DEPARTMENTAL ELECTIVES (COMMON)
TWO YEAR PROGRAMME

M.COM. ACCOUNTING INFORMATION SYSTEM (ACOM21)
M.COM. CO-OPERATIVE MANAGEMENT (ACOM22)
M.COM. BUSINESS INTELLIGENCE (ACOM23)
M.COM. INTERNATIONAL BUSINESS, BANKING AND INSURANCE (ACOM24)

Curriculum-2019

Department of Commerce
## DEPARTMENTAL ELECTIVES

### Elective Courses
Department Electives (DE)

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<th>S. No</th>
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19CODE205.1 CORPORATE SOCIAL RESPONSIBILITY

Credits: 3
Hours: 60

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

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
- CSR Policy - Constitution of CSR committee and its composition - CSR Design
- CSR Budget - Implementation of CSR - CSR Process - CSR Activities - Provision of CSR in 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)

Text Books
2. Nancy Lee and Philip Kotler 2017, Corporate social Responsibility: Doing the most Good for your company - John Wiley & Sons, USA
3. Wayne Visser 2018, CSR 2.0 Transforming Corporate Sustainability and Responsibility - Springer Science & Business Media, USA

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

Course Outcomes:
After the 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 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
## Outcome Mapping

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Semester -2

19 CODE 205.2 INTERNATIONAL FINANCE AND FOREIGN EXCHANGE

Credits: 3
Hours: 60

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

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

Text Books:

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

Note: Theory Questions Only

Course Outcomes:
After the successful completion of the course, students will be 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.
CO4. Recall the foreign exchange dealings by commercial banks and RBI.
CO5. Calculate and compute foreign exchange rates.
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Semester -2

19CODE205.3 INTERNATIONAL LOGISTICS MANAGEMENT  
Credits: 3  
Hours : 60

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

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

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  

Course Outcomes:  
After the 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
## Outcome Mapping

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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

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

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

Supplementary Readings:

Course Outcomes:
After the successful completion of the course, the students will be 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

Outcome Mapping

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Semester -3

19CODE305.2 MARKETING OF FINANCIAL SERVICES

Credits: 3
Hours : 60

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.

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.

Text Books:

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

Course Outcomes:
After the successful completion of the course, the students will be 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

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Semester -3

19CODE305.3 PROJECT FINANCE AND MANAGEMENT

Credits: 3
Hours: 60

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

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

Text Books:

Supplementary Readings:

Course Outcomes:
After the successful completion of the course, the students will be 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.
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INTERDEPARTMENTAL ELECTIVES (COMMON)  
TWO YEAR PROGRAMME

M.COM. ACCOUNTING INFORMATION SYSTEM (ACOM21)  
M.COM. CO-OPERATIVE MANAGEMENT (ACOM22)  
M.COM. BUSINESS INTELLIGENCE (ACOM23)  
M.COM. INTERNATIONAL BUSINESS, BANKING AND INSURANCE (ACOM24)

Curriculum-2019

Department of Commerce
## INTERDEPARTMENTAL ELECTIVES

**Electives Offered to Other Departments**

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<td>Advertising Management</td>
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Learning Objectives:
LO1. To inculcate the students to have a deep knowledge on nature and scope of marketing and marketing management
LO2. To educate the students to comprehend the dynamics of consumer behaviour and segmentation strategy followed
LO3. To impart the knowledge on various components of marketing mix

Unit I: Introduction to Marketing

Unit II: Consumer Behaviour

Unit III: Market Segmentation

Unit IV: Product Development
Product – Products and services – Brands – Brand equity – Marketing mix and services marketing mix new product development – Idea generation – Concept development and testing- Test Marketing – Product life cycle- Product life cycle stages

Unit V: Pricing and Challenges in Marketing

Text Books:

Supplementary Readings:
**Course Outcomes:**

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

**CO1.** Understand the knowledge over marketing concept and marketing strategies

**CO2.** Undertake marketing research by adopting different techniques.

**CO3.** Attain knowledge of Segmentation strategy of marketing

**CO4.** Have an idea of components of marketing mix

**CO5** Comprehend the Consumer Behaviour and global marketing challenges

**SUGGESTED MOOC COURSES:**

Learning Objectives:
LO1. To Develop effective business communication skills among the students
LO2. To provide exposure to the students to the written communication
LO3. To Develop awareness about company meeting preparation of reports

Unit I: Business Communication

Unit II: Written Communication

Unit III: Status enquiry and Reference letters
- Bank’s opinion – Agency letters – Sole seeking agency – Circular letters – Specimen letters.

