Unit IV: Non Agricultural Credit Co-operatives
Constitution and Functions of Urban Co-operative Banks – Constitutions – Objectives – Need and Importance - Functions - Employees Credit Co-operative Societies, Co-operative Housing Societies, Fisheries Co-operatives – Objectives – Functions - Problems

Unit V: Management of Cooperative Finance and Banking Institutions
Recent Developments in Co-operative Financial Institutions in India

Faculty member will impart the knowledge on recent Developments in Co-operative Financial Institutions in India to the students and these components will not cover in the examination.

Text Books:

Supplementary Readings:

Outcome Mapping

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

19CCMP304: INSTITUTIONAL TRAINING/ INTERNSHIP

Credits: 5

Learning Objectives:

LO1: To enable the students to familiarize with institutional/industrial environment

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

LO3: To equip 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

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| CO2   | M    | M    | M    | M    | M    | M    | L    | L    | S    |       |       |       |       |       |       |       |       |
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* L – Low, M - Medium, S - Strong
Learning Objectives:
LO1: To enable the students understand the need and importance of managerial functions relating to co-operative administration
LO2: To impart the structure of co-operative management
LO3: To make the students well acquainted with the importance of management of marketing co-operatives

Course Outcomes:
After successful completion of the course, the students will able to:
CO1: Understand the Need and Importance of Managerial Functions Applied to Cooperatives and various levels of Administration in Cooperatives.
CO2: Understand the Management Information System and Professional Management for Cooperatives.
CO3: Appreciate the importance of Management of Marketing Cooperatives and its Operations.
CO4: Understand the significance of operational efficiency in the co-operative organization.
CO5: Evaluate the Management techniques used by the different types of co-operative organization

Unit I: Introduction to Co-operative Management

Unit II: Structure of Co-operative Management
Co-operative Administration at State Level; Registrar of Co-operative Societies, Functional Registrars – District Level Administration – Institutional Administration; General Body; Notice, Quorum, Business Transactions of General Body – Executive Committee - Board of Directors

Unit III: Management of Co-operative Banking

Unit IV: Management of Marketing Co-operatives

Unit V: Issues in Co-operative Management
Professionalization of Co-operative Management; Need for Professionalization, Issues in Professionalization - De-officialisation - Operational Efficiency – Co-operative Governance - Strategies for Development of Co-operatives in India
Recent Developments in Functional aspects of Co-operative Management

Faculty member will impart the knowledge on recent developments in functional aspects of Co-operative Management to the students and these components will not cover in the examination.

Text Books:

Supplementary Readings:

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Learning Objectives:

LO1: To enable the students understand historical background about co-operative legislation in India

LO2: To make the students to know about the formation procedures of a co-operative society in their area

LO3: To educate the students understand the importance of membership qualities of co-operative societies

Course Outcomes:

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

CO1: Understand the historical background of Cooperative Legislation and Procedures for Registration of a Cooperative Society.

CO2: Evaluate the Qualification and Disqualification for Membership of Cooperative Societies and Rights, Duties and Liabilities of Members.

CO3: Understand the significance of Supervision and Inspection and evaluate the causes for the Winding-up of Cooperative Societies.

CO4: Evaluate the causes for winding up of co-operative societies

CO5: Gain the knowledge about special features Tamil Nadu Co-operative Societies Act and new Amendments

Unit I: History of Co-operative Legislation

History of Co-operative Legislation in India – Co-operative Credit Societies Act of 1904, Co-operative Societies Act of 1912 – Multi-state Co-operative Societies Act 2002; Applicability of the Act, Societies Which May be Registered, Bye-laws, Membership and Winding up

Unit II: Registration of Societies [Tamil Nadu Co-operative Societies Act 1983]

Registration; Conditions of Registration - Effects of Registration - Amendment of the Bye-laws of Registered Society - Powers of Registrar to Direct Amendment in Public Interest - Division and Amalgamation of Societies – Transfer of Assets and Liabilities of Societies

Unit III: Membership and Management

Membership – Types of Membership - Qualifications, Associate Members, Disqualifications for Membership of Societies - Rights of Members to the Services - Duties and Liabilities, Liability of Past Member or of the Estate of a Deceased Member – General Meetings, Constitution and Meetings of the Board; Disqualification for Membership of Board

Unit IV: Supervision and Inspection

Co-operative Audit; Distinction between Co-operative Audit and Company Audit – Inquiry - Inspection and Investigation - Inspection of Books By Financing bank – Surcharge - Supersession of Board

Unit V: Winding-up of Societies

Winding-up of Registered Societies – Liquidator; Powers – Cancellation of Registration - Bar of Legal Proceedings, and Restoration of Society ordered to be wound up – Co-operative Tribunal – Appeal - Revision and Review
Latest Amendments in TAMIL NADU CO-OPERATIVE SOCIETIES ACT 1983

Faculty member will impart the knowledge on the latest Amendments in Tamil Nadu Co-operative Societies Act 1983 to the students and these components will not cover in the examination.

