



(Accredited with 'A' Grade by NAAC)

**DEPARTMENTAL ELECTIVES (COMMON)
TWO YEAR PROGRAMME
2019**

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)

Department of Commerce

Elective Courses

Department Electives (DE)

S. No	Course Code	Course Title	Hours/week	C	Marks		
			L		CIA	ESE	Total
1.	19CODE205	Corporate Social Responsibility	3	3	25	75	100
2.	19CODE206	International Finance and Foreign Exchange	3	3	25	75	100
3.	19CODE207	International Logistics Management	3	3	25	75	100
4.	19CODE305	Goods and Services Tax	3	3	25	75	100
5.	19CODE306	Marketing of Financial Services	3	3	25	75	100
6.	19CODE307	Project Finance and Management	3	3	25	75	100

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

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).

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:

1. Sanjay K. Agarwal 2017,Corporate Social Responsibility in India Sage Publications New Delhi.
2. Nancy Lee and Philip Kotler 2017,Corporate social Responsibility: Doing the most Good for your company, John Wiley and Sons, USA
3. WayneVisser 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
3. Ilangovan D and Durga doss. R 2018, Corporate Governance – An Insight, The United Publishers, Mangalore

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PS O6
CO1								S	M	L							L	
CO2		S				M							M					
CO3							M		L		M	M	M	L	M	M	L	
CO4				S		M		M	M		M		M			L		L
CO5			M														L	

* L – Low, M - Medium, S - Strong

Semester II

19CODE206: INTERNATIONAL FINANCE AND FOREIGN EXCHANGE

Credits : 3
Hours : 45

Learning Objectives:

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

Course Outcomes:

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

- CO1:** Appraise the fundamental knowledge on working of international financial Institutions in India.
- CO2:** Gain knowledge of role of international financial institutions like BIS and ADB
- CO3:** Monitor foreign exchange market movement
- CO4:** Recall the foreign exchange dealings by commercial banks and RBI.
- CO5:** Calculate and compute foreign exchange rates.

Unit I Introduction

Significance and Importance of International Finance – Scope and Limitation –Foreign Aid – Indian Experience.

Unit II International Financial Institutions

Organisation, Functions, Objective and working of International Bank for Reconstruction and Development (IBRD) and International Monetary Fund (IMF).

Unit III Regional Financial Institutions

Objectives and Functions of International Development Association, International Finance Corporation – The Bank for International Settlements (BIS) and Asian Development Bank (ADB).

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

Introduction – Factors influencing exchange rates – Direct rate and Indirect Rate — Exchange arithmetic – Computation of exchange rates.

Recent Ammendments in International Finance and Foreign Exchange

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

Note: Theory Questions Only

Text Books:

1. AlanC.Shapiro 2017, Multinational Financial Management, Prentice Hall of India, New Delhi
2. Bhalla,V.K 2016 International Financial Management, Anmol Pub., New Delhi.
3. Keshkamat,V.V-2015, Foreign Exchange: A Introduction, Vivek Pub., Mumbai

Supplementary Readings:

1. Balagopal, T.A.S 2016, Export Management, Himalaya Pub., Mumbai,
2. Buckley 2016 Multinational Finance, PHI, New Delhi.
3. Jeevanatham 2016, Foreign Exchange and Risk Management, Sultan Chand, New Delhi.
4. Jeevanatham 2016, Foreign Exchange –Principles Practices and Control, Sultan Chand, and Sons, New Delhi.
5. Simha, SLN 2017, International Monetary Reforms, Vora and Co, Mumbai,

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6
CO1									M			L	L					
CO2											M		M		M		L	
CO3	S			M								M			M			L
CO4									M			M	M				L	
CO5	S			M									M		M			L

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

Semester II

19CODE207: INTERNATIONAL LOGISTICS MANAGEMENT

Credits : 3
Hours : 45

Learning Objectives:

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

Course Outcomes:

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

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

Unit I: Introduction to Business Logistics and Supply Chain

Business logistics and Supply Chain-Meaning-Importance-objectives and drivers Strategy-Planning selecting proper channel, Performance measurement-outsourcing-Make or Buy approach

Unit II: Structure of shipping

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

Unit III: Developments in Ocean Transportation

Containerization: CFS and inland container depots, Multi-modal 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 Management
Faculty member will impart the knowledge on Recent Trends in International Logistics Management to the students and these components will not cover in the examination.