Unit IV: Meetings
- Preparation of Agenda – Minutes writing – Methods and Procedures – Importance and Scope.

Unit V: Preparation of Report

Text Books:
2. Balasubramanian 2015, Business Communication, VikasPub., New Delhi,

Supplementary Readings:
1. Kapoor, A.N 2015, Business Letters for Different occasions, S.Chand Pub., New Delhi,
2. Pillai&Bhagawati 2016, Commercial Correspondence of Management, S. Chand Pub., New Delhi,

Course Outcomes:
After the successful completion of the course, the students will be able to:
CO1. Disseminate knowledge about the structure and various modes of business communication
CO2. Gain the knowledge of significance of business communication and types of letter writing
CO3. Understand to write enquiry and reference letters of business transactions
CO4. Gain knowledge of preparatory works related to company meetings and proceedings
CO5. Enlightened with the preparation of business report
SUGGESTED MOOC COURSES:


2. **Business Writing (Coursera)** Created by: University of Colorado Boulder, United States, Delivered by: Coursera, Taught by: Dr. Quentin McAndrew
Learning Objectives:

LO1. To acquaint knowledge on the provisions of Banking Regulations in India.

LO2. To educate the students with the changing scenario of banking operations with digitalization.

LO3. To impart knowledge on innovative banking payment system in India.

Unit I: Banking Legislations

Unit II: Changing Profile of Indian banking
Changing scenario of Indian Banking System- Shift from security to purpose orientation-Change from wholesale character to Retail Character- Financial Exclusion-Need for financial inclusion.

Unit III: Bank Deposits, Loans and advances
Customers accounts with the Banker-Deposits-Opening of bank accounts-Types of deposits accounts-NRI Deposits - General Rules of sound Lending-Forms of Advances.

Unit IV: Demonetization and Remonetization

Unit V: Payment System & Digital banking

Text Books:
1. Gurusamy S 2017, Banking Theory Law & Practice, Vijay Nicole Imprints (P) Ltd,Chennai

Supplementary Readings:

Websites: National Payment Corporation of India, CCIL.

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

CO1: understand the Banking Legislations in India.

CO2: recall the significance of digitalization of banking operations.

CO3: describe the various types of bank deposits and rules for sound lending.

CO4: familiarize the role of RBI in demonetization and remonetization.

CO5: explain innovative digital payment system offered by banks.
Learning Objectives:
LO1. To enable the students to gain practical knowledge on various Heads of Income
LO2. To enable the students to gain practical knowledge on elements GST
LO3. To enable the students to gain applied knowledge on I.T/GST e-filling

Unit I: Computation of Income under Income Tax Act
- Direct Taxation- Heads of Income- Salaries – Income from House Property- Income from Business and Profession- Income from Capital Gains- Income from other Sources.

Unit II: Assessment of Income Tax

Unit III: E-Filing and E-Payment of Income Tax
- Pre-requisites of E-Filing- E Payment of Income Tax – Procedure for E-Filing and E-Payment of Income tax- Advantages of E-Filing and E-Payment

Unit IV: Goods and Services Tax (GST)
- Indirect Taxation-Goods and Service Tax 2017 -GST Principles and Concept- Benefit of GST- Registration Process in GST- GST Structured Rates- Input credit and Tax Invoices -Exemptions from GST for different types of Dealers

Unit V: E-filing and E Payment of GST
- 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

Text Books:
2. Balachandran V., 2018 Indirect Taxes, Sultan Chand & Sons, New Delhi