Text Books:

Supplementary Readings:
5. Government of India, Multi Unit Co-operative Societies Act, 2002

Committee Reports:

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Semester IV

19CCMC403: CO-OPERATIVE SERVICE INSTITUTIONS IN INDIA

Credits : 4
Hours : 60

Learning Objectives:

LO1: To impart the students gain knowledge about availability of co-operative service institution in India
LO2: To make the students understand the differences between co-operative marketing system with general marketing system
LO3: To enable the students know the significance of diary co-operatives in India

Course Outcomes:

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

CO1: Understand the Need and Importance of Two -Tier Marketing Co-operatives and Three -Tier Diary Co-operatives in India.
CO2: Appreciate the significance of Consumer Co-operatives and Industrial and Processing Cooperatives in India.
CO3: Understand the working and Present Position of various Service Cooperatives in India
CO4: Motivate the student’s community to start MSME through co-operative sectors
CO5: Enhance the knowledge towards the role of co-operative service institutions in the development of rural and urban areas

Unit I: Marketing Co-operatives

Origin and Development of Cooperative Marketing in India – Need and Importance - Primary and Apex Cooperatives Marketing Societies in India - Various Forms of Assistance Available from Government and NCDC - Regulated Markets – Problems of Marketing Cooperatives.

Unit II: Dairy Co-operatives

Place of Dray in the Indian National Economy - Structure of Dairy Cooperatives – Members Participation – Need and Importance - Functions of National Dairy Cooperative Federation - State Cooperative Milk Producers Federation - District Cooperative Milk Producer Unit.

Unit III: Consumer Co-operatives

Meaning and Concept - Need and Importance - Origin and Development - Structure and Working - Primary, Central and Apex Consumer Cooperatives- NCCF - Supermarket - Recent Development

Unit IV: Industrial and Processing Co-operatives

Origin, Types and Development of Industrial Co-operatives in India - Processing Cooperatives - Need and Importance of Spinning Mill - Sugar Factories - Problems

Unit V: Other Co-operatives


Recent Developments in Co-operative Service Institutions in India

Faculty member will impart the knowledge on recent Developments in Co-operative Service Institutions in India to the students and these components will not cover in the examination.
Text Books:

Supplementary Readings:

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

19CCMP404: PROJECT AND VIVA VOCE

Credits: 8

Learning Objectives:

LO1: To enable the students to gain practical exposure to working of various types of co-operative institutions

LO2: To equip the students themselves with the skills of organizing and running the business through co-operative models

LO3: To engage the students themselves with the day to day working problems of co-operatives and to gain knowledge based experience to resolve such problems

Course Outcomes:

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

CO1: Understand the working procedure of co-operative institutions on democratic basis

CO2: Assess the performance of ongoing co-operative institutions

CO3: Organize local specific co-operative institutions of their choice themselves

CO4: Audit the working and performance of co-operative institutions

CO5: Recommend suggestions for better performance of co-operative institutions

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Semester II

19CODE205: CORPORATE SOCIAL RESPONSIBILITY

Credits : 3
Hours : 45

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 able to:

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

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

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

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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,
5. Simha, SLN 2017, International Monetary Reforms, Vora and Co, Mumbai,

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* 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 be 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 freight 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:

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

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* 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 GST

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-filling of GST in practice

Unit I: Introduction to Goods and Services Tax
Indirect Taxes – Problems of Indirect taxes – Need for introduction of GST – Commercials 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**

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* 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**

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

19CODE307: PROJECT FINANCE AND MANAGEMENT

Credits : 3
Hours : 45

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**

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Semester IV

19IPSCI406: CONSTITUTION OF INDIA

Self Study Course                                          Non Credit Course

Hours : 30

Learning Objectives: Students will be able to

LO1: To understand the basic features of Indian Constitution.
LO2: To grasp about the basic Rights and Duties of Indian Citizenry.
LO3: To ponder over the form of Indian Political System.
LO4: 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.