Text Books:

1. Natarajan L 2017, Logistics Supply Chain Management, MarghamPublications,Chennai.
2. Sunil Chopra and Petermeindi 2016, Supply Chain Management – Strategy Planning and Operation PHI Learning, New Delhi
3. Donold J Bolversox and Davis J.Closs 2016, Logistics Management: The Integrated Supply chain, Tata McGraw Hill., 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
3. Donold Waters and Palgrake 2016, Logistics: An Introduction to Supply Chain Management, Mac Millan, New Delhi
4. Sarika Kulkarni and Ashok Sharma 2018, Supply Chain Management, Tata McGraw Hill Publishing Company, New Delhi
5. Harold Dyckhoff and Springer 2017, Supply Chain Management and Reverse Logistics, International Edition, New Delhi

Outcome Mapping

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6
CO1	S	M						M	M			M	L					
CO2	S	M						M	M			M		M	M		L	
CO3	S	S		M				M	M			M	M		M	L		
CO4	S	M						M	M			M	M		S		M	L
CO5	S			M									M	M				L

* L – Low, M - Medium, S - Strong

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 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-filing of GST in practice

Unit I: Introduction to Goods and Services Tax

Indirect Taxes – Problems of Indirect taxes – Need for introduction of GST – Commodities kept out of the purview of GST – Other indirect Taxes

Unit II: Structure of GST

GST Structure – CGST –SGST- IGST – Futures – Exemptions – Schemes – Composition Schemes – Ordinary Scheme – GST Structured Rates

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

Recent Amendments in Goods and Services Tax
Faculty member will impart the knowledge on Recent Amendments in Goods and Services Tax 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
2. Satrangi G .Goods and Services Tax Precept and Practice 2018,Centax Publications, New Delhi
3. Anandaday Mishra, 2017, GST Law and Procedure, Taxmann Publication, New Delhi

Supplementary Readings:

1. C.A.Raj K. Agarwal, 2017, Taxation and Indirect Taxes, Taxmann Publication, New Delhi
2. V.S.Datey, 2017, Goods and Services Tax, Taxmann Publication, New Delhi
3. Pullani and Maniyar, 2017, Goods and Services Tax, Law Journal, Bangalore Development Limited, New Delhi.

Outcome Mapping

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PS O6
CO1												M	L			M		S
CO2	S										M		M		M			L
CO3													M		M			
CO4													M		M			
CO5			S	M									M			L		

* **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

Financial Services Marketing-Environment-Market Segmentation in Financial Market-Buyer Behaviour with reference to Financial Services.

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.

<p style="text-align: center;">Recent Trends in Marketing of Financial Services</p>
<p>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.</p>

Text Books:

1. Balachandran S 2017, Customer Services Management Response Books ,New Delhi.
2. Chawla A.S and Others 2016, Indian Banking towards 21st Century, Deep and Deep Publications ,New Delhi.
3. Jha S.M 2016, Services Marketing Himalaya Publishing House, New Delhi

Supplementary Readings:

1. Rajeev Seth 2017, Marketing of Banking Services, MacMillan Publishing House,New Delhi.
2. Roland T Rust 2016, Services Marketing Addison Wesley, New York
3. Balaji B 2017, Service Marketing and Management S.Chand and Co ., New Delhi

Outcome Mapping

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5	PSO 6
CO1		S	M			M	M						M		L			
CO2	S	M					M						M		L			
CO3						S		M	M				M			M		L
CO4	S	S	M	M		M	M	M	M									L
CO5		S					M		M		M		M		M	L		M

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

Learning Objectives:

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

Course Outcomes:

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

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

Unit I: Project an Introduction

Meaning and Definition of Project – Features – Establishing a New Project – Organisation – Innovative Projects – Need for Project Management – Duties and Responsibilities of a Project Manager.