Supplementary Readings:
1. Prasad &Bhagavathi 2018 Income Tax Law and Practice Sultan Chand & Sons, New Delhi
5. Ilangovan D, 2017 GST in India, Directorate of Distance Education, AnnamalaiUniversity, Annamalainagar.
Note: Question Paper will contain problems from Unit I and Unit II to be asked in Section B and others will be Theory Question. All units to be given equal weightage

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

**CO1.** Understand different heads of Income

**CO2.** Recognize different methods of assessment

**CO3.** File the returns by following e-filling system

**CO4.** Compute GST and understand the different structure of indirect tax

**CO5.** Understand and apply the e-filling of GST in practice
Learning Objectives:
LO1. To make the students gain expert knowledge in office management
LO2. To develop an awareness among students about the record maintenance system in an office
LO3. To enable the students to acquire knowledge in office administration

Unit I: Modern Office

Unit II: Office Accommodation

Unit III: Office Environment

Unit IV: Records Management

Unit V: Office Communications
Importance – Process – Medium – Channels – Barriers.

Text Books:
1. Nair, RK, Banerjee, AK & Agarwal, VK 2017, Office Management, PragatiPrakasam, Meerut
2. Pillai R.S.N and Bagavathi 2017, Office Management, S.Chand and Sons New Delhi

Supplementary Readings:
1. Ragunathan N.S 2016, Office Management MarghamPublications Chennai
2. Chopra RK 2016, Office Management, Himalaya Publishing House, Mumbai

Course Outcomes:
After the successful completion of the course, the students will be able to:
CO1. Recognize the functions of office management
CO2. Identify the need of selection of location of office and their procedure
CO3. Understand the significance of office environment and their essentials
CO4. Apply the concept of filing and indexing system in office
CO5. Gain knowledge towards channels of office communication

Suggested MOOC Courses:
1. Understanding Modern Business & Organisation (Future Learn), Created by: University of Strathclyde, Delivered by: Future Learn.
2. Foundation of Business Strategy, Created by: University of Virginia via Coursera, Taught by: Michael J. Lenox.
Learning Objectives:
LO1. To acquaint the students with the basics of security analysis and portfolio management
LO2. To provide exposure to students to develop awareness about the stock exchanges and stock analysis
LO3. To impart knowledge about significance of investment in mutual funds.

Unit I: Introduction

Unit II: Stock Exchanges in India
Stock Exchanges in India - BSE, NSE, MCX, Buying and Selling of stocks using brokerage and analysis recommendations - Use of limit order and Market order.

Unit III: Stock Analysis
Online trading of stocks – understanding stock quotations – Types and placing of order – Valuation and mitigation – Analysis of company – Financial characteristics – Comparative analysis of Companies.

Unit IV: Stock Valuations
Stock Valuations – PE ratio, PEG Ratio and Price Revenue Ratio – Using Historic prices – Simple and Moving Averages – Charts – Examining the shareholding pattern of the company – Pitfalls to avoid while investing.

Unit V: Investing in Mutual Funds

Text Books:

Supplementary Readings:
Course Outcomes:
After the successful completion of the course, the students will be able to:

CO1. Understand different types of Investment in capital market
CO2. Recognize the role of stock exchange in capital markets
CO3. Have an access to online trading of stock
CO4. Comprehend stock valuation while investment in different portfolio
CO5. Evaluate the mutual funds investment
Learning Objectives:
LO1. To acquaint students with evaluation of management accounting
LO2. To provide exposure to the students to prepare various budgets
LO3. To impart knowledge on marginal costing and breakeven analysis

Unit I: Introduction to Management Accounting
Management Accounting as an area of accounting; Objectives, nature, functions and scope of financial accounting, cost accounting and management accounting- Management accounting and Managerial decisions

Unit II: Analysis and Interpretation Financial Statements
Meaning and objectives- Devices used in analyzing financial statements – Comparative-Common size – Trend Analysis

Unit III: Ratio Analysis
Ratio Analysis-Nature-Significance-Limitations-Interpretation of Ratios-Classification- Liquidity-Solvency-Profitability-Turn over –Financial position ratios.