Unit II: Project Feasibility Study

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

Unit III: Net Work Analysis

Minimization of Cost and Time of Projects – Net Work Analysis – PERT – Methods – CPM methods – Details.

Unit IV: Project Cost Control

Project Cost Control – Cost forecasting – Monitoring and Control of Costs – Estimation techniques – Factorial, Man-hour, unit rate and operational cost estimation.

Unit V: Project performance

Project performance – Indicators – Review of Project performance – Benefits –Project report – Project failures – Precautions and Practical guidelines.

<p style="text-align: center;">Recent Trends in Project Finance and Management</p>

<p>Faculty member will impart the knowledge on Recent Trends in Project Finance and Management to the students and these components will not cover in the examination.</p>
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Text Books:

1. Choudhury, S 2016, Project Management, Tata McGraw Hill Pub., New Delhi
2. KesavaRao,P.C 2017, Project Management and Control, Sultan Chand and Sons, New Delhi
3. PrasannaChandra 2017, Project Preparation, Appraisal, Implementation Tata McGraw Hill (P)., New Delhi.

Supplementary Readings:

1. Goel,BB 2017, Project Management: Principles and Techniques Deep and Deep Pub., New Delhi.
2. Harvey Maylor 2017, Project Management, MacMillan India Ltd., New Delhi.
3. John M.Nicholas- 2018, Project Management for Business Technology, Prentice Hall of India, New Delhi.

Outcome Mapping

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6
CO1		S	M					M	M		M	L	M					
CO2	S		M	M			M	M	L				M	M				
CO3	S				S	M	M	M					M		M	L		L
CO4	S					M							M	M		M		L
CO5	M		S	M		M	M	M	M		M	L	M	M	L			

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



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TWO YEAR PROGRAMME
2019**

M.COM. ACCOUNTING INFORMATION SYSTEM (ACOM21)

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Department of Commerce

Electives Offered to Other Departments

S. No	Course Code	Course Title	Hours/week	C	Marks		
			L		CIA	ESE	Total
1.	19CIDX105	Marketing Management	3	3	25	75	100
2.	19CIDX106	Business Communication & Report Writing	3	3	25	75	100
3.	19CIDX107	Digital Banking	3	3	25	75	100
4.	19CIDX205	Income Tax and GST Assessment Methods	3	3	25	75	100
5.	19CIDX206	Office Management	3	3	25	75	100
6.	19CIDX207	Stock Market Investing	3	3	25	75	100
7.	19CIDX305	Accounting for Managerial Decisions	3	3	25	75	100
8.	19CIDX306	Integrated Agriprenurship Development	3	3	25	75	100
9.	19CIDX307	Advertising Management	3	3	25	75	100

Semester I

19CIDX105: MARKETING MANAGEMENT

Credits : 3
Hours : 45

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

Course Outcomes:

After successful completion of the course, the 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

Unit I: Introduction to Marketing

Marketing – Concept – Nature- Scope and Evolution of Marketing –Consumer needs – Consumer driven Market Strategy- Marketing Environment- Marketing Strategy

Unit II: Consumer Behaviour

Consumer behaviour- Consumer Markets- Characteristics of Consumers- Importance of understanding consumers – Dynamics of consumer behaviour – Theories of consumer behaviour –Consumers Decision making process for new products- Business buyer behaviour – Business buyer decision.

Unit III: Market Segmentation

Market Segmentation – Segmentation of Consumer markets- Segmentation of Business markets- Target marketing – Positioning – Maps- Positioning Strategy.

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

. Pricing products- Pricing decisions – Different types of Prices- Pricing approaches. Green Marketing - Global Marketing Challenges.

Recent Trends in Marketing Management

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

Text Books:

1. Bhatia, B.S. and G.S. Batra, 2015, Modern Marketing Management, Deep and Deep Publications Pvt Ltd Rajouri Garden New Delhi.
2. Sherlekar, S.A., 2017, Marketing Management, Himalaya Publishing House, Gurgaon, Mumbai.
3. Pillai Bagavathi R.S.N., 2014, Marketing Management, S Chand and Company Limited, Ram Nagar, New Delhi.