Unit IV: Budget and Budgetary Control
Budgeting- Types of Budgets-Functional Budget- Production budget - Production cost – Sales Budget and Cash Budget - Flexible Budget - Budgetary control

Unit V: Marginal costing and Break Even Analysis
Concept of Marginal cost-Cost volume profit analysis-Break Even analysis- Assumptions and practical applications of break-even analysis-Decisions regarding sales mix, make or buy decisions and discontinuation of a product line etc

Text Books:
3. A. Murthy and S. Gurusamy 2018, Management Accounting, Vijay Nicole Imprints Private Limited, Chennai

Supplementary Readings:
Course Outcomes:
After the successful completion of the course, the students will be able to:
CO1. Understand the background of evaluation of management accounting
CO2. Gain knowledge on application of various tools in analyzing financial statements
CO3. Apply different ratios and understand its significance
CO4. Expertise in preparing various budgets
CO5. Have assesses to decision making problem
SUGGESTED MOOC COURSES:
2. Accounting for Decision Making (Coursera), Created by: University of Michigan, Delivered by: Coursera, Taught by: Greg Miller.
Semester -3

19CIDX305.2 INTEGRATED AGRIPRENEURSHIP DEVELOPMENT

Credits: 3
Hours : 60

Learning Objectives:
LO1. : To enable the students to gain applied knowledge on agripreneurship in Dairy and Poultry Farming
LO2. To enable the students to gain applied knowledge on agripreneurship in Assola Farming
LO3. : To enable the students to gain applied knowledge on agripreneurship in Goat Rearing

Unit I: Dairy and Poultry Farm
Meaning- Concept- Need and Importance- Types of Dairy (Country/Traditional)-Marketing of Milk-Poultry Farm- Significance- Availability-Marketing Practices at different levels.

Unit II: Assola Farming and Marketing Practices

Unit III: Goat Rearing and Marketing Practices
Need and Importance of Goat Rearing – Types of Species -Various Breeds – Arrangement of Stall bed- Production of Fodder – Marketing Opportunities at various places.

Unit IV: Training and Development in Agripreneurship
Meaning and Definition – Significance-Training Methods-Levels of Training-Institutions-Rural Level, Urban Level, State and Central Level-Field Visit and Spot training in various Farms

Unit V: Institutional Support for Agricultural Finance
Need and Importance of Agricultural Finance – Financial assistance through World Bank Scheme, RBI Funding, NABARD Scheme, commercial Banks and Co-operative Institutions – EMI Assessment – Subsidy and Subsidiary Facilities.

Text Books:

Suggested Readings:
5. Eiri Board 2011 Handbook of Dairy Farming, Engineers Indian Research, New Delhi
Course Outcomes:
After the successful completion of the course, the students will be able to:

**CO1.** Have an applied knowledge on agripreneurship in Dairy and Poultry Farming

**CO2.** Apply knowledge on agripreneurship in Assola Farming

**CO3.** Understand the significance of goat rearing and market opportunities

**CO4.** Recognize different types of training methods in agripreneurship

**CO5.** Realize the institutional support for agricultural finance
Semester -3

19CIDX305.3ADVERTISING MANAGEMENT

Credits: 3
Hours: 60

Learning Objectives:
LO1. To acquaint the students with the basics of advertising
LO2. To enable the students to learn the fundamentals of copyrighting and layout
LO3. To familiarize with innovative advertising campaign

Unit I: Introduction to Advertisement
Advertising – Definition- Evolution and objectives-Approaches to Advertising-AIDAS- Social, Ethical and Legal issues in Advertising.

Unit II: Images and Symbols in Advertising
Advertisement Communication-Persuasion-Attitude change-Headings-Functions of Headlines-Classification of Headlines-Characteristics of effective Headlines.

Unit III: Classification of Copy and Layouts
Guidelines for copy writing –Body text creativity- Copy Production Copy testing-Layouts and story boards-Functions of layout-Types of Layout-Qualities of Layout-Small space layout-Television and story boards-Illustration-Colour.