Supplementary Readings:

1. Philip Kotler, Kevin Lane Keller, 2016, Marketing Management Pearson Education India Ltd. ,New Delhi.
2. Joshi-Principles of Marketing Management, 2017, Cyber Tech Publications, Ansari Road, Daryaganj, New Delhi.
3. Bhatia,B.S. and G.S.Batra 2015, Modern Marketing Management, Deep and Deep Publications Pvt Ltd Rajouri Garden, New Delhi.
4. . RajanSaxena, Marketing Management 2016, Tata Mc-Grew Hill Education Private Limited, New Delhi.
5. Chandrasekar, K.S.,2017, Marketing Management Text and Cases-Vijay Nicole Imprints Private Limited, Chennai.

Semester I

19CIDX106: BUSINESS COMMUNICATION AND REPORT WRITING

Credits : 3

Hours : 45

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

Course Outcomes:

After successful completion of the course, the students will 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: Get enlightened with the preparation of business report

Unit I : Business Communication

Objects and Significance of Business Communication – Structure and Contents of Business letter – Style –Different modes of Business Communications.

Unit II : Written Communication

Importance of written communication – Enquiry letters – Offer and quotation – order letters – Types – Specimen letters - Letter writing for seeking employment .

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

Writing of Business Report – Precaution – Types – Essentials of a good report.

Recent Ammendments in Business Communication and Report Writing
Faculty member will impart the knowledge on Recent Ammendments in Business Communication and Report Writing to the students and these components will not cover in the examination.

Text Books:

1. Varinder Kumar Bodhras 2017 Business Communication, Kalyani Pub., Ludhiana
2. Balasubramanian 2015 Business Communication, Vikas Pub.,New Delhi,
3. Biwsal, Rao, Jena 2017 Business Communications, Kalyani Pub., Ludhiana

Supplementary Readings:

1. Kapoor, A.N 2015 Business Letters for Different occasions, S.Chand Pub., New Delhi,
2. Pillai and Bhagawati 2016 Commercial Correspondence of Management, S. Chand Pub , New Delhi
3. Sundar.K,2017,Business Communications, Vijay Nickolace Imprints Private Limited,Chennai

SUGGESTED MOOC COURSES:

1. ***Business Communication (edX)*** Created by: The University of British Columbia, Canada, Delivered by: EdX, Taught by: Marlisse Silver Sweeney.
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

Course Outcomes:

After successful completion of the course, the students will 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

Unit I: Banking Legislations

Evaluation of Banking Legislations in India – Reserve Bank of India Act 1934 -Major provisions of Banking Regulation Act 1949/1970 Act – The Banking Regulation Amendment Act, 2017

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

Demonetization – History of Demonetization in India-Meaning-Definition-Background-Objectives-Advantages and Disadvantages. Demonetization – Black money – fake money-Digital financial transactions-cash less economy – Remonetization- The Role of RBI in demonetization and Remonetization

Unit V: Payment System & Digital banking

Innovative Banking Payment System -Rupay- Rupay Secure- IMPS – National Unified USSD Platform (USSD)-National Automated Clearing House (NACH)- Aadhaar Enabled payment System (AEPSC-KYC/MICR Vs CTS- Comparison –National Financial Switch (NFS) RTGS,NEFT,UPI,CCIL-National Payment Corporation – Forex Settlements, Securities Settlement enhanced Mobile Banking and UPI (Unified Payments Interface) – FinTech- Neo Banking –Payment Banking and Small Finance Banking – Competitive and Collaborative Services

Recent Amendments and Trends in Digital Banking
Faculty member will impart the knowledge on Recent Amendments and Trends in Digital Banking to the students and these components will not cover in the examination.

Text Books:

1. Gurusamy S 2017, Banking Theory Law and Practice, Vijay Nicole Imprints (P) Ltd, Chennai
2. Arunajatesan S 2017 Technology in Banking Margham Publications Chennai.
3. Digital Banking 2016 Indian Institute of Banking and Finance, Taxmann Publication New Delhi.

Supplementary Readings:

1. Subba Rao S and P.L Khanna 2018 Principles and Practice of Bank Management, Himalya Publishing House, Mumbai.
2. Gurusamy S 2017 Banking Theory Law and Practice, Tata McGraw Hill, Uttarpradesh
3. MuraliS.and Subbakrishna , 2018 Bank and Credit Management, Himalaya Publishing House, New Delhi.
4. Indian Institute of Banking and Finance, 2016 ,Principles and Practice of Banking, McMillan, Mumbai
5. Indian Institute of Banking and Finance, 2016 ,General Bank Management, McMillan, Mumbai

Websites: National Payment Corporation of India, CCIL., RBI

Semester II

19CIDX205: INCOME TAX AND GST ASSESSMENT METHODS

Credits : 3
Hours : 45

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-filing

Course Outcomes:

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

- CO1:** Understand different heads of Income
- CO2:** Recognize different methods of assessment
- CO3:** File the returns by following e-filing system
- CO4:** Compute GST and understand the different structure of indirect tax
- CO5:** Understand and apply the e-filing of GST in practice

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

Assessment – Methods of Assessment- Self Assessment- Regular Assessment-Best Judgment Assessment- Re-Assessment- Rectification of Mistakes- Income Tax Permanent Account Number (PAN)- Exempted Income- Deductions from Gross total Income.

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

Recent Ammendments in Direct and Indirect Taxation in India

Faculty member will impart the knowledge on Recent Ammendments in Direct and Indirect Taxation in India to the students and these components will not cover in the examination.

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

Text Books:

1. Mehotrara.H.C and Goyal.S.P 2019-20 Income Tax Law and Accounts, Sahitya Bhawan Publishers, Agra
2. Balachandran V., 2019-20 Indirect Taxes, Sultan Chand and Sons, New Delhi
3. Satrangi G .Goods and Services Tax Precept and Practice 2019-20 Centax Publications, New Delhi

Supplementary Readings:

1. Prasad and Bhagavathi 2019-20 Income Tax Law and Practice Sultan Chand and Sons, New Delhi
2. Gaur V.P and Narrang D.B 2019-20 Income Tax Law and Practice, Kalyani Publishers, New Delhi
3. Datey V.S, 2019-20, Goods and Services Tax, Taxmanns Publications, New Delhi
4. Jain R.K 2019-20 Goods and Services Tax Manual, Taxmanns Publications New Delhi
5. Ilangoan D, 2017-18 GST in India, Directorate of Distance Education, Annamalai University, Annamalainagar.

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

Course Outcomes:

After successful completion of the course, the students will 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

Unit I : Modern Office

Importance of Office – Scope -Office Management – Functions of Office Management – Administrative Office Management – Objectives of Administrative Office Management – Functions of Administrative Office Manager.

Unit II : Office Accommodation

Principles – Location of Office – Office Building – Office Layout – New Trends in Office Layout –Furniture and Equipment upkeep and maintenance.

Unit III : Office Environment

Lighting – Types – Designing – Benefits – Interior Decoration – Sanitary requirements – Cleanliness -Transport.

Unit IV : Records Management

Filing –Characteristics – Classification and arrangements of Files – methods of filling Devices – Indexing –Types –Selection of suitable Indexing System – Office forms and their control.

Unit V : Office Communications

Importance – Process – Medium –Channels – Barriers.

Recent Developments in Office Management
Faculty member will impart the knowledge on Recent Developments in Office Management to the students and these components will not cover in the examination.

Text Books:

1. Nair, RK , Banerjee, AK and Agarwal, VK 2017, Office Management, Pragati Prakasam, Meerut
2. Pillai R.S.N and Bagavathi 2017, Office Management , S.Chand and Sons New Delhi
3. Chopra R.K Ms. Ankita Bhatia 2016, Office Management, Himalaya Publication House, New Delhi

Supplementary Readings:

1. Ragnathan N.S 2016, Office Management Margham Publications Chennai
2. Chopra RK 2016, Office Management, Himalaya Publishing House, Mumbai
3. GeorgeR.Terry 2015, Office Management and Control, Himalaya Publication House, New Delhi

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 the students an exposure to develop awareness about the stock exchanges and stock analysis
LO3: To make the students to have knowledge about significance of investment in mutual funds.

Course Outcomes:

After successful completion of the course, the students will 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 on line trading of stock
CO4: Comprehend stock valuation while investment in different portfolio
CO5: Evaluate the mutual funds investment

Unit I: Introduction

Types of Investment – Equity shares –IPO/FPO, bonds – Indian Securities Market- Market Participants – Trading of Securities –Security Market indices –Sources of financial information.

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

Background of Mutual funds-Needs and advantages of investing Mutual funds- Net Asset value- Types of Mutual funds – Open ended, closed ended, equity, debt, hybrid, money market Load Vs. No load funds-Factors affecting choice of Mutual funds, CRISIL- Mutual fund Ranking and its usage.

Recent Trends in Stock Market Investing
Faculty member will impart the knowledge on Recent Trends in Stock Market Investing to the students and these components will not cover in the examination.

Text Books:

1. Gitman and Joehnk 2015, Fundamentals of Investing, Pearson Publications,New Delhi.
2. Chandra Prasanna, 2017, Investment Analysis and Portfolio Management, Tata McGraw Hill,New Delhi.
3. DamodaranAsath 2016, Investment Valuation: Tool and Techniques for Determining the value of any Asset, Wiley Finance.,New Delhi
4. Bhole L.M 2015, Financial Institutions and Markets Tata McGraw Hill Publishing Company Ltd, New Delhi

Supplementary Readings:

1. Bodie Alex, Marcus and Mohanty 2017, Investments McGraw Hill Publishing Company Limited, New Delhi
2. Hirt and Block 2016, Fundamentals of Investment Management McGraw Hill Publishing Company Limited, New Delhi.
3. Pandian Punithavathy 2015, Security Analysis and Portfolio Management, Vikas publishing company, New Delhi.

Semester III

19CIDX305: ACCOUNTING FOR MANAGERIAL DECISIONS

Credits : 3
Hours : 45

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

Course Outcomes:

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

- CO1:** Understand the back ground 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

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

UnitIII: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

Recent Trends in Accounting for Managerial Decisions

Faculty member will impart the knowledge on Recent Trends in Accounting for Managerial Decisions to the students and these components will not cover in the examination.

Text Books:

1. Maheswari S.N.,2017 Principles of Management Accounting ., Sultan Chand and Sons New Delhi.
2. SharmaShashi R.K and Gupta K, 2016 Management Accounting, Kalyani Publishers, New Delhi.
3. A.Murthy and S.Gurusamy 2018 Management Accounting, Vijay Nicole Imprints Private Limited,Chennai

Supplementary Readings:

1. Kaplan and Afkinson, Advanced Management Accounting, 2016 Prentice Hall of India, New Delhi.
2. Solomon Raj, L and Arockiyasamy,A. 2016 Management Accounting, Tata McGraw Hill Publishing Ltd, New Delhi,2016
3. Pillai R.S.N and Bagavathi.V2017 Management Accounting, S.Chand and Co., NewDelhi
4. Hingorani N.L and Ramanthan Ed.by T.S.Grewal, 2015 Management Accounting, Sultan Chand and Sons, New Delhi.
5. Ravi M.Kishore, 2017 Management Accounting, Taxmen's Students Publications, New Delhi.

SUGGESTED MOOC COURSES:

1. **Corporate Financial Decision-Making for Value Creation** (Coursera), Created by: University of Melbourne, Delivered by: Coursera, Taught by: Paul Kofman Sean Pinder.
2. **Accounting for Decision Making (Coursera)**, Created by: University of Michigan, Delivered by: Coursera, Taught by: Greg Miller.

Semester III

19CIDX306: INTEGRATED AGRIPRENEURSHIP DEVELOPMENT

Credits : 3
Hours : 45

Learning Objectives:

- LO1:** To enable the students to gain applied knowledge on agriprenurship in Dairy and Poultry Farming
LO2: To enable the students to gain applied knowledge on agriprenurship in Assola Farming
LO3: To enable the students to gain applied knowledge on agriprenurship in Goat Rearing

Course Outcomes:

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

- CO1:** Have an applied knowledge on agriprenurship in Dairy and Poultry Farming
CO2: Apply knowledge on agriprenurship in Assola Farming
CO3: Understand the significance of goat rearing and market opportunities
CO4: Recognize different types of training methods in agriprenurship
CO5: Realize the institutional support for agricultural finance

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

Importance of Organic Manuring – Assola – Different varieties – Methods of Production – Usages for Organic Manure-Marketing Practices at various levels of organic food materials.

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 Agriprenurship

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.

Recent Trends in Integrated Agriprenurship Development

Faculty member will impart the knowledge on Recent Trends in Integrated Agriprenurship Development to the students and these components will not cover in the examination.

Text Books:

1. Nanda S 2016 Integrated Farming System Practices: Challenges and Opportunities, Bhubaneswar, Odisha.
2. Holmes Pergler H.S 2014 The Book of the Goat – Containing full particulars of the various breeds of Goats and their Profitable Management
3. Jerome D. Belanger and Sara Thomson Bredesen 2018 Story's Guide to Raising Dairy Goats: Breed Selection, Feeding, Fencing, Health Care, Dairying Marketing

Supplementary Readings:

1. King D.T 2000 India's Dairy Development and Operation Flood Indian Dairy, Rainbow Publications, Coimbatore
2. Tripathy 2000 Co-operation for Rural Development, Tamil Nadu Book House, Chennai
3. Bhatia B.S 2000 Management of Marketing Co-operatives, Deep and Deep Publications, New Delhi
4. Gupta P.R 2007 Dairy India (Sixth Edition) New Delhi
5. Eiri Board 2011 Handbook of Dairy Farming, Engineers Indian Research, New Delhi

Semester III

19CIDX307: ADVERTISING MANAGEMENT

Credits : 3
Hours : 45

Learning Objectives:

- LO1:** To acquaint the students with the basics of advertising
- LO2:** To enable the students to learn the fundamentals of copywriting and layout
- LO3:** To familiarize with innovative advertising campaign

Course Outcomes:

After successful completion of the course, the students will 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

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.

Recent Developments in Advertising Management

Faculty member will impart the knowledge on Recent Developments in Advertising Management to the students and these components will not cover in the examination.

Text Books:

1. Rathod 2016 Advertising Management, Himalaya Publishing House, New Delhi.
2. Sherlerkar 2017 Marketing Management, Himalaya Publishing House, New Delhi
3. WillamsArens 2016 Contemporary Advertising McGraw Hill,New Delhi

Supplementary Readings:

1. George E Belch and A. Belch 2017 Advertising and Promotion Tata McGraw Hill , New Delhi
2. John R Rossiter 2017 Advertisement Communication Tata McGraw Hill,New Delhi.
3. George Burton Arnold 2017 Advertising Copy Harper and Brothers, New York

Semester II

VALUE ADDED COURSE (Visit University Students portal) 19CVAC210: CRM IN E- BANKING

Credits : 2
Hours : 30

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

Course Outcomes:

After successful completion of the course, the students will 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

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

Rupay – Rupay secure – IMPS – National unified USSD platform – (USSD) National Automated Clearing House (NACH) – National Financial Smith (NES) RTGS, NEFT. Innovative banking Payment system.

Unit V : Security Issues in CRM and E- Banking

Security and Privacy, Transactional difficulty, Technical issues and Level of Customer awareness.

Recent Trends in CRM in E-Banking

Faculty member will impart the knowledge on Recent Trends in CRM in E-Banking to the students and these components will not cover in the examination.

Text Books:

1. Abhijeet Singh and Brijesh Kumar 2011, Customer Relationship Management Tools: An Overview, Marketing Mastermind, Vol 11, pp 24.
2. Alok kumar and Chhabi Sinha 2008, Customer relationship management concepts and application, 1st Ed, Sudha offset press, pp 3-16.
3. Mahmood Shah and steve Clarke 2009, E-Banking management: Issues, Solutions and Strategies

Supplementary Readings:

1. Alan Smith, 2006, CRM and customer service: Strategic asset or Corporate over-head, Handbook of Business Strategy, Vol 7, pp.87 – 93.
2. Jayaram Kondabagil 2012, Risk Management in Electronic banking: Concepts and Best Practices
3. Himani Sharma 2011, Bankers' Perspectives on E-Banking and Its Challenges: Evidence from North India" The IUP Journal of Bank Management

Outcome Mapping

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6
CO1											S	S	M	S	M			S
CO2	S		M	M									S	S		M	S	S
CO3	S		M			L	S								M	M	S	S
CO4	S		S						M		S	S			L	S	S	S
CO5	S		S	M					M		S	S	M		L		S	S

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

Semester III

**VALUE ADDED COURSE
(Visit University Students portal)**

19CVAC310: ARTIFICIAL INTELLIGENCE AND ITS APPLICATIONS IN BUSINESS

**Credits : 2
Hours : 30**

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

Course Outcomes:

After successful completion of the course, the students will 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 the get the applications of Natural Language Processing.
- CO4:** Gain knowledge on Robotics and Nanotechnology.
- CO5:** Understand Artificial Intelligence based applications to enhance business process.

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.

Recent Developments in Artificial Intelligence and its Applications in Business
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Faculty member will impart the knowledge on Recent Developments in Artificial Intelligence and its Applications in Business to the students and these components will not cover in the examination.

Text Books:

1. Dhanrajani, S. 2018. AI and Analytics: Accelerating Business Decisions (2 ed.). New York: Wiley.
2. Finlay, S. 2018. Artificial Intelligence and Machine Learning for Business (3 ed.). Relativistic
3. Prabhat Kumar . 2019. Artificial Intelligence: Reshaping Life and Business (1 ed.).New Delhi: BPB Publications.

Supplementary Readings:

1. John Medicine 2019. Artificial Intelligence Business Applications (1 ed.). New Delhi.
2. Rose, D. 2018. Artificial Intelligence for Business (1 ed.). Chicago: Chicago Lakeshore Press.
3. Yao, M., Zhou, A., and Jia , M. 2019. Applied Artificial Intelligence: A Handbook for Business Leaders (1 ed.). New York: TOPBOTS.

Outcome Mapping

CO/ PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PS O1	PS O2	PS O3	PS O4	PS O5	PS O6
CO1											M	M	M	S	M			L
CO2	S		M	M									L	M		M	M	L
CO3	S		M			L	M								M	M	S	L
CO4	L		M						M		S	L			M	M	M	S
CO5	M		M	L					M		M	S	M		M		M	S

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

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: Imbibe 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: Inculcate with basic liberties.

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

Making of Indian Constitutional Law and Constitutionalism- Historical Perspective of the Constitution of India –Salient features and Characteristics of the Constitution of India.

Unit II : Fundamental Rights and Duties

Scheme of Fundamental Rights-The Scheme of Fundamental Duties and its legal status-The Directive Principles of State Policy – Its Importance and Implementation.

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

The Historical Perspectives of the Constitutional Amendments in India – Emergency Provisions : National Emergency, President Rule- Financial Emergency.

Unit V : Fundamental Rights

Schemes of the Fundamental Right to Equality – Scheme of the Fundamental Rights to certain Freedom under Article 19 – Scope of the Right to Life and Personal Liberty under Article 21.

Recent Amendments in Constitution of India

Faculty member will impart the knowledge on Recent Amendments in Constitution of India to the students and these components will not cover in the examination.

Text Books:

1. Bipan Chandra, Mridula Mukherjee, Aditya Mukherjee 2016., India After Independence 1947- 2000, Penguin Publishers, New Delhi.
2. Durga Das Basu,2018., Introduction to the Constitution of India, Prentice Hall, New Delhi.
3. Jogendra Yadav 2000, Transforming India: Dynamics of Democracy, Oxford University Press, New Delhi

Supplementary Readings:

1. The Constitution of India 1950 (Bare Act), Government of India Publications.
2. Busi S.N Ambedkar B.R 2015, Framing of Indian Constitution
3. Jain M.P 2014 Indian Constitution Law, Lexis Nexis
4. Paul R.Brass 1999 The Politics of India Since Independence Cambridge University Press
5. Granvila Austin 2006 The Indian Constitution :Cornerstone of a Nation, Oxford University Press, New Delhi