Unit IV: Types of Advertising
Types of Advertising-Industrial and Rural Advertising-Ethics in Advertising and social Responsibility – Advertising Research.

Unit V: Advertising Campaigns
Planning and Managing Advertising Campaigns- Consumer Behaviour and advertising-Advertising and Sales Promotion-Role of Creative Strategies- Copy Strategy.

Text Books:

Supplementary Readings:
1. George E Belch and A. Belch 2017 Advertising and Promotion Tata McGraw Hill, New Delhi

Course Outcomes:
After the successful completion of the course, the students will be able to:
CO1. Disseminate knowledge of evaluation of advertisement and AIDAS formula
CO2. Evaluate the functions of Headlines and analyze the classification of headlines
CO3. Familiarize the copy righting of advertisement and preparation of layout
CO4. Understand the design and structure types of advertising
CO5. Work in planning and managing advertising campaigns
VALUE ADDED COURSE (COMMON)
TWO YEAR PROGRAMME

M.COM. ACCOUNTING INFORMATION SYSTEM (ACOM21)
M.COM. CO-OPERATIVE MANAGEMENT (ACOM22)
M.COM. BUSINESS INTELLIGENCE (ACOM23)
M.COM. INTERNATIONAL BUSINESS, BANKING AND INSURANCE (ACOM24)

Curriculum-2019

Department of Commerce
### Value Added Course

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<td>19CVAC310</td>
<td>Artificial Intelligence and its Applications in Business</td>
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Learning Objectives:
LO1: To develop an appreciation about the utility of E-Banking practices
LO2: To understand the quality services of E-banking and various tools of E-banking
LO3: To evaluate the challenges in CRM with E-Banking and security issues of online Banking

Unit I: Introduction to CRM
Definitions – Need and importance of CRM in present scenario – CRM as a strategic marketing tool.

Unit II: Significance of CRM in Banking today
Meaning and concept of E-Banking – Advantages customer information Database – objectives of E-Banking – Customer facilities through E-Banking tools.

Unit III: CRM Practices
Importance of CRM through E-Banking – internal facilities, costs, quality of service and cost of communication

Unit IV: E-Payment system

Unit V: Security Issues in CRM and E-Banking
Security and Privacy, Transactional difficulty, Technical issues and Level of Customer awareness.

Text books:

Supplementary Readings:

Course Outcomes:
After the successful completion of the course, the students will be able to:
CO1. Understand the important concepts in Customer Relationship Management
CO2. Master over e-banking and data base services day today
CO3. Attain knowledge in the e-banking practices
CO4. Have an idea of Understand e-payment system
CO5. Evaluate the security issues in CRM and e-banking
## Outcome Mapping

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Semester 3  
(Visit University Students Portal)

19CVAC310 Artificial Intelligence and Its Applications in Business
Credits: 3

Learning Objectives:

LO1: To introduce the concepts of Artificial Intelligence and its applications
LO2: To familiarise the concepts of Knowledge and Reasoning, Planning, Learning and Communication aspects of Artificial Intelligence
LO3: To impact applied knowledge on Artificial Intelligence in Business

UNIT – I Introduction
  Introduction - Intelligent Agents- Problem Solving

UNIT – II Knowledge
  Knowledge and Reasoning - Knowledge Representation- Knowledge Acquisition

UNIT – III Planning
  Planning – Planning and Acting in the Real World

UNIT – IV Learning
  Learning - Knowledge in Learning- Statistical Learning Methods - Reinforcement Learning

UNIT – V Communication
  Communicating, Perceiving, and Acting - Natural Language Processing Communication- Robotics.

Text Books:

Supplementary Readings:

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

CO1: Understand the concepts of Artificial Intelligence in relation to Business
CO2: Gain the knowledge of reasoning and difference between the human intelligence and machine intelligence.
CO3: Understand Learning and Communicating to get the applications of Natural Language Processing.
CO4: Gain knowledge on Robotics and Nanotechnology.
CO5: Understand Artificial Intelligence based applications to enhance business